

CS-6600 Lecture 1

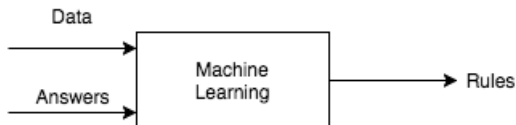
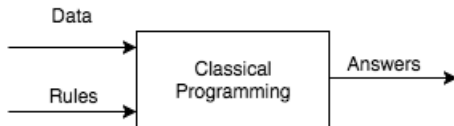
Machine Learning Overview

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Machine Learning



Taboo Pizza

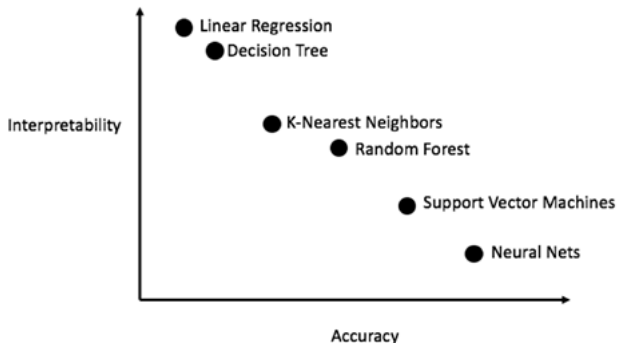
We can mathematically model the relationship between marketing spend and sales in the following very general form:

$$Y = f(\mathbf{X}) + \epsilon$$

where Y is sales, \mathbf{X} is a vector whose components are the various marketing channel spends, so $\mathbf{X} = (X_1, X_2, \dots, X_n)$, and ϵ is a random error term.



Model Accuracy vs Interpretability



Supervised vs Unsupervised

