## Feature Engineering Day - 03

## DATA ENCODING

Data Encoding is a process of converting data from one form to another.

Jackendent
featuris

featuris

Designation

Salary
pependent

Salary

Feature

So K

Bev

Data Scientist

FOK

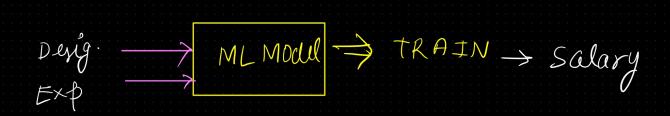
Cloud Engineer

100 K

cate gorical feature

Data Encoding -> Categorical features

Numerical



Types of Data Encoding

- 1) Nominal / One-Hot Encoding
- ed Label Encoding
- 3) Ordénal En coding
  - (4) Tæget Guided Ordinal Encoding

Categorical -> Numerical

Duadvantages

O Sparce Matrix

[Overfitting]

2) 1000 features [ 1000 categories]

## Nominal / OHE

Categorical -> numbric

0,1 -> binary

vector

Egg House préce

No of Rooms House size Location Price

Noida

Pune

Delhi

Noida

	Delhi	Noida	Pune
		0	0
Nominal Encoding =	O	(	0
Encoung	0		0
		$\mathcal{D}$	

Sparce Matrix

[ 0 0 1 ]
[ 1 0 0 ]