Model selection, hyperparameter tuning, grid search. You will hear these terms used interchangeably.

Descriptive tasks – find insight behind data set. In discussion on linear regression. If look at multilinear regression can be used for descriptive tasks

Diagnosis tasks similar to descriptive. Usually have a problem in mind that you want to solve

Prediction is usually what you want to do

Prescriptive tasks – usually paired with diagnosis task. You see click through rate goes down, how can you handle that.