TRAINING AND TEST SETS - Randomize first - 10-15 % for test. - DO NOT TRAIN ON TEST DATA!! -> check for dupes, etc. VALIDATION Repeatedly evaluating against test data and tuning each time, choosing model that performs best us. test can overtit to test data Solution, A third segment, validation set is used for tuning *After* tuning, then test our test set. This will cotton overfitting. Comalso wear out overtit like this! Best way to woid is to collect more data / startour. Common isshes: - Volidation test data different from training - Consider data set: sorted? etc.