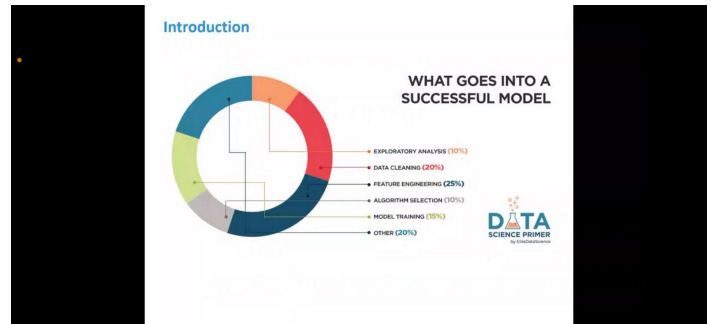# Lec 4

1. Feature engeneering - synthesizing features on other features of data
2. Some companies don't select algos and develop their own like yandex, nvidia, google
3. Supervized learning - ML on labeled data.
4. Unsupervised learning - ML on unlabeled data. For example, clusterization
5. Semi-supervised. Sometimes model is allowed to label part of data itself, sometimes there is another model that labels data
6. Reinforcement learning. Like a game. Model is acting in a way to maximize reward
7. Clean data is better than cool algo
8. Lack of data can be partialy solved by augmentation(same data but with minor changes)
9. Wtf is target variable
   The target variable is the variable whose values are modeled and predicted by other variables. A predictor variable is a variable whose values will be used to predict the value of the target variable.