**Feature Engineering**

* Variable transformation:  transformation is a process that changes the distribution or relationship of a variable with others.
* Variable / **Feature creation**.

***Business driven features***

***Data driven features***

In error analysis I typically take observations that have been missclassified by the model and try to think about the why and look for insights that might lead to new ideas for features.

Refrences:

<https://www.quora.com/What-are-some-best-practices-in-Feature-Engineering>