4.)

(a.) (i) Predicting success/failure of pharm drug test.
  ↳ resp: cured/no ; pred: it given, amt of dose, duration
   " " " of antimissile tests. Pred
(ii) " "
  ↳ hit/no; pred: time of day, weather, speed ; Pred

(iii) Predicting if ~~district~~ district will vote for Dem or Republican or Independent.
  ↳ Dem/Rep/Ind; pred: income, age, race.; Inf

(b) (i) understanding impact of educ^n on wage ; Inf
   experience

(ii) " " " mkt spend on revenue Inf
   TV, radio

(iii) " " " studying on score ; Inf
   ↓
   # hours,
   # months

(c) → Clustering sales territories for a few sales reps to service
→ Clustering similar products together in stores for product placement.
→ Clustering similar web searches together to suggest other links.

5.) Very flexible:

Adv:	Dis:
• May provide better prediction	• May overfit to noise
• May provide more insight	• Less transparent

More flexi: Blind prediction, don't care why
Less: when transparency/intuition required to gain MGMT buy-in.