

Unsupervised learning: Through the Eyes of our Working Example



OUR STORY

Companies both large and small know that data is an asset. It should be collected and provided to the data science team so that they may carry out experiments and projects aimed at cost-savings or growth opportunities. AAVAIL has accumulated data with this in mind, but like so many other companies these data we saved without explicit mapping of labels and data. This is where unsupervised learning comes in. Can we find natural structure in our data that is useful in some way?



THE DESIGN THINKING PROCESS

Unsupervised learning techniques may be useful in all phases of the design thinking process. Since they are essentially designed for summarizing and clustering data sources, they can be helpful in a wide variety of different ways.

During each of the design thinking stages, unsupervised learning techniques may be used to identify patterns in large data sets, which may then be useful in generating new ideas or in making predictions.