

PART I

The Fundamentals of Machine Learning

CHAPTER 1

The Machine Learning Landscape

When most people hear “Machine Learning,” they picture a robot: a dependable butler or a deadly Terminator depending on who you ask. But Machine Learning is not just a futuristic fantasy, it’s already here. In fact, it has been around for decades in some specialized applications, such as *Optical Character Recognition* (OCR). But the first ML application that really became mainstream, improving the lives of hundreds of millions of people, took over the world back in the 1990s: it was the *spam filter*. Not exactly a self-aware Skynet, but it does technically qualify as Machine Learning (it has actually learned so well that you seldom need to flag an email as spam anymore). It was followed by hundreds of ML applications that now quietly power hundreds of products and features that you use regularly, from better recommendations to voice search.

Where does Machine Learning start and where does it end? What exactly does it mean for a machine to *learn* something? If I download a copy of Wikipedia, has my computer really “learned” something? Is it suddenly smarter? In this chapter we will start by clarifying what Machine Learning is and why you may want to use it.

Then, before we set out to explore the Machine Learning continent, we will take a look at the map and learn about the main regions and the most notable landmarks: supervised versus unsupervised learning, online versus batch learning, instance-based versus model-based learning. Then we will look at the workflow of a typical ML project, discuss the main challenges you may face, and cover how to evaluate and fine-tune a Machine Learning system.

This chapter introduces a lot of fundamental concepts (and jargon) that every data scientist should know by heart. It will be a high-level overview (the only chapter without much code), all rather simple, but you should make sure everything is crystal-clear to you before continuing to the rest of the book. So grab a coffee and let’s get started!