

Feature Engineering Principles

Features are measurable properties used to represent data for ML models

Good Features Are

✓ Informative

✓ Discriminative

✓ Independent



Domain knowledge is crucial for effective feature engineering



Feature quality often more important than model complexity



Consider relevance, redundancy, and computational cost



Feature scaling and normalization improve model performance



Feature quality often more important than model complexity

Iterative Process

Extract



Evaluate



Refine

