

Deep learning eliminates some of data pre-processing that is typically involved with machine learning. These algorithms can ingest and process unstructured data, like text and images, and it automates feature extraction, removing some of the dependency on human experts.

Machine learning is important because it gives enterprises a view of trends in customer behavior and business operational patterns, as well as supports the development of new products. Many of today's leading companies, such as Facebook, Google and Uber, make machine learning a central part of their operations.