

Automated ML vs Custom Modeling

Automated Machine Learning

- + Easy to get started
- + Robust enterprise support
- + Cheap for quick development
- Limited use cases
- Difficult to extend
- Data is accessible to provider

Custom Modeling

- + Complete customizability
- + Unlimited use cases
- + Full control over parameter tuning
- Expensive to get started
- Requires ML expertise
- Limited means of external support