



**Statistical Learning**

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**[ISLRR2]**

Considerations when choosing a marketing method:

• supervised or unsupervised task?

Is the outside continuous or discrete?



What is your goal: prediction or inference?

• How well does the model match the data generating process?

• Likelihood-based or algorithmic method?

- How big is  $n$ ? How much flexibility is needed?

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# **Supervised or Unsupervised?**