





**Not so fast!**

\* there are  
caveats

A close-up photograph of a person's hand hovering just above a bright blue, circular button. The button is part of a white, possibly medical or scientific, device. The background is dark and out of focus. The text is overlaid on the blue button.

**implementing a  
model without first  
understanding  
your data**













... **NOT** so fast!

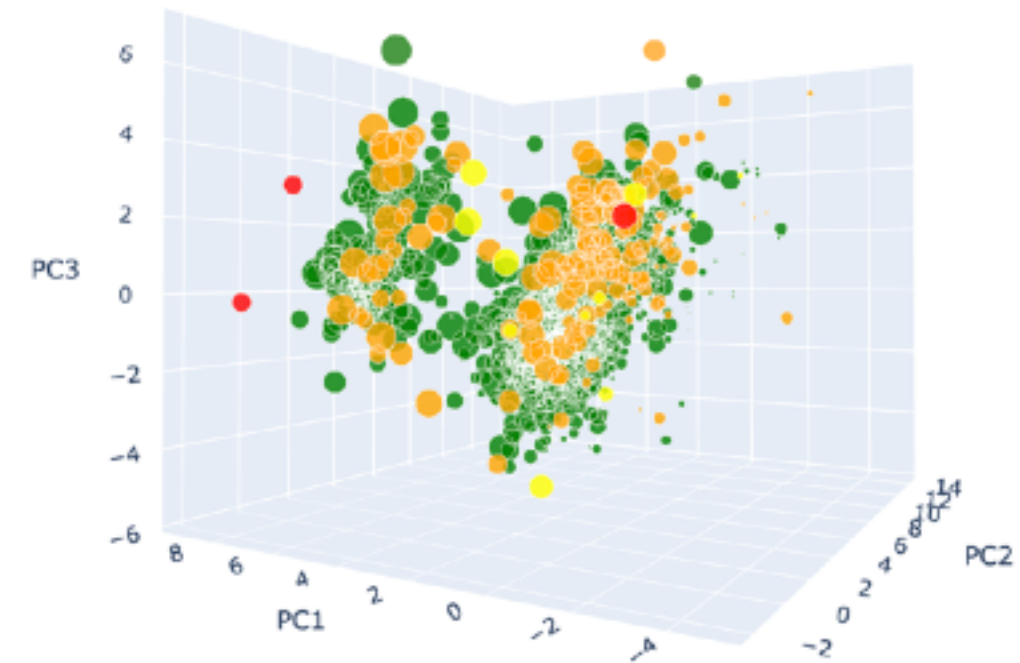
\* there are  
**caveats**



# A's & B's are more similar than different by the looks of things!

... yet we're literally trying to classify between them.

// PCA



// LDA

