

GETTING STARTED WITH MACHINE LEARNING

What can I achieve with machine learning if I've never used it before?

MACHINE LEARNING + BUSINESS

Computers today can process and analyze large, complex data sets in milliseconds. Add [machine learning](#) and you have a [predictive analytics](#) workhouse that can process ever-growing, complex business data, watch for trends, analyze what it finds, and provide insights and potential solutions—fast.

MACHINE LEARNING DEMYSTIFIED

Machine learning is the science of getting computers to identify patterns in datasets by themselves. Not by direct programming, but rather by letting [computers interact with](#) and [learn](#) from data on their own over time.

MACHINE LEARNING + PREDICTIVE

Predictive analytics is analytics concerned with what could happen next. It's the practice of producing future-facing predictions by looking at data on what's happening in the present and what took place in the past. How this is done is via a [predictive model](#), which is like a complex formula that can incorporate both traditional statistics and machine learning to predict outcomes.



THE POSSIBILITIES OF A PREDICTIVE MODEL

Some **smart first-timer uses** for predictive modeling



Predictive models can come in handy in many scenarios where a clear view likely of future outcomes would help you plan better today and act confidently tomorrow.

FINANCE

PREDICT

- Fraudulent transactions
- Risk of credit/loan default
- Insurance claims

HEALTHCARE

PREDICT

- Patient-level costing
- Readmittance

OPERATIONS

PREDICT

- Transit times
- Demand for inventory planning

MARKETING

PREDICT

- Customer loyalty card usage
- Responders by campaign/channel
- Lead propensity to convert

IDENTIFY

- Factors that influence conversion

HUMAN RESOURCES

PREDICT

- Employee turnover
- Match to requisition
- Employee performance

SALES

PREDICT

- Customer churn
- Customer lifetime value
- Propensity for a given product
- Share of sales by product

IDENTIFY

- Factors that lead to churn



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The Thrill
of Solving