

The Essentials of Machine Learning

Why Do Machine Learning?

38%

Boost to profitability from ML adoption (Accenture)

26%

Of ML adopters gain a competitive advantage (MIT)

57%

Of buyers expect you to predict their needs (SalesForce)

Who Does Machine Learning?



Google



Apple



Facebook



Amazon



Baidu

\$20-30B Investment (McKinsey)



Recommendation Engine



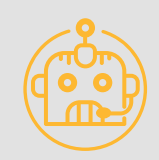
Virtual Assistant



Spam Filter



Fraud Detection



Chatbot

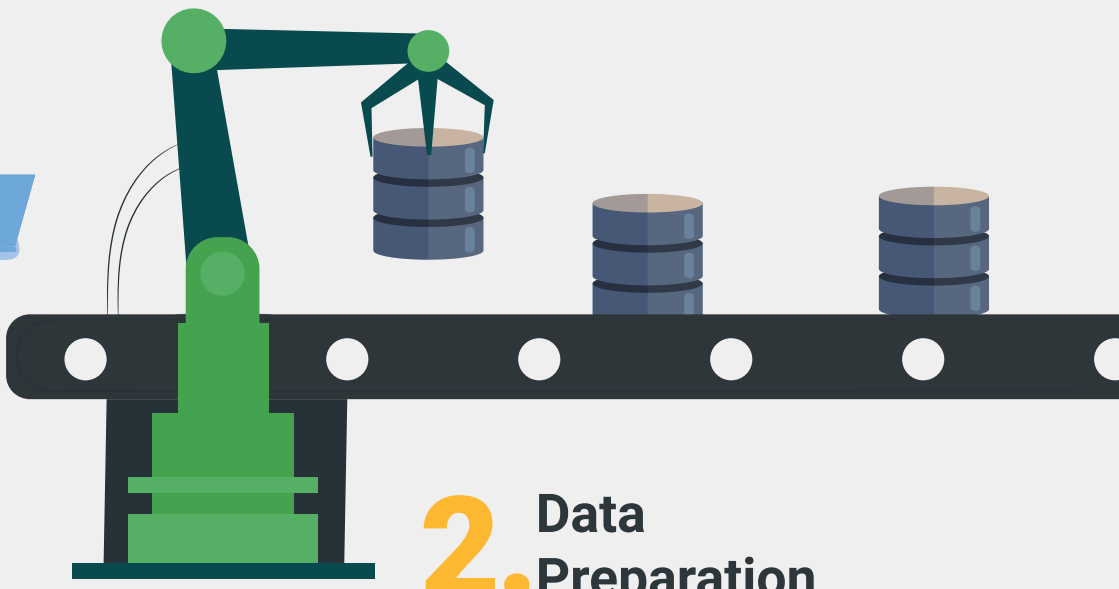
How?

The Machine Learning Process

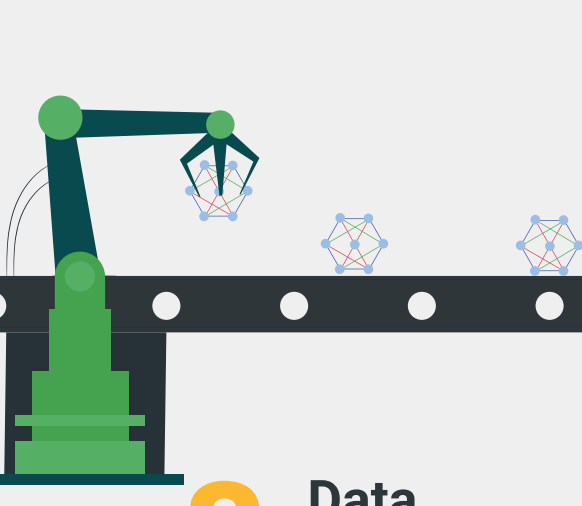
1. Gain Executive Mindshare



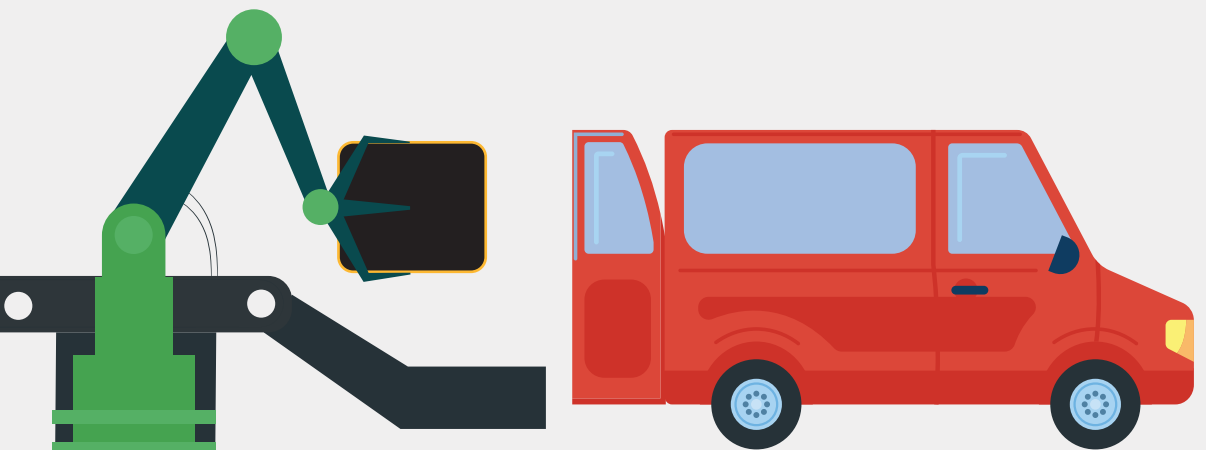
2. Data Preparation



3. Data Modeling



4. Operationalization



Everything you need to know about Machine Learning and how businesses are using it in one comprehensive PDF

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