

# : *What is machine learning?*

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"A computing machine learns to make and improve its predictions by performing calculations from data and evaluating its performance automatically to improve its prediction algorithm(s). A common learning algorithm is an artificial neural network (ANN). Other algorithms and techniques include: 1) a Bayesian network, 2) a genetic algorithm (GA), and 3) clustering. "

Check [https://en.wikipedia.org/wiki/Machine\\_learning](https://en.wikipedia.org/wiki/Machine_learning)

"Machine learning is a type of artificial intelligence (AI) that provides computers with the ability to learn without being explicitly programmed. Machine learning focuses on the development of computer programs that can change when exposed to new data."

Check <http://whatis.techtarget.com/definition/machine-learning>

"Machine learning is a method of data analysis that automates analytical model building. Using algorithms that iteratively learn from data, machine learning allows computers to find hidden insights without being explicitly programmed where to look."

Check [https://www.sas.com/en\\_us/insights/analytics/machine-learning.html](https://www.sas.com/en_us/insights/analytics/machine-learning.html)

"Machine learning is the science of getting computers to act without being explicitly programmed. In the past decade, machine learning has given us self-driving cars, practical speech recognition, effective web search, and a vastly improved understanding of the human genome.

Check <https://www.coursera.org/learn/machine-learning>

Bernard Marr "The Top 10 AI And Machine Learning Use Cases Everyone Should Know About," SEP 30, 2016 at URL

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<https://www.forbes.com/sites/bernardmarr/2016/09/30/what-are-the-top-10-use-cases-for-machine-learning-and-ai/#5a4f59cf94c9>

Marr use cases: data security -- predict which files are malware; personal security -- spot things human screeners might miss in security screenings; financial trading -- predict and execute trades at high speeds and high volume; healthcare -- review the early mammography scans; marketing personalization -- target ads; fraud detection -- distinguish between legitimate and fraudulent transactions between buyers and sellers; recommendations -- analyze your activity and compare it to the millions of other users to determine what you might like to buy or binge watch next; online search -- Google algorithm learns from how you respond to the results; Natural Language Processing (NLP) -- stand in for customer service agents; Smart Cars -- A smart car would not only integrate into the Internet of Things, but also learn about its owner and its environment.

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