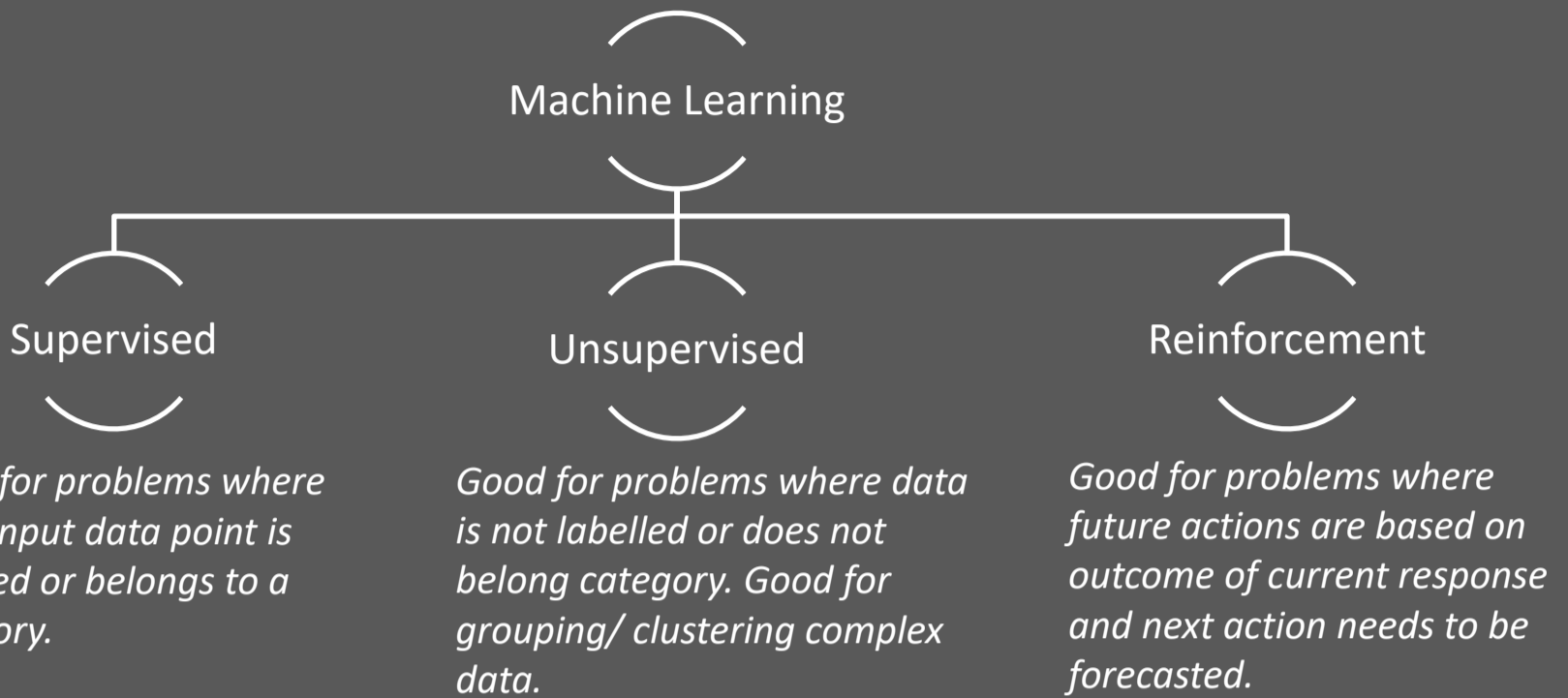


# ADW Machine Learning Reference Sheet



## Machine Learning Algorithms

Business Scenario	Model Type	Modelling Category
• “I want to be able to predict which group a transaction is likely to end up in....”	Classification	Supervised
• “I want to know which transactions would appear in a similar group....”	Clustering	Unsupervised
• “I want to be able to predict cost/volume in the future....”	Time Series	N/A
• “I have a large data set, I want to know which data columns explain a particular data column the most....”	Attribute Importance	N/A
• “I want to know which product sells with other products....”	Association Rules	N/A
• “I want to know which transactions don’t fit the pattern and may need further investigation.... “	Anomaly Detection	Unsupervised
• “I want to predict a value for example a price or a volume....”	Regression	Supervised

## About the author

Dr. Abi Giles-Haigh is the Chief Data Science Officer at Vertice. She has over 10 years’ experience working with data from database management, report writing and advanced analytics. She is an Oracle ACE Director. Abi is a technical evangelist in the field of predictive/prescriptive analytics and data mining. She holds a PhD in Computational Modelling and a Bachelor of Science in Computing Science, from Newcastle University.

