



# What Is Machine Learning?

Machine learning (ML) is a type of artificial intelligence (AI) that enables computers to mimic human thought processes, recognize patterns, and perform complex tasks.

## Machine Learning at a Glance

### Business challenges:

Many data-oriented tasks require human involvement.

Systems and software can't naturally adapt to new data.

People's ability to recognize patterns in data is limited.

### Solution:

 Many processes can be automated with machine learning.

 Machine learning is built to adapt to new data and changing situations.

 Working beyond human limitations, machine learning can uncover hidden patterns in data.

## Benefits of Machine Learning

Machine learning is a fundamental component of all AI use cases.

**Personalize interactions:** Enable chatbots and recommendation systems that people rely on every day.

**Make fast decisions:** Surface actionable insights from vast quantities of data.

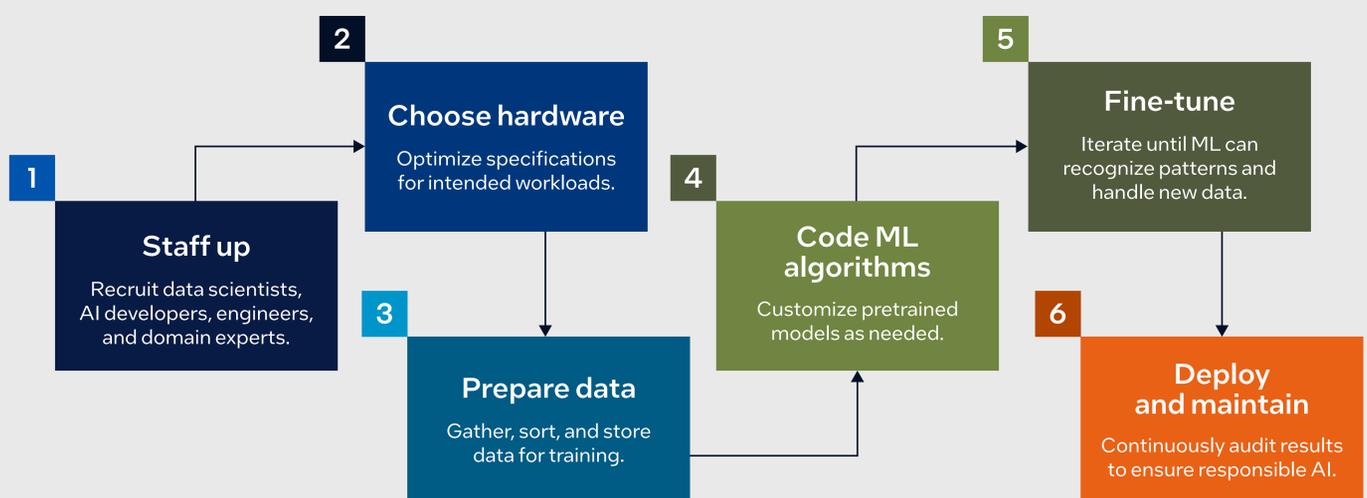
**Make smart decisions:** Analyze trends to detect anomalies or predict future events.

**Free up resources:** Accomplish routine tasks with greater speed and consistency.



## How to Implement Machine Learning

Deployments vary based on the needs of each business.



Machine learning takes many forms and use cases

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