

Definitions of Analytics, Machine Learning and Artificial Intelligence

Excerpts from a post by Iliya Valchanov, 365 Data Science

(<https://www.kdnuggets.com/2018/05/data-science-machine-learning-business-analytics.html>)

Analysis vs Analytics

- **Analysis** refers to the process of segmenting your problem into easily digestible chunks that you can study individually and examine how they relate to each other.
- **Analytics**, on the other hand, is the application of logical and computational reasoning to the component parts obtained in an analysis. And in doing that one is looking for patterns and often exploring what she could do with them in the future.

Machine Learning and AI

- **Artificial intelligence (AI)** is any form of intelligence shown by a machine, which resembles natural (human) intelligence such as planning, learning, problem solving, etc.
- **Machine learning (ML)** is the ability of machines to predict outcomes without being explicitly programmed to do so.

ML is an approach to AI, however, the two are often confused as ML is actually the only viable path to AI that we, as humans, have developed so far. Therefore, when we are talking about real-life applications of AI that companies are using, we are actually referring to ML.