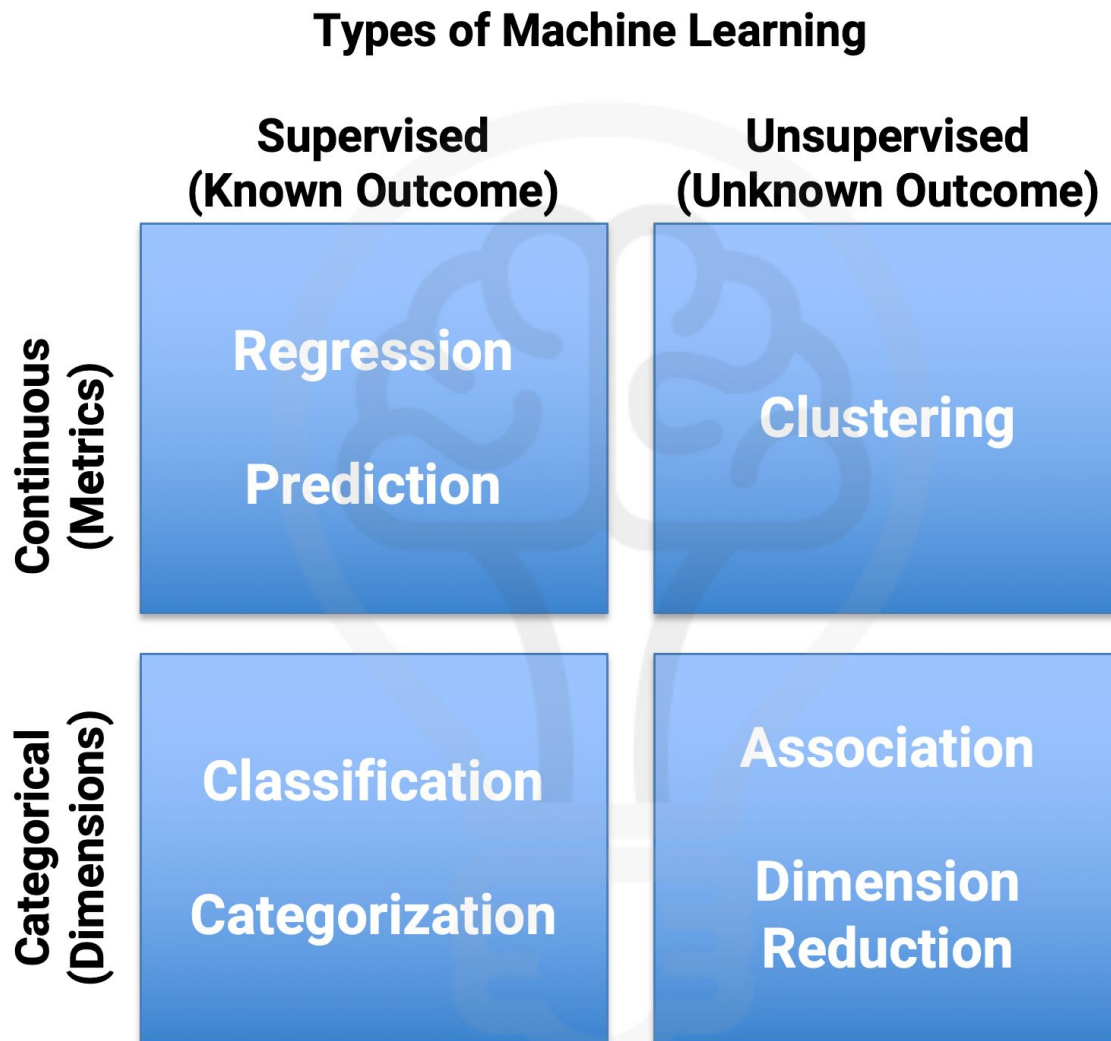


Instant Insights: Types of Problems Machine Learning/AI Solves

AI and machine learning are great at solving some kinds of problems, not great at others. To understand what kinds of problems you can solve with AI, refer to this helpful matrix:



What kinds of problems might we solve in marketing with these machine learning types?

- Supervised continuous - what channels drive conversions on our website?
- Unsupervised continuous - which SEO data points should we pay attention to?
- Supervised categorical - what's the sentiment of this pile of Instagram posts?
- Unsupervised categorical - what are the most common themes in this collection of articles?

For more information about how to think about these different types of machine learning, watch this YouTube video: <https://youtu.be/EbtxmlO3Wd8>