Explain the unsupervised model of machine learning in detail with an example.

Unsupervised model of ML

Unsupervised model of machine learning uses machine learning algorithms to analyze and cluster unlabeled datasets. These algorithms discover hidden patterns or data groupings without the need for human intervention. Its ability to discover similarities and differences in information make it the ideal solution for exploratory data analysis, cross-selling strategies, customer segmentation, and image recognition.

Examples

Google News

Google News uses unsupervised learning to categorize articles on the same story from various online news outlets. For example, the results of a presidential election could be categorized under their label for “US” news.

Recommendation Engines

Using past purchase behavior data, unsupervised learning can help to discover data trends that can be used to develop more effective cross-selling strategies. This is used to make relevant add-on recommendations to customers during the checkout process for online retailers.

References/Sources:

https://www.ibm.com/

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