

# **De Gruyter Frontiers in Computational Intelligence**

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**Volume 9**

# **Machine Learning for Sustainable Development**

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Edited by  
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**DE GRUYTER**

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# Chapter 7 Data model recommendations for real-time machine learning applications: a suggestive approach

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*Mehul Mahrishi, Girish Sharma, Sudha Morwal, Vipin Jain and Mukesh Kalla*

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## Abstract

Machine learning (ML) applications have received much coverage in today's marketplace. From automated business strategies to educational canvases to sports analytic, these systems are included everywhere. There are a bunch of ML systems that have made life easy for company administration. These applications include market segmentation, optimize pricing, suggest treatment to the patients and job recommendations. Apart from this, ML has automated churn prediction, text analysis and summarization. There are many applications that ML has simplified in terms of understanding and feasibility. ML has influenced the implementation differently but it has also changed storytelling through visualization tools. Now we live in the era of prescriptive analytics, and ML has helped develop such applications. This chapter explores the impact of ML in business development, application development through various models and practicability. One particular model may fit well for an application but it may not be suitable for other applications, and this certainly depends on the dataset and what we want to predict. This chapter attempts to clarify many of the ML models and their particular implementations. Various researchers have indicated that a particular ML paradigm performs well for a specific program. This chapter explains the ML models and their respective applications, that is, where a particular model fits in a much better way compared to others. This chapter claims that ML makes it possible to improve the reasoning process by using inductive, abductive, neural networks and genetic algorithms.

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