EXPLAIN
VS
PREDICT

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Explain

- Does education increase income?
- How much does advertising affect sales?

- Your model needs to be **interpretable**.
- Simpler is better.
- You want meaningful coefficients and valid inference.

Predict

- Can we predict tomorrow's sales?
- Will this customer churn?

- You don't care why — you just want to get the number right.
- You'll use cross-validation, tune models, and might even prefer more complex ones.

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Explain

- Does education increase income?
- How much does advertising affect sales?

- You worry about assumptions: linearity, normality, multicollinearity.

Predict

- Can we predict tomorrow's sales?
- Will this customer churn?

- You focus on out-of-sample performance — RMSE

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Explaining is about insight.

Predicting is about foresight.

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Ask yourself: What's your goal?

The answer should shape everything from your model choice to how you evaluate it.

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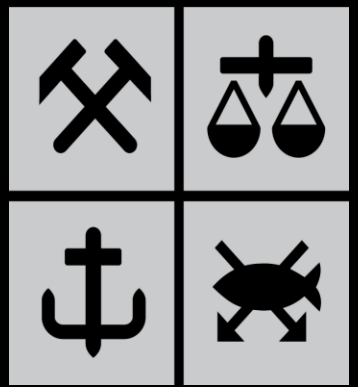

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