## Formal problem statement, an analyst has to set

- 1) an algebraic structure for the dataset from measurements
- 2) a data generation hypothesis from 1)
- 3) a model, or a mixture from 2)
- 4) an error function (quality criteria with restrictions) from 2)
- 5) an optimization algorithm from 3) and 4)

The result of the model construction is a Cartesian product

## {models $\times$ data sets $\times$ quality critea}.

**Def:** Big data rejects the i.i.d. (independent and identically distributed random variables) data generation hypothesis from 2). It requests a mixture model.

## Three sources of quality criteria

- 1. Business: model operation productivity, agent impact to environment
- 2. Theory: statistical hypothesis, bayesian inference
- 3. Technology: optimization requirements, resources

## The main criteria of model quality

- Precision: MAPE, AUC
- Stability (diversity): std deviation for prediction, covariance of parameters
- Complexity: structure complexity, MDL, evidence of model