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(54) **Title:** SYSTEM AND METHOD OF OPERATIONALIZING AUTOMATED FEATURE ENGINEERING

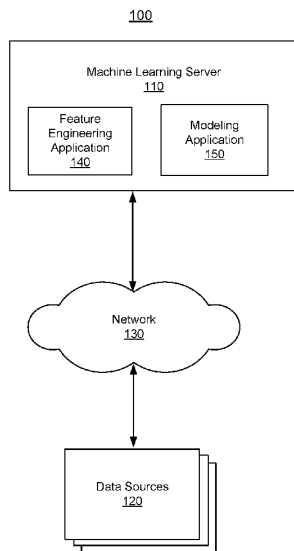


FIG. 1

(57) **Abstract:** A feature engineering tool automatically generates a group of features for training a machine learning model. The feature engineering tool selects primitives for a dataset and synthesizes a plurality of features based on the selective primitives and the dataset. The feature engineering tool iteratively applies the plurality of features to a different portion of the dataset to evaluate usefulness of the plurality of features. Based on the evaluation, it removes some of the plurality of features to obtain the group of features. The feature engineering tool also determines the importance factor for each feature in the group. The machine learning model is generated based on the features and their importance factors and can be used to make a prediction based on new data.

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