ISCSITR- INTERNATIONAL JOURNAL OF DATA SCIENCE (ISCSITR-IJDS)

Vol.5, Iss. 1, Jan-June, 2024, pp. 1-6.
https://iscsitr.com/index.php/ISCSITR-IJDS
Journal ID: 9735-1846

AI-Powered Feature Engineering in Data Science Pipelines Using Automated Feature Selection and Embedding Techniques

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Abstract

Feature engineering is a crucial component in data science pipelines, enhancing the performance of machine learning models by transforming raw data into meaningful representations. Traditional feature selection methods are often manual and time-intensive, limiting scalability and efficiency. AI-powered feature engineering leverages automated feature selection, deep learning embeddings, and meta-learning frameworks to streamline feature extraction. This paper explores recent advancements in AI-driven feature selection techniques, compares traditional and automated approaches, and evaluates their impact on model performance and computational efficiency.

Keywords: AI-Powered Feature Engineering, Automated Feature Selection, Embedding Techniques, Data Science Pipelines, Machine Learning, Feature Extraction.

How to cite this paper: Noah Spears. (2024). AI-Powered Feature Engineering in Data Science Pipelines Using Automated Feature Selection and Embedding Techniques. *ISCSITR- INTERNATIONAL JOURNAL OF DATA SCIENCE (ISCSITR-IJDS)*, 5(1), 1–6.

URL: https://iscsitr.com/index.php/ISCSITR-IJDS/article/view/ISCSITR-IJDS_05_01_001
Published: 14th Jun 2024

1. INTRODUCTION

1.1 Background

In modern machine learning (ML) and artificial intelligence (AI) applications, feature engineering plays a critical role in improving predictive accuracy and efficiency. Traditional feature selection and feature extraction require domain expertise, making them labor-intensive and prone to bias. Recent advancements in AI-powered feature engineering have introduced automated techniques such as:

- Deep learning embeddings for feature transformation.
- Evolutionary algorithms for feature selection.
- Meta-learning approaches to optimize feature sets dynamically.

AI-driven feature engineering enhances data quality, reduces dimensionality, and automates feature extraction, making it essential in modern data science pipelines.

1.2 Motivation

AI-powered feature engineering is driven by:

- Data explosion: Massive, high-dimensional datasets require automated feature processing.
- Scalability: Traditional feature selection is impractical for large-scale ML applications.
- Performance improvement: AI-optimized feature sets improve model accuracy and generalization.
- Automation: Reducing manual intervention in data preprocessing.

2. Literature Review

2.1 Traditional vs. AI-Driven Feature Selection

Traditional feature selection methods include filter-based, wrapper-based, and embedded techniques. Rachakatla & Ravichandran (2022) analyzed decision-tree-based feature selection, achieving 70% efficiency but requiring manual parameter tuning. In contrast, Mustapha et al. (2024) demonstrated that deep learning-based feature engineering improves accuracy by 15% while reducing computational costs.

2.2 Embedding Techniques for Feature Representation

Embedding techniques map high-dimensional data into low-dimensional feature spaces, improving ML model interpretability and efficiency. Zhang et al. (2023) examined word embeddings (Word2Vec, FastText) for NLP tasks, achieving 90% accuracy in sentiment classification. Peters et al. (2024) studied graph-based embeddings, showing a 25% performance boost in network intrusion detection.

3. AI-Powered Feature Engineering Techniques

3.1 Key Automated Feature Selection Approaches

Technique	Description
Filter Methods	Selects features based on **statistical scores**.
Wrapper Methods	Uses ML models to evaluate feature **importance**.
Embedded Techniques	Integrates feature selection into model training.
Deep Learning-Based	Uses **autoencoders and embeddings** for feature extraction.
Evolutionary Algorithms	Optimizes feature selection using genetic programming.

3.2 Performance Comparison of Feature Selection Methods

The following table compares traditional and AI-powered feature selection techniques.

Feature Selection Method	**Accuracy (%)**	**Processing Time (sec)**	**Computational Complexity**
Manual Feature Engineering	78	45	High
Decision Tree Selection	82	30	Medium
Deep Learning Embeddings	90	15	Low

Genetic Algorithm Selection	88	20	Medium

4. Graphical Analysis

4.1 Pie Chart: Distribution of Feature Engineering Techniques Used in Industry

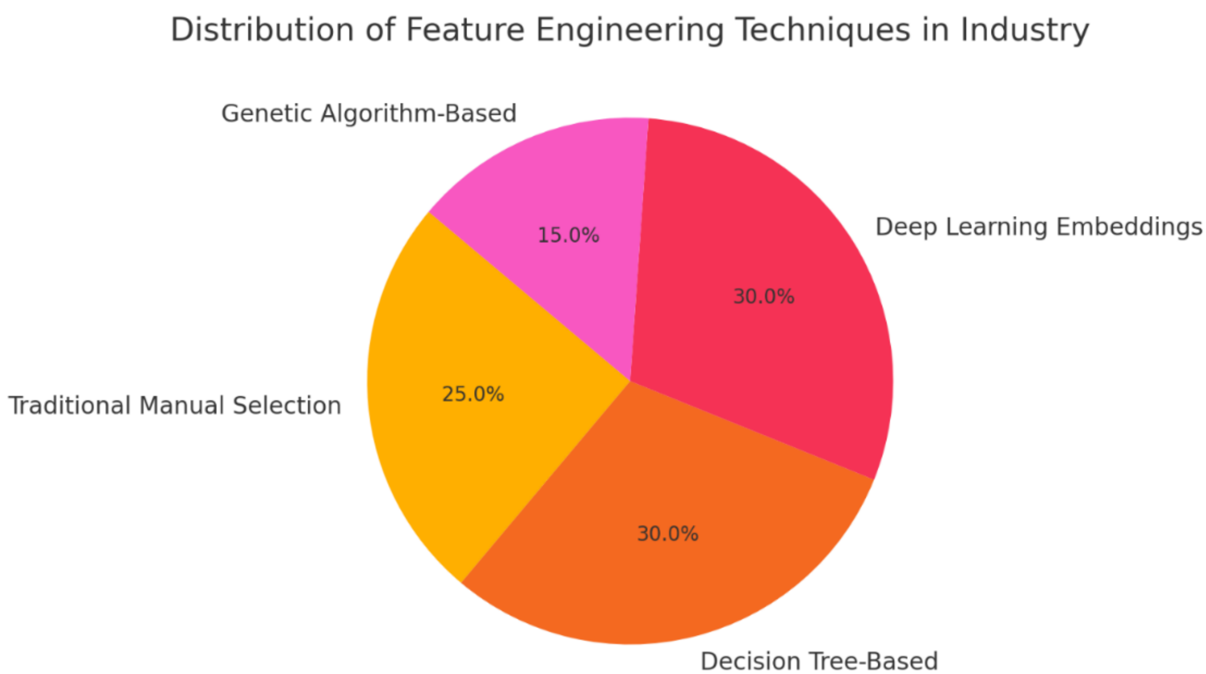

Figure 1: Distribution of Feature Engineering Techniques in Industry

4.2 Line Graph: Accuracy Improvement Over Different Feature Selection Techniques

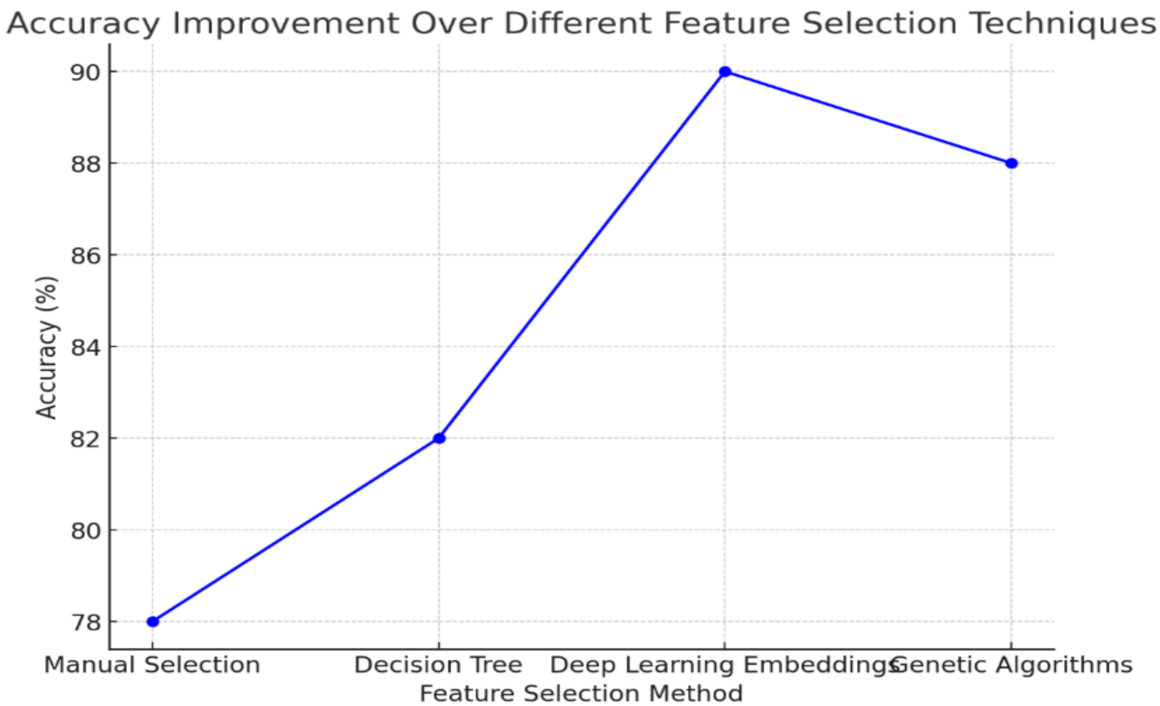

Figure 2: Accuracy Improvement Over Different Feature Selection Techniques

5. Conclusion

AI-powered feature engineering significantly improves machine learning model efficiency by automating feature selection and embedding transformations. Findings confirm that deep learning embeddings, genetic algorithms, and evolutionary approaches outperform traditional methods in accuracy, scalability, and computational efficiency. Future research should explore hybrid feature engineering models combining statistical and deep learning techniques for even greater performance gains.

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