A Business Model Proposal based on costomer feedback

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Abstract

This article is a short analysis of the data collected from the course participants of the `Fundamentals of Data Analytics using R Programming`. A baseline descriptive analysis is conducted and the results are tested using hypothesis testing for generalizations.

It consists of two paragraphs.

Keywords: Baseline analysis, categorical data, Likert scaled items, correlation testing, regression models, box plot, bar plot, percentage analysis, χ^2-test, ANOVA

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1. Bibliography styles

Here are two sample references: Feynman and Vernon Jr. (1963; Dirac, 1953).

By default, natbib will be used with the `authoryear` style, set in `classoption` variable in YAML. You can sets extra options with `natbiboptions` variable in YAML header. Example

```
natbiboptions: longnamesfirst,angle,semicolon
```

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1.1. Using CSL

If `citation_package` is set to `default` in `elsevier_article()`, then pandoc is used for citations instead of `natbib`. In this case, the `csl` option is used to format the references. Alternative `csl` files are available from `https://www.zotero.org/styles?q=elsevier`. These can be downloaded and stored locally, or the url can be used as in the example header.

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[2] Another author footnote.

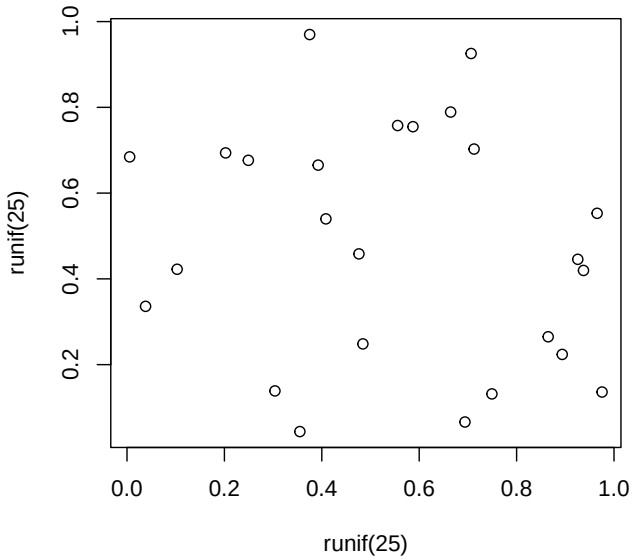

Figure 1: A meaningless scatterplot.

2. Equations

Here is an equation:

$$f_X(x) = \left(\frac{\alpha}{\beta}\right)\left(\frac{x}{\beta}\right)^{\alpha-1} e^{-\left(\frac{x}{\beta}\right)^{\alpha}}; \alpha, \beta, x > 0.$$

Here is another:

$$a^2 + b^2 = c^2. \tag{1}$$

Inline equations: $\sum_{i=2}^{\infty}\{\alpha_i^{\beta}\}$

3. Figures and tables

Figure 1 is generated using an R chunk.

4. Tables coming from R

Tables can also be generated using R chunks, as shown in Table 1 for example.

```
knitr::kable(head(mtcars)[,1:4],
    caption = "\\label{tab1}Caption centered above table"
)
```

Table 1: Caption centered above table

	mpg	cyl	disp	hp
Mazda RX4	21.0	6	160	110
Mazda RX4 Wag	21.0	6	160	110
Datsun 710	22.8	4	108	93
Hornet 4 Drive	21.4	6	258	110
Hornet Sportabout	18.7	8	360	175
Valiant	18.1	6	225	105

	mpg	cyl	disp	hp

References

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R. P Feynman and F. L Vernon Jr. The theory of a general quantum system interacting with a linear dissipative system. *Annals of Physics*, 24:118–173, 1963. doi: 10.1016/0003-4916(63)90068-X.