Course 3 Capstone

Data Collection

Finding the Middle

Mean, Median, and Mode help you compare data. Below, list the mean, median, and mode of the clicks in the provided data.

Mean: 5.980821918

Median: 6

Mode: 5

Finding the Middle

Mean, Median, and Mode help you compare data. Below, list the mean, median, and mode of the conversions in the provided data.

Mean: 60.38356164

Median: 60

Mode: 78

Standard Deviation

Determining variance in data helps you [why this is helpful]. Below, enter the standard deviation of the provided data.

Standard Deviation of Clicks: 1.62810629

Standard Deviation of Conversions: 14.36822476

Frequency and Contingency Tables

Understanding how often something happens is important to understanding trends and patterns in your data. Create and insert a contingency table generated from your data.
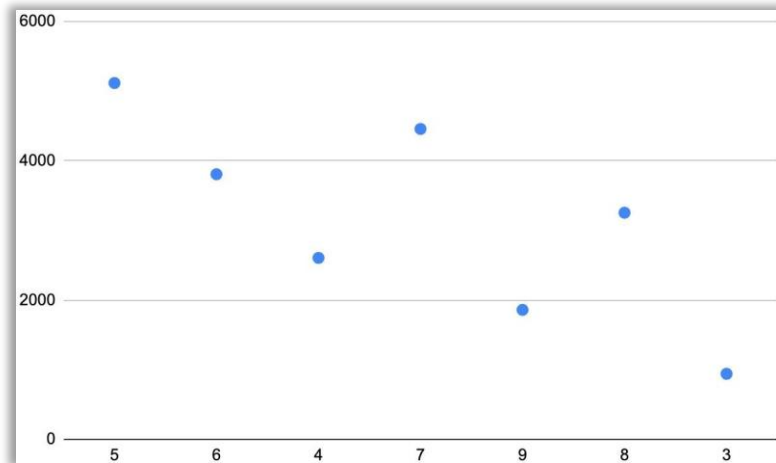
number of conversions	1 a 5	6a10	11 a 15	16
number of occurrences	1	128	189	47

Scatter Plot

Understanding the <mark>relationships between data is important to understanding trends and patterns.</mark> Create and insert a scatter plot generated from your data. Then, include the input the correlation coefficient as well.

Scatter Plot of your data:
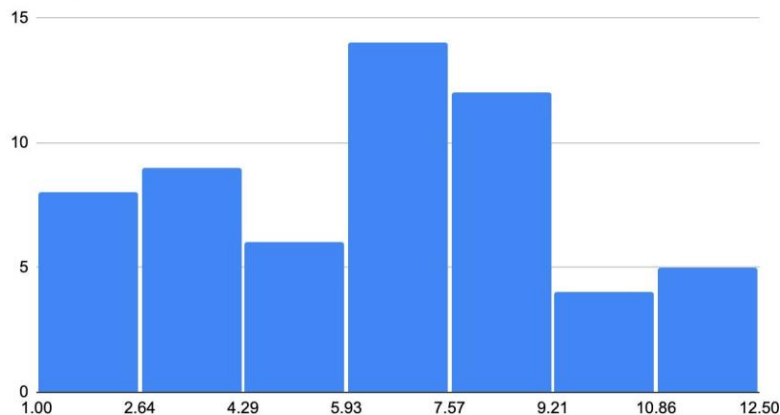
Correlation coefficient: 0.79

End of Section 1

Sample Type

It's important to understand the sample you're using in your analysis. Fill in the information below about the sample you have received:
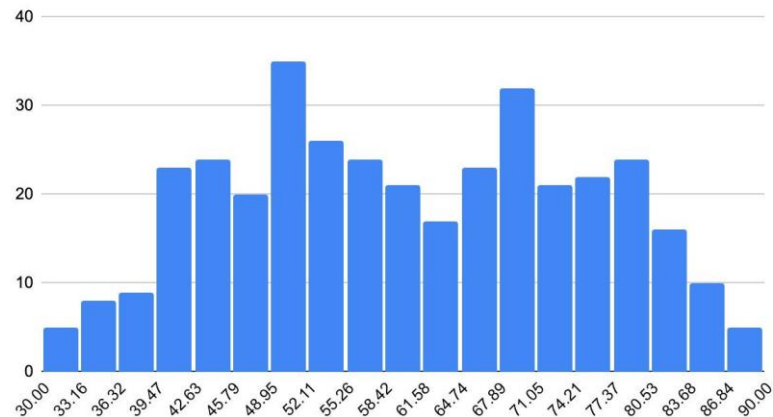
Histogram of your clicks data:

Histogram of conversions data:

Sample Type

Does the clicks data have a normal distribution? no

Does the conversions data have a normal distribution? Yes

Variable Types

Determining the types of variables your working with is an important skill. Below, list the variables from your data that are:

Quantitative:

Continuous: ad work clicks

Discrete: Number of clicks

Qualitative:

Nominal: ad work convertions

Ordinal: Number of clicks

End of Section 2

Question and Hypothesis

The question you hope to answer and your hypothesized answer are necessary to complete an analysis. Answer the following questions

What is your hypothesis based off the evaluation question? Do ad conversions go or depend on the number of clicks?

Question and Hypothesis

The question you hope to answer and your hypothesized answer are necessary to complete an analysis. Answer the following questions

What is your independent variable? Number of Clicks

What is your dependent variable? Advertisements

Running a Test

Mean number of Facebook conversions: 4668

Mean number of Adware conversions: 6213 p-

Value: 4.3

Hypothesis

After running the test, was your hypothesis proven correct?

Do your findings support a null or an alternative hypothesis? xx

What's your conclusion about your main hypothesis? Is there a difference, and is it what your hypothesis predicted?

H0:basado en p-value hipotesis aceptada   H1:

para p-value <hipotesis no aceptada

End of Section 3

Determining a Model

Based off what you know so far, you'll need to determine if your data meets the assumptions for a chosen model. Including:

Which model makes the most sense to use and why? I believe that a linear regression model is ideal because, as everything is highly segmented, we can see in the graphs that we can draw a straight line to perform linear regression

Modeling

Finally, include a visualization of your complete model.

construyendo modelo		
typo modelo	regresion lineal simple	
proposito	ver por que estan tan dispersos los datos y poder trazar mediante una regresion una correlacion	
requerimeintos de variables	las variables serian el numero de clicks como variable independiente y conversiones variable dependiente	
suposiciones	al tratarse de una regresion lineal los datos estaran dispersos asi que se supone encontrar una correlacion entre los datos usando la regresion lineal	

End of Section 4

Final Insights

Now, knowing what you do about the results of your test, what are the final insights that you would share with your client? What did you learn and what would you recommend? Is there anything you would do differently next time?

Enter your insights here : Based on the analysis, I would recommend that you take steps to increase your visibility in order to obtain more clicks, as views depend on the clicks that users make.