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| Notation | Definition |
|  | The element in Row and Column in matrix |
|  | The independent variables matrix |
|  | Row vector of independent variables |
|  | Row vector of dependent variables |
|  | The algebra average of several data |
|  | Click rate sequence in Grey Relational Analysis or click rate matrix in other parts |
|  | Convert rate sequence in Grey Relational Analysis or convert rate matrix in other parts |
|  | The independent variable sequence in Grey Relational Analysis |
|  | The number in the dependent variable sequence in Grey Relational Analysis |
|  | The number in the independent variable sequence in Grey Relational Analysis |
|  | The difference between each two adjacent terms in independent variable sequences in Grey Relational Analysis |
|  | The difference between each two adjacent terms in dependent variable sequences in Grey Relational Analysis |
|  | Correlation coefficient of dependent variable sequence |
|  | Correlation coefficient between dependent variable sequence and independent variable sequence |
|  | The correlation degree between dependent variable sequence and independent variable sequence |
| Information Entropy |  |
|  | The original variable |
|  | The New variable |
|  | The number of samples |
|  | The number of variables in each samples |
|  | The standardized data at row and column |
|  | The data at row and column before standardization |
|  | The correlation coefficient matrix in principal component analysis |
|  | The characteristic roots or eigenvalues in AHP |
|  | The characteristic vectors |
|  | The th value of the characteristic vectors |
|  | Weight vector in AHP |
|  | The number of choices of target layer in AHP |
|  | The eigenvector in AHP |
|  | Coefficient matrixes of the original data |
|  | Coefficient matrixes of Principal Component Regression |
|  | The probability that satisfies condition |
|  | Reliability in Regression |
|  | Parameters to be estimated of the ensemble in Regression |
|  | The confidence upper limit in Regression |
|  | The confidence lower limit in Regression |
|  | The Mahalanobis distance of the data |
|  | The covariance matrix |
|  | Posteriori probability in Bayes Distinction |
|  | Priori probability in Bayes Distinction |
|  | The frequency at which the sample appears in Bayes Distinction |
|  | The ensemble in Bayes Distinction |
|  | Probability density function of in Bayes Distinction |
|  | The priori probability of In Bayes Distinction |
|  | The number of in Bayes Distinction |
|  | The condition probability of wrongly categorizing the sample of to the ensemble |
|  | The loss caused by the wrong categorization |
|  | A division of a set of distinction samples |
|  | The average wrong distinction loss |