

# S Business Model Proposal Based on Customer 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,  $\chi^2$ -test, ANOVA.

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## 1. Bibliography styles

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

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### 1.1. Using CSL

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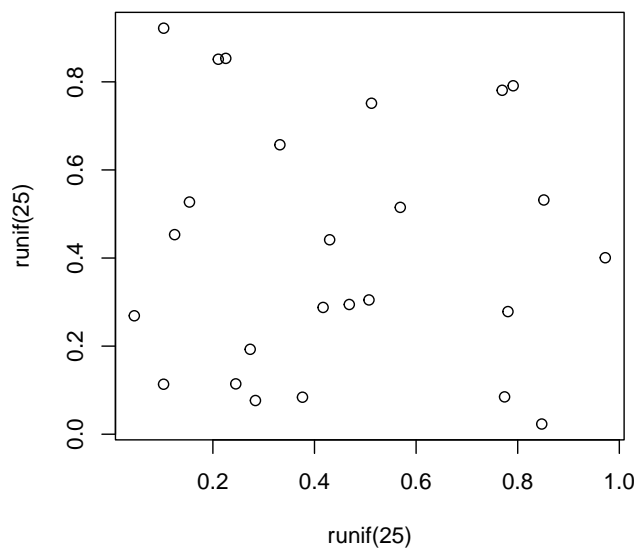


Figure 1: A meaningless scatterplot.

## 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
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### References

P. A. M. Dirac. The Lorentz transformation and absolute time. *Physica*, 19(1--12):888–896, 1953. doi: 10.1016/S0031-8914(53)80099-6.

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.