

10-Aug-2025

Agenda - Distributions \rightarrow Bernoulli ✓ exponential
Binomial normal
Poisson

Binomial D: -

Bernoulli - model 1 trial (1 customer)

out: 0 (failure / no purchase)

: 1 (success / purchase)

Binomial: model n Bernoulli trials (15 customers)

: count of successes

e.g: total purchase across 15 customers.

$\rightarrow 0 \rightarrow \text{prob}$

$\rightarrow 1 \rightarrow \text{prob}$

$\rightarrow 2 \rightarrow \text{prob}$

$\rightarrow 3 \rightarrow \text{prob}$

} pmf

coin
 \uparrow
 n
 $\rightarrow 0.7 \quad (1-p)$

\rightarrow Each call has $p=0.2$, chance of success (sale)

$\rightarrow n=15$ independent calls }

Q: $p(x=3 \text{ sales})$

$$\text{pmf}(k) \quad p(3) = \binom{n}{k} p^k (1-p)^{n-k}$$

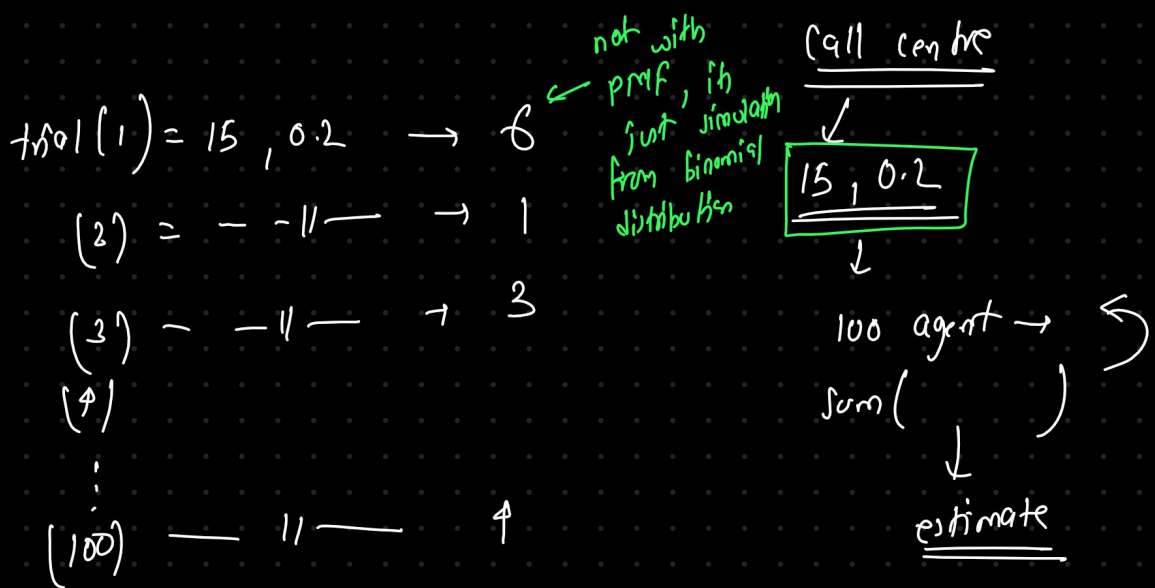
\downarrow
3

$$n_{Ck} \rightarrow {}^{15}C_3 = \frac{15!}{3! \cdot 12!} = 455$$

$$p^k(1-p)^{n-k} \rightarrow (0.2)^3 \times (0.8)^{12} \approx 0.008 \times 0.0687 \approx 0.00055$$

$$n_{Ck} \cdot p^k(1-p)^{n-k} = 455 \times 0.00055 \approx \underline{\underline{0.25}}$$

$P(3)$ = 25% chance of exactly 3 sales.



total calls / total agent → avg call per agent →

Poisson Distribution

Models count of rare events occurring at a constant rate (λ) in a fixed interval.

Discrete: values are non-negative integers

parameter: λ (average rate of events)

Mnemonic: Event occur independently,

web traffic: visit per minute

Customer service: calls per hour

$$\text{Formula: } P(k) = \frac{e^{-\lambda} \lambda^k}{k!}$$

Example:

A website averages 4 visit per hour $= \lambda = 4$

Question:

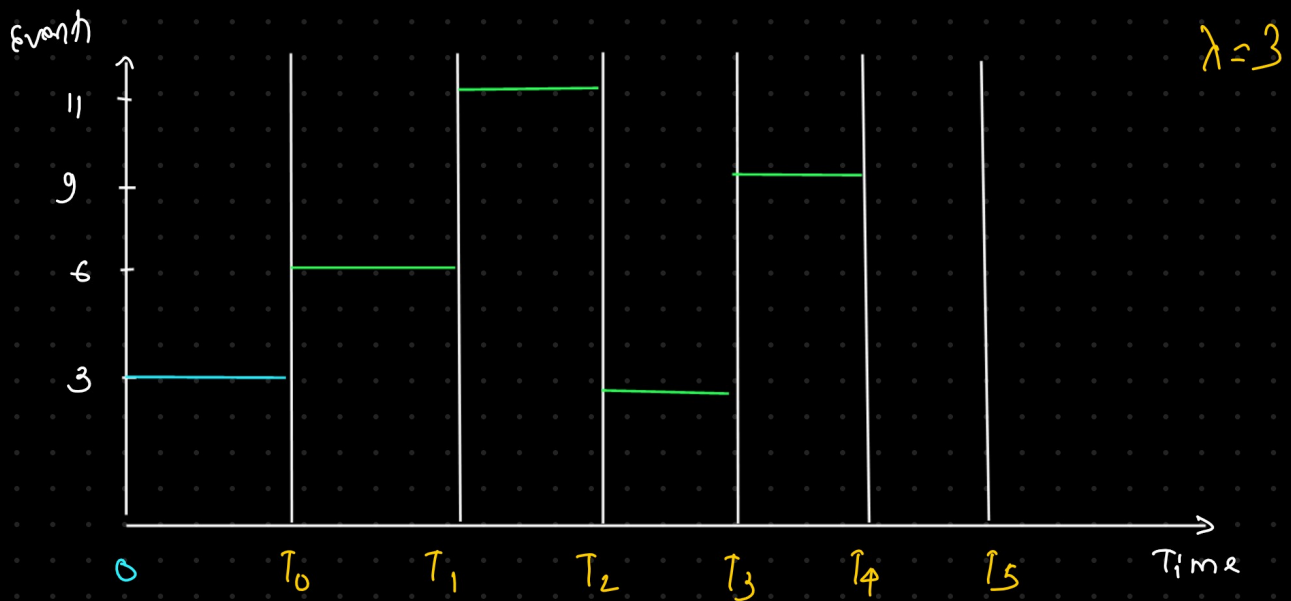
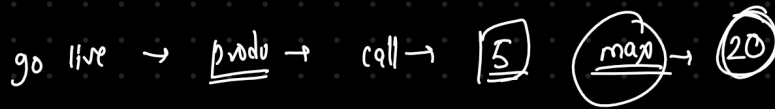
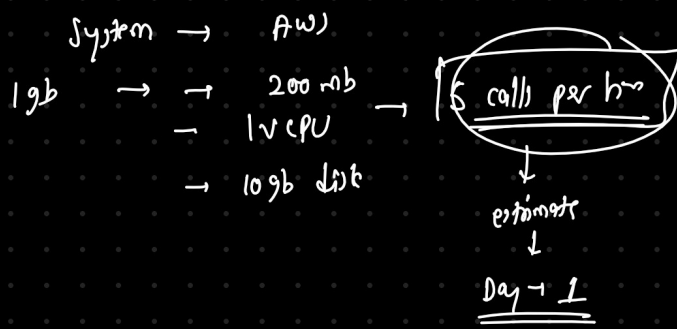
what's the prob of getting exactly 6 visit in a hour.

$$k = 6$$

$$P(6) = \frac{e^{-4} \cdot 4^6}{6!} \approx 0.104 \quad e = 2.7182$$

: Simulate a website week's traffic: estimate max.

$$7 \text{ days} \times 24 \text{ hrs} \rightarrow 168 \text{ hrs}$$



Exponential distribution:

Model the time between events in a Poisson Distribution.

Poisson: How many events happen in a fixed time?

Exponential: How much time until the next event?

Examples:

call centre: Time between two calls,

web server: Time between two user login,

Server request

3 req/s 4 req/min
5 req/s

on average, 3 request per minute come in,

Q: what's the prob that the next request come within 10 seconds?

$$\text{Formula} = P(T \leq t) = 1 - e^{-\lambda t}$$

T = waiting time until the next event

λ = rate

t = time we care about,

$$\lambda (\text{poisson rate}) = 3 \text{ req} / \text{minute} \rightarrow \text{rate per second} \rightarrow \frac{3}{60} = 0.05$$

for $t = 10$ (sec)

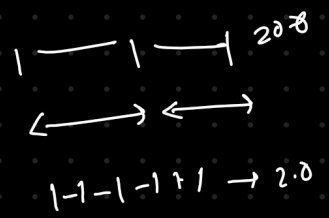
$$P(T \leq 10) = 1 - e^{-0.05 \times 10} \approx 0.393$$

$\sim 39\%$ chance of getting next request within 10 sec.

expon. pdf \rightarrow because infinite choice
 \rightarrow continuous data,

$$\text{Scale} = 1/\lambda (\text{failure})$$

Scale \rightarrow short value results in compact pdf plot
 \rightarrow large value results in wider pdf plot



server fails: scale is high: failure are more spread out
 scale is low: failure are relatively soon.

Question: —

Scenario: A server crashes on average $\lambda = 0.1$ times per day.

Q: what the prob it runs > 10 days without crashing,

$$P(T > t) = 1 - e^{-\lambda t}$$

$$P(X > 10) = 1 - e^{-0.1 \cdot 10} \approx \underline{0.367}$$

$$0.2 e^{t+0.1} \rightarrow 0.2 \times 10^1$$

$0.2 \times 10 = 2$

$$\frac{2e^{t+0.2}}{2 \times 10^2} = \frac{2e^{t+0.1}}{2 \times 10^1}$$

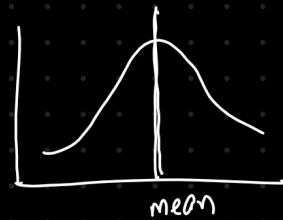
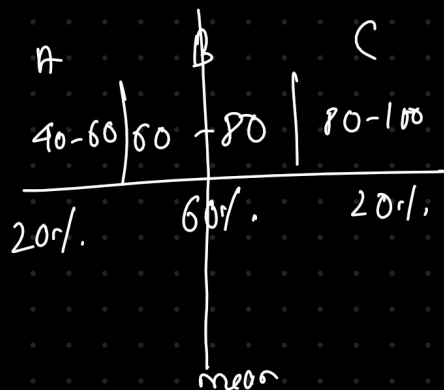
$$2e^{t+0.3} \rightarrow 2 \times 10^3$$

Normal distribution

Model) continuous data that clusters around the mean

→ Marks of student → 100

→ Total marks → 100



Normal

height : $\mu = 170 \text{ cm}$
 $\sigma = 10 \text{ cm}$

68% population: $\mu \pm \sigma$

$$\begin{aligned} \rightarrow 170 + 10 &= 180 \\ 170 - 10 &= 160 \end{aligned}$$

95% population → $\mu \pm 2\sigma$

$$\begin{aligned} 170 + 2 \times 10 &= 190 \\ 170 - 2 \times 10 &= 150 \end{aligned} \quad 95\%$$

→ height, marks, exam results

99.7% within $\mu \pm 3\sigma$

