→ CANVA, Mailchimp, healthy me, gerora

MARKETING ⟶ SALES (SAAS)

(website)
Digital   Social   Company

email , Call a, Survey

News paper, Media,
events , pamphlets
      promotion

Videos / Ads ,
Road shows,
        virtually

(Managers) - India
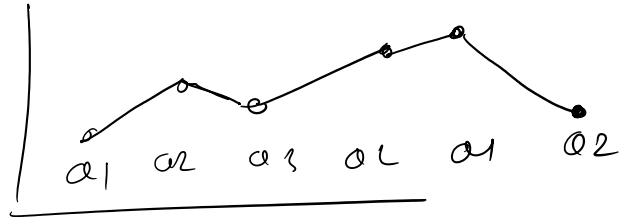
Methods → what, why, what?

(Dependant) (y) Results ← Action (Independant) (X)

Sales ← YT   NP   FB

(LAH)

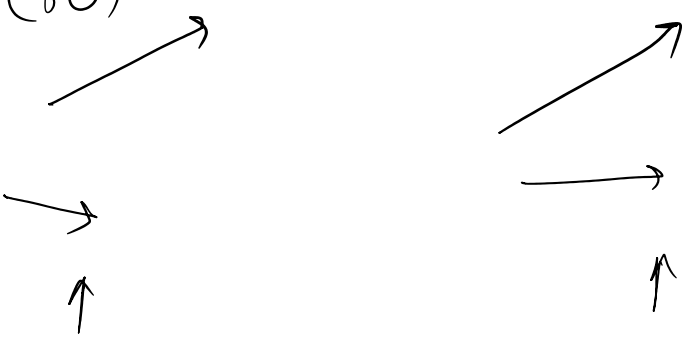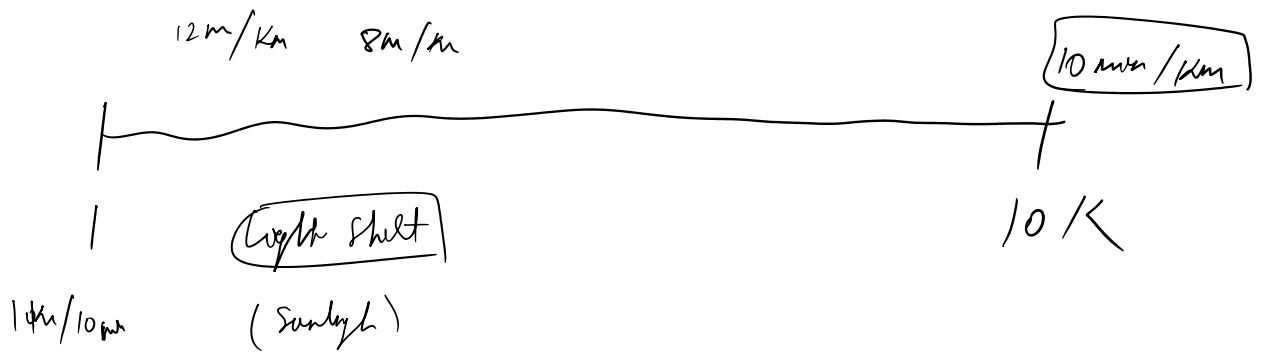| 80K	①	②	③
YT	50%	20%	10%
NP	20%	10%	0%
FB	30%	20%	0%

↓   ↓

Lead

- Valid driver (lead Indicator)
- Strength
- Statistically significant
- Relationship (confirmed)

Avg

Total lives (220)

(4) Batsman ⟶

(50)

12m/Km   8m/Km   10 min/Km

|————————————————————————————————————|

| Light Shirt   10 K

1 Km/10 min   (Sunlight)

(weekly — 10 hour commitment) (Classes)

① Context

(Level , Action)
        ↓
(LAG , Result)

(Domain)

R Studio

.CSV   .CSV → Excel

Code   Flat

                      ↳ Import
                      export

② Business Study.
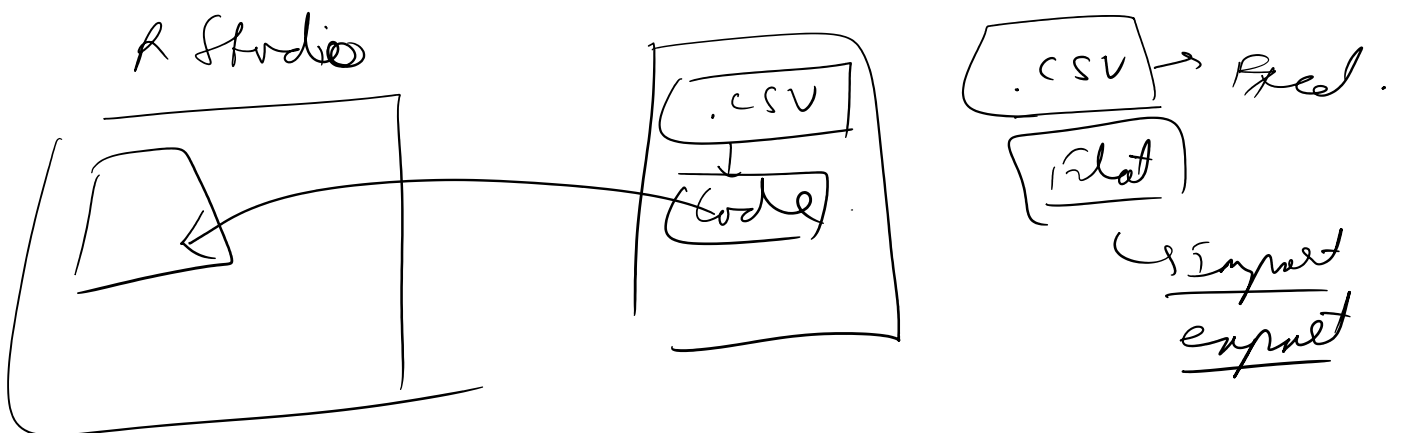
Be Back : 11:40 Am

1000 (y)

└→ 10% Fraud ⎫
└→ 20% Fraud. ⎬ ← ?
└→ 30% . Err ⎭

Data Types

⓪ (ID)

① Numerical (Continous) ＜

② Discrete (Categorical) ＜

③ Dates (cyclic) ＜ month
                     year
                     day
                     Qi
                     weekly .

```
       age
Min.    :19.00  ✓
1st Qu.:32.00  —
Median :38.00
Mean    :38.95
3rd Qu.:44.00  —
```

(Not Norma) → (Norma)

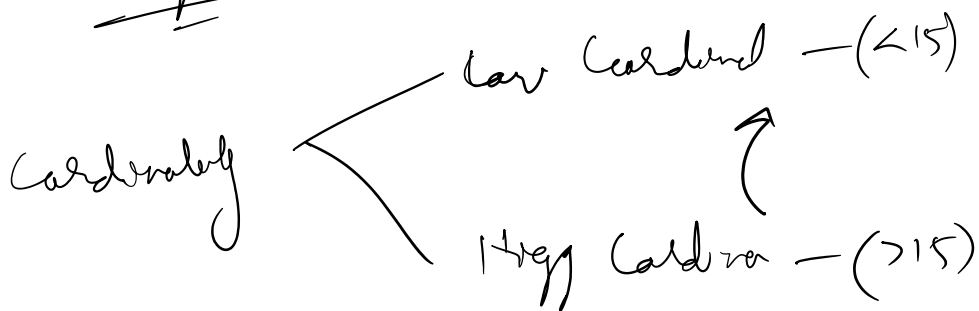? Normal ? Outlier? → Ifu ⊗

$\boxed{IQR}$ = 44.32

```
Mean    :58.99
3rd Qu.:44.00
Max.    :64.00
```

$\boxed{IQR} = 44 \cdot 32$

$\fbox{12}$

$44 + 1.5^{*} 12 = \boxed{56} \rightarrow$

Categorical

Cardinality $\Big\langle$

Low Cardinal — (< 15)

High Cardina — (> 15)

Test

H_0 : SAME

H_1 : Not SAME

$P < 0.05 \rightarrow$ Reject H_0

$\rightarrow$ Not Same