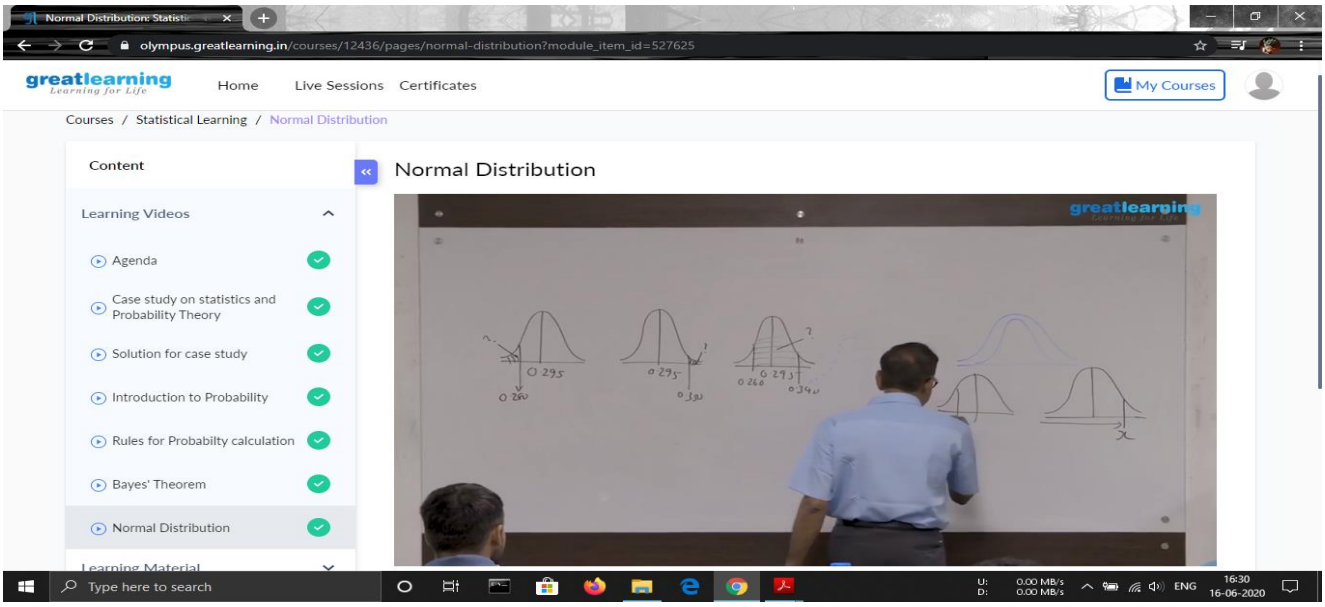
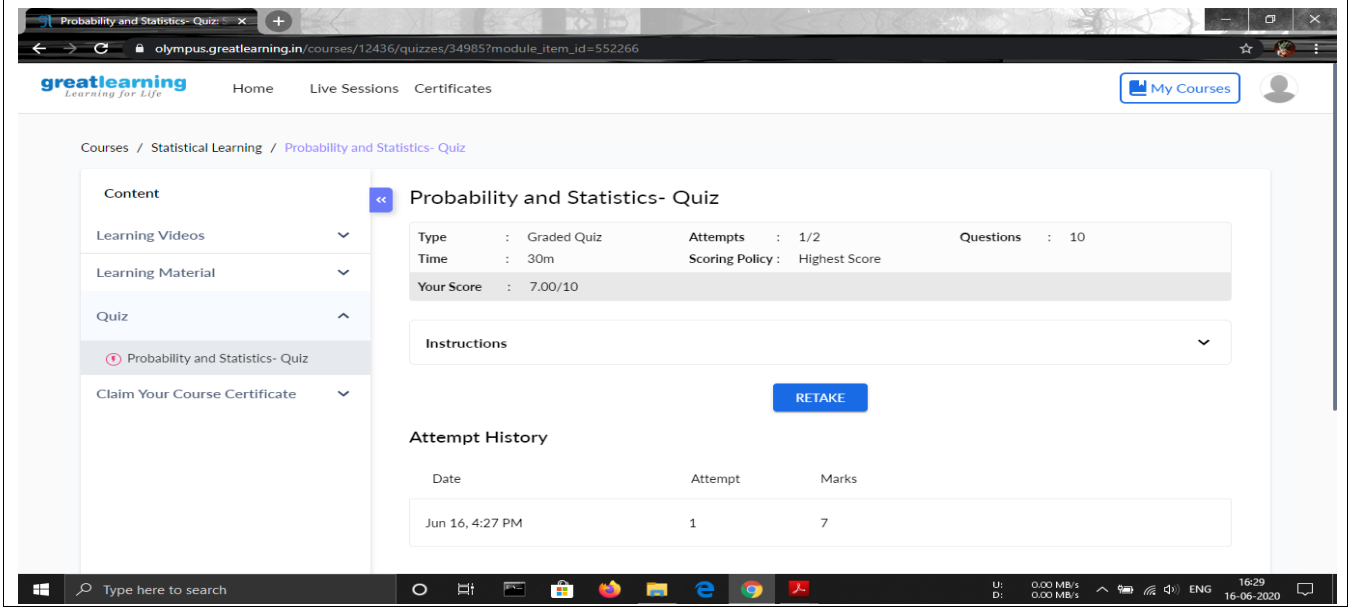
DAILY ASSESSMENT REPORT

Date:	**16/06/2020**	**Name:**	**Abhishek M Shastry K**
Course:	**Statistical Learning**	**USN:**	**4AL17EC002**
Topic:	**1] Introduction to Probability** **2] Rules for Probability Calculation** **3] Bayes theorem and Normal distribution**	**Semester & Section:**	**6th 'A'**
Github Repository:	**AbhishekShastry-Courses**		

FORENOON SESSION DETAILS

Image of session





Report

Fundamentals of Business Statistics

- An **event** is an outcome of an experiment.
- An **experiment** is a process that is performed to understand and observe possible outcomes.
- Set of all outcomes of an experiment is called the **sample space**.
- **Probability** refers to chance or likelihood of a particular event-taking place.
- **Probability** of an event A is defined as the ratio of two numbers m and n. In symbols
  - ✓ **P(A) = m/n**
  - ✓ Where,
  - ✓ m= number of ways that are favorable to the occurrence of A.
  - ✓ n= the total number of outcomes of the experiment (all possible outcomes).
- Types of Probability
  - ✓ Priori Classical Probability
  - ✓ Empirical Probability
  - ✓ Subjective Probability
- Two events A and B are said to be **mutually exclusive** if the occurrence of A precludes the occurrence of B. For example, from a well shuffled pack of cards, if you pick up one card at random and would like to know whether it is a King or a Queen. The selected card will be either a King or a Queen. It cannot be both a King and a Queen. If King occurs, Queen will not occur and Queen occurs, King will not occur.
- Two events A and B are said to be **independent** if occurrence of A is in no way influenced by the occurrence of B. Likewise occurrence of B is in no way influenced by the occurrence of A.
- Contingency table consists of rows and columns of two attributes at different levels with frequencies or numbers in each of the cells. It is a matrix of frequencies assigned to rows and columns. The term **marginal** is used to indicate that the probabilities are calculated using a contingency table (also called joint probability table).
- **Bayes' Theorem** is used to revise previously calculated probabilities based on new information.
- Developed by Thomas Bayes in the 18th Century.
- It is an extension of conditional probability.

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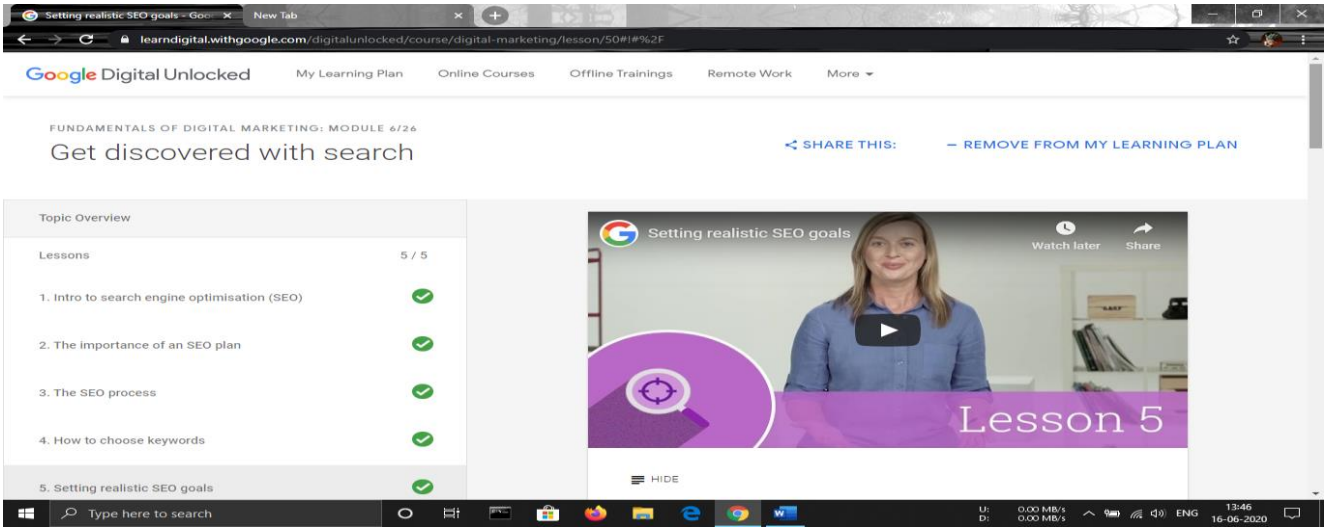
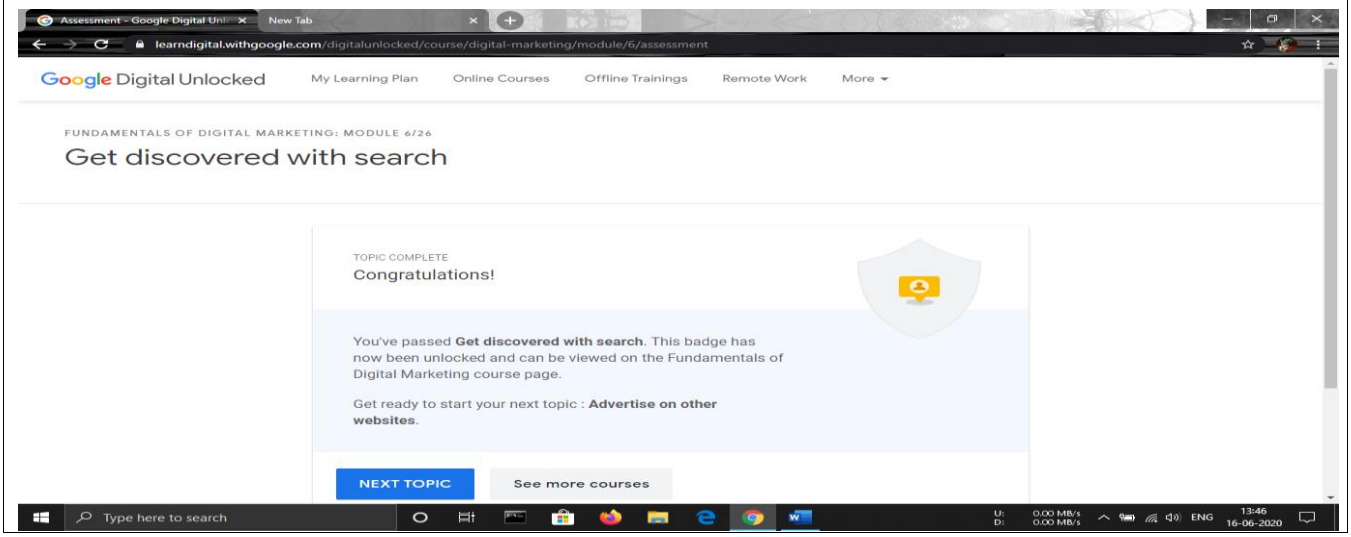
Date:	16/06/2020	Name:	Abhishek M Shastry K
Course:	Google Digital Unlocked: Fundamentals of digital marketing	USN:	4AL17EC002
Topic:	1] Get discovered with search • Intro to search engine optimization (SEO) • The importance of an SEO plan • The SEO Process • How to choose keywords • Setting realistic SEO goals	Semester & Section:	6th 'A'
Github Repository:	AbhishekShastry-Courses		

AFTERNOON SESSION DETAILS

Image of session





Report

Intro to search engine optimization (SEO)

- Search engines have formulas, or algorithms, that help them order the list of results. The search engines constantly scour the web for new content and try to make sense of it.
- To present the best possible results, the engines look for as much information as possible about websites.
- They might look at how popular sites are, or what other people or sites are saying about them. They might consider words on web pages or keywords in the code of a page to better understand the topic.
- Each of these components will help search engines find the best match for your search. Search engines can now also consider the searcher's geographic location. A search from the UK will display a localized set of search results.
- Chances are, the same search originating from France will show different results. And, with the explosion of mobile usage, search engines now consider the devices people use when they perform a search. But just like a matchmaker who's been in business for years gets better and better, search formulas evolve and add more and more information along the way.

The importance of an SEO plan

- Let's say you want to reach new customers for your fresh-from-the-farm fruit and veg online delivery service. Your first step should be keyword research—that means finding out what your potential customers are searching for. Are they looking for organic produce? Weekly fresh vegetable deliveries?
- Next, consider related topics. Are vegetarian diets popular? Do requests for gazpacho recipes come up? This will help make your keywords more specific and a better match to what your customers are looking for. You should do this at least once a year as part of your SEO plan. Once you've identified good keywords, take a look at how you're doing in search results for those words.
- Also remember that search engines release new features and improve their algorithms. For example, many have made adjustments because so many people now search on mobiles.

The SEO Process

- Here are 4 quick tips on how to stay up-to-date on search.
- 1: Learn how search engines work.
- 2: Keep an eye on changes and monitor how they affect your website.
- 3: Find inspiration from other websites.
- 4: Talk to your customers.

How to choose keywords

- There are three things you should consider when choosing the keywords for your SEO plan.
- First, frequency, or the number of times a word is searched for. Obviously, you want to include the terms that people search for most often in relation to your products. Just keep in mind that it may be difficult to differentiate your business on highly searched-for terms.
- That brings us to our second consideration: Competition. If you have a large, established website, you may be able to appear on the search engine results for high-volume, highly competitive keywords, like fruit and veg.
- Finally, and most importantly, the third consideration is relevance. The keywords you select should closely match what you actually offer. If someone comes to your site looking for strawberries but you only sell raspberries, they're just going to leave.

Setting realistic SEO goals

- When you set SEO goals, you can measure, track and report on the results. And then you can adjust things to make it work better. Let's start by identifying your SEO goals. What are you trying to achieve online? How do you define success?
- Analytics tools can also be used to better understand visitor behavior. They can answer questions like: How many organic visitors become customers? Which web pages or content on your site turn visitors into paying customers? Which content isn't performing well?
- To understand how your site is performing in organic search results and how it benefits your business, set SEO goals.
- To measure the success—or see where you need improvement—track your performance in various areas. Once your goals are clear and you have tracking tools in place.