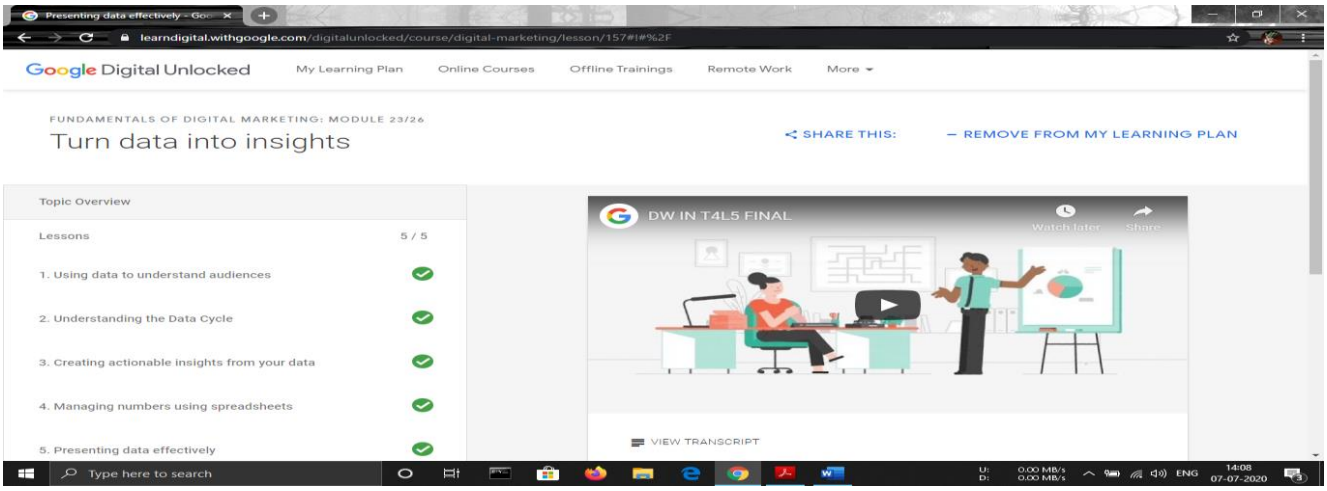
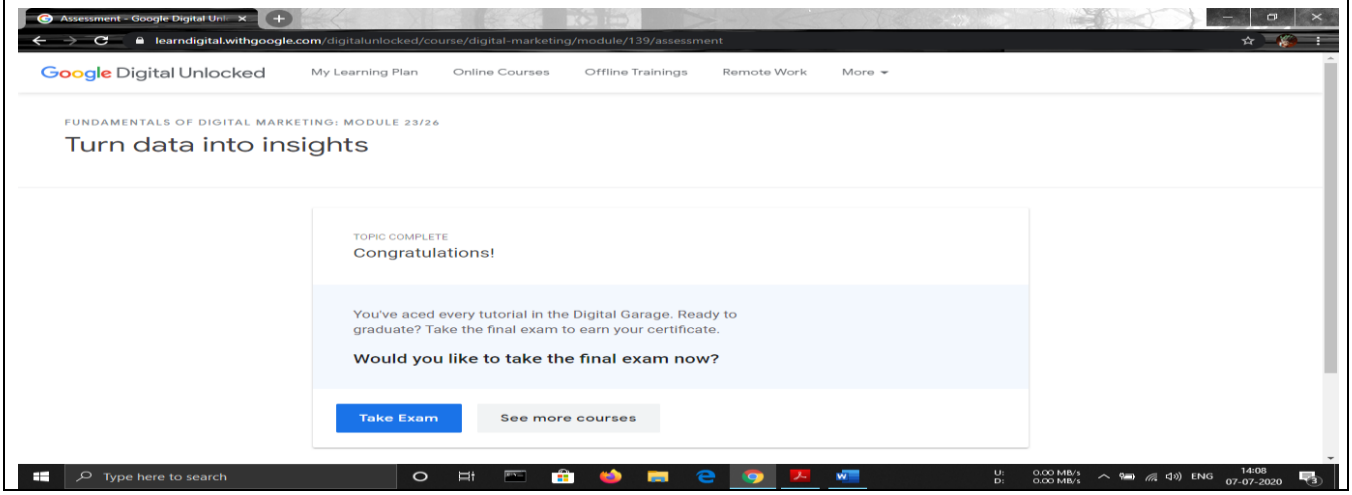
DAILY ASSESSMENT REPORT

Date:	**07/07/2020**	**Name:**	**Abhishek M Shastry K**
Course:	**Google Digital Unlocked: Fundamentals of digital marketing**	**USN:**	**4AL17EC002**
Topic:	**1] Turn data into insights** • **Using data to understand audiences** • **Understanding the Data Cycle** • **Creating actionable insights from your data** • **Managing numbers using spreadsheets** • **Presenting data effectively**	**Semester & Section:**	**6th 'A'**
Github Repository:	**AbhishekShastry-Courses**		

FORENOON SESSION DETAILS

Image of session





Report

Using data to understand audiences

- Combining different forms of data is a great way to identify what is working and what isn't, and can give you valuable insights about who interacts with your business.
- Online data can also be used to complement your offline business approach. For example, offline data like in-store customer surveys, can be combined with social media poll results to give you a more detailed picture of customer needs and opinions. This allows you to make informed business decisions from deciding the time of day to post on social media, to understanding how to improve products or services.
- In your own business scenario, try using a mix of quantitative and qualitative approaches to help build a clear summary of your activity. Have a think about the benefits of digital data and make sure you are collecting the relevant data you need to help inform those big decisions.

Understanding the Data Cycle

- In the "Plan" stage, the team would identify their goal for this campaign and outline how they plan to promote it. They decide their goal is to see a 25% reduction in commuter traffic over the next three months using search advertising and social media marketing.
- Utilize online tools to help you gather the data you need and draw out the relevant insights. Tools such as Google Analytics, Adobe Analytics and Web trends can provide data on website visits, including pages visited, time spent on site, and whether users have completed a target action, like completing a contact form.
- Finally, if you have access to historical data or data of past trends, use it and learn from past experiences.

Creating actionable insights from your data

- Analytics reveal that social media channels are the main source of sign ups, so next Susie wants to determine which social media posts were most effective at driving registrations.
- When interpreting the data, the trend emerges that registered runners who shares the charity's social media posts on their personal accounts generated the highest number of new registrations.

- By looking at these insights, Susie can conclude that registered runners become powerful ambassadors and are able to spread the word of the race quickly and efficiently, encouraging more sign-ups.

Managing numbers using spreadsheets

- Spreadsheet software like Microsoft Excel, Google Sheets and Apple Numbers are incredibly useful when dealing with large amounts of data, such as financial budgets, project plans and databases.
- For example, if you were in charge of collating census information for a town, you could use a spreadsheet to keep track of addresses, names, dates of birth, and how long residents have lived in the town. You could then apply a filter to work out how many people are under the age of four; which would be valuable information to consider when planning school capacity.
- Here are some key features that make spreadsheets beneficial: Information can be presented in different ways. For example, you could produce a graph highlighting the population of the town based on gender or a table showing the different age groups that attend local sporting clubs.

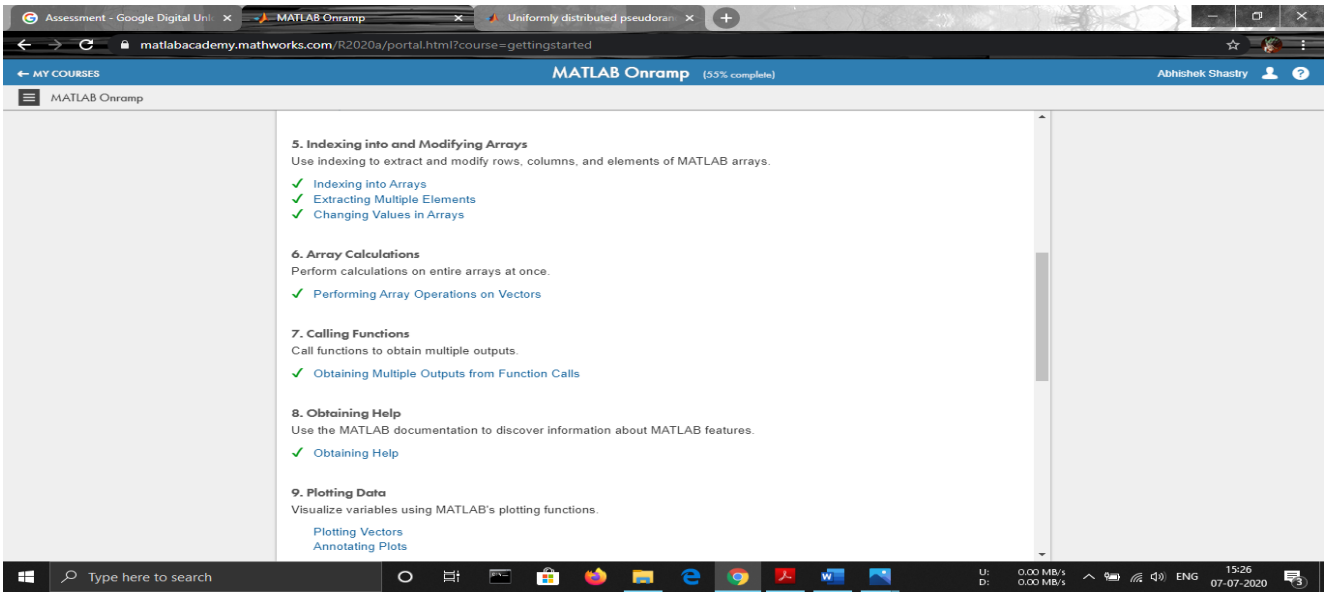
Presenting data effectively

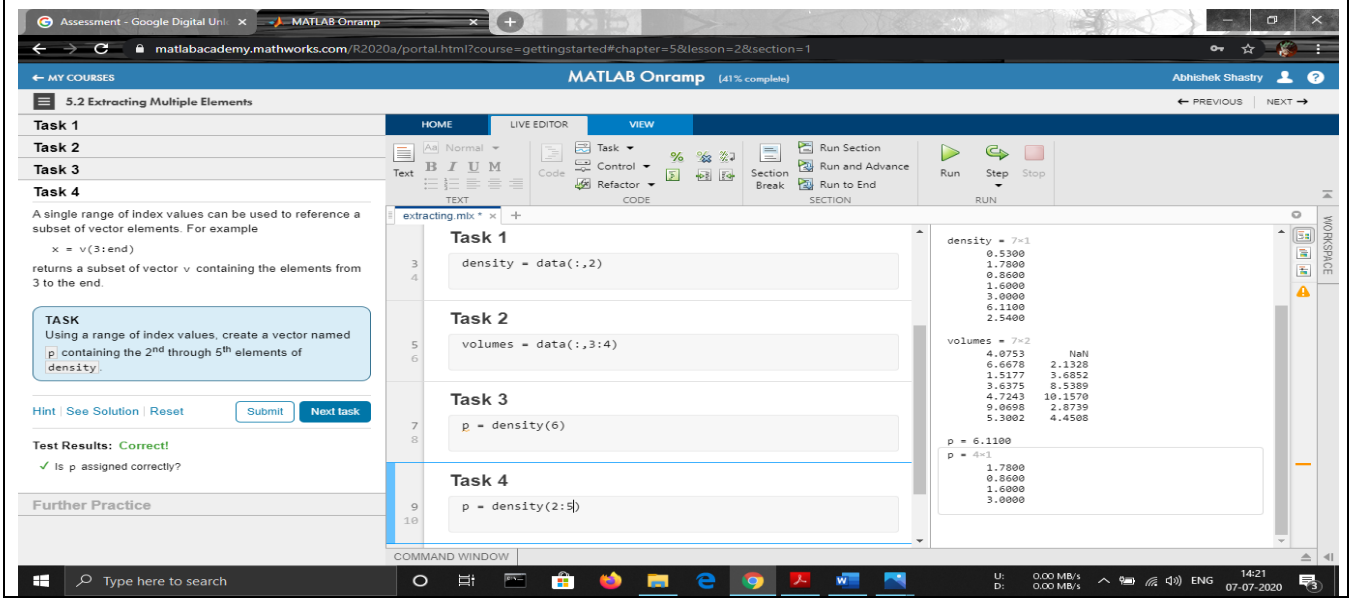
- Tables can be used to display smaller data sets, allowing for comparisons to be made quickly.
- Pie charts are useful to display percentages or proportional information in an easy-to-digest way.
- Bar charts, are great for comparing related items in a group, where the length of each bar is proportionate to the value it represents.
- Line graphs are useful for understanding how data changes over time, for example, whether your website traffic has increased over the past month.
- Heat maps are often used to represent performance by area, such as which parts of your website people are clicking on most.

Date:	07/07/2020	Name:	Abhishek M Shastry K
Course:	MATLAB Onramp	USN:	4AL17EC002
Topic:	1] Indexing into and Modifying Arrays 2] Array Calculations 3] Calling Functions 4] Obtaining Help	Semester & Section:	6th 'A'
Github Repository:	AbhishekShastry-Courses		

AFTERNOON SESSION DETAILS

Image of session





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MATLAB Onramp

- You can extract values from an array using row, column indexing.
- You can use the MATLAB keyword **end** as either a row or column index to reference the last element.
- When used as an index, the colon operator (:) specifies all the elements in that dimension.
- A single index value can be used to reference vector elements. For example, x = v (3) returns the third element of vector v when v is either a row or column vector.
- A single range of index values can be used to reference a subset of vector elements. For example, x = v (3 : end) returns a subset of vector v containing the elements from 3 to the end.
- MATLAB is designed to work naturally with arrays. For example, you can add a scalar value to all the elements of an array, y = x + 2.
- The size function can be applied to an array to produce a single output variable containing the array size, s = size (x).
- The MATLAB documentation contains examples and information that can help you when working on your own problems.