DAILY ASSESSMENT REPORT

Date:	06/07/2020	Name:	Abhishek M Shastry K
Course:	Google Digital Unlocked: Fundamentals of digital marketing	USN:	4AL17EC002
Topic:	1] Find success with analytics • Web analytics and organic search • Tools to measure SEM • Breaking down your data for insights	Semester & Section:	6th 'A'
Github Repository:	AbhishekShastry-Courses		

FORENOON SESSION DETAILS
Image of session
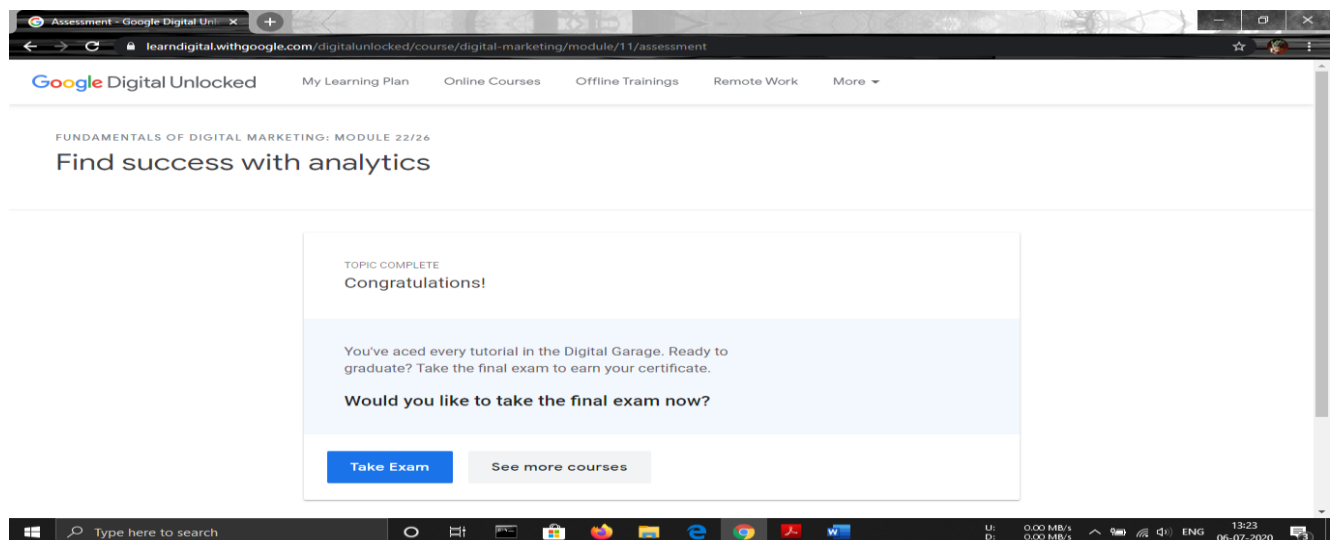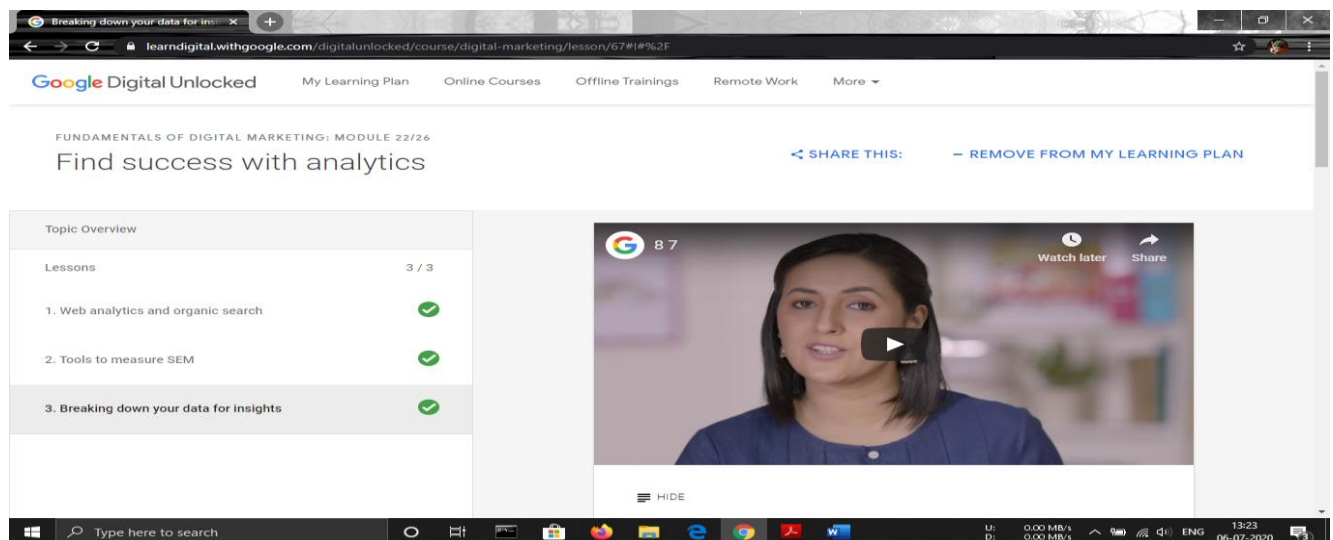
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Web analytics and organic search

- No matter which web analytics tool you're using, you'll be able to monitor how many visitors are coming to your website from organic search results from the different search engines. If you're paying an agency or consultant to maintain your website for you, you should ask them for access to your website's analytics data.

- Once you've got access to that data, one of the first things you'll want to check out is how your traffic from search engines is trending over time. If you're getting more visitors from search engines, that's great. But, if your traffic is trailing off, you've probably got some work to do. Either way before you can make any decisions, you'll need to know the "why", and that means we need to dig deeper.

Tools to measure SEM

- Whatever you decide to do, the key is that you'll still be tracking what happens after you make your changes, and that means you'll be able to see if your fixes raise that conversion rate from 1% to something better! That covers a few different ways you can measure the keywords you're bidding on, but that's just one part of it. Analytics can also help you understand the impact of the actual ads you're running.

- You know that you want to write ads that are clear and compelling to the user, but ultimately, those users will decide what clear and compelling means to them. And that's where analytics can help.

Breaking down your data for insights

- When you break down your visitors by where they came from, you can see the differences between your organic search traffic, paid search traffic, social media traffic, and more.

- And this can help you decide where you want to invest your time and resources as you build up your digital marketing campaigns across lots of different channels.

- Let's do one more. This time, we'll chop up our visitors by the kind of device they're using, and we'll be able to see any differences between things like desktop computers, tablets, and smartphones.

Date:	06/07/2020	Name:	Abhishek M Shastry K
Course:	MATLAB Onramp	USN:	4AL17EC002
Topic:	1] Course Overview 2] Commands 3] MATLAB Desktop and Editor 4] Vectors and Matrices	Semester & Section:	6th 'A'
Github Repository:	AbhishekShastry-Courses		

AFTERNOON SESSION DETAILS

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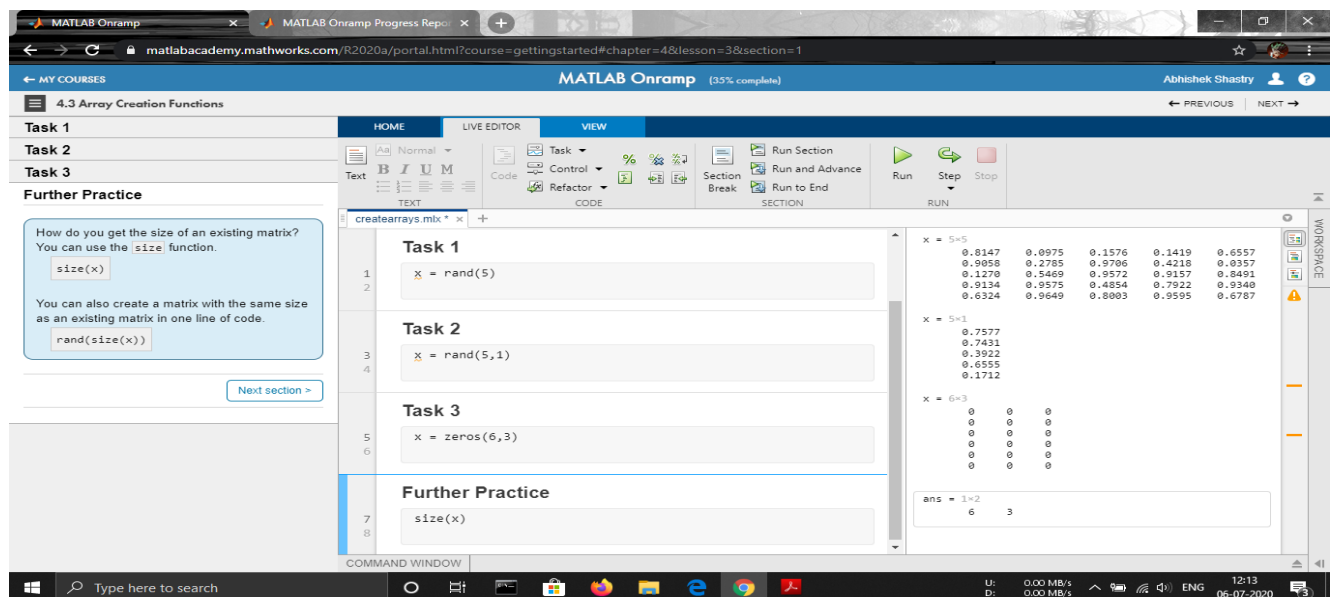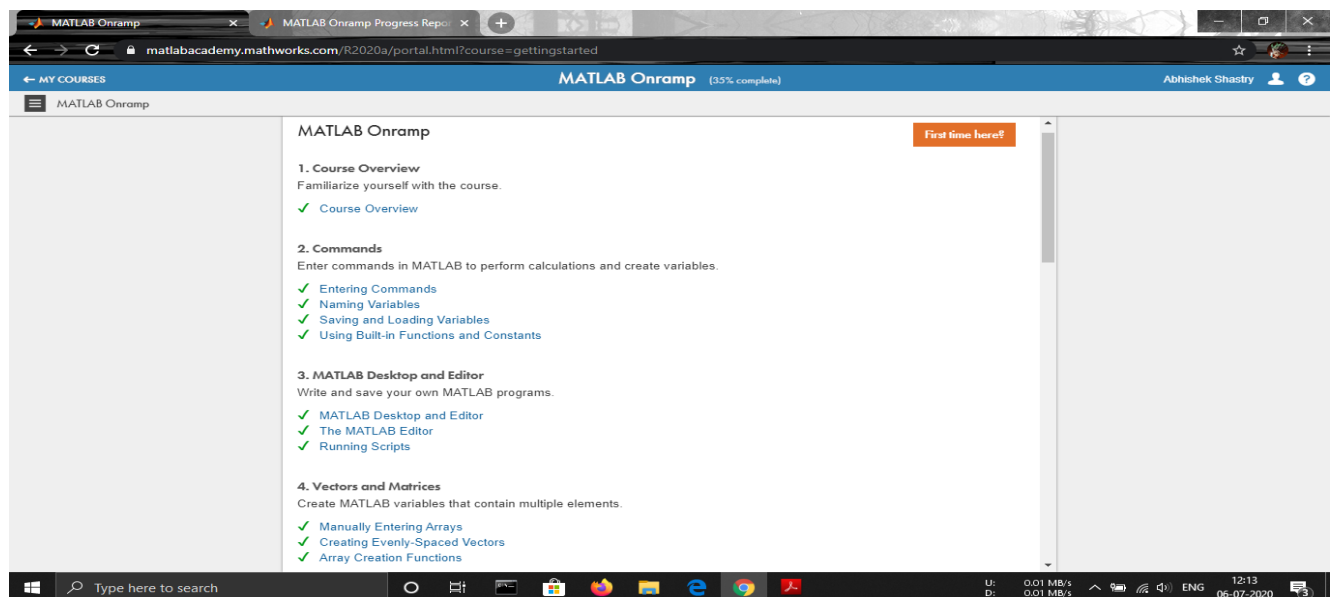
Report

MATLAB Onramp

- You can execute commands by entering them in the command window after the MATLAB prompt (>>) and pressing the **Enter** key.

- You can name your MATLAB variables anything you'd like as long as they **start** with a letter and contain only letters, numbers, and underscores (_).

- You can save variables in your workspace to a MATLAB specific file format called a MAT-file using the save command.

- You can enter commands in a script by clicking on the gray code box. When you're ready, you can submit your code by clicking the blue **Submit** button.

- The live script contains formatted text, code, and section breaks. In this course, scripts will include **Task** headers to show where you should enter your code. You can test your code before submitting by running the script. To execute the entire script, click the **Run** button.

- A single number, called a scalar, is actually a 1-by-1 array, meaning it contains 1 row and 1 column.

What's an Array?

All MATLAB variables are *arrays*. This means that each variable can contain multiple elements. You can use arrays to store related data in one variable.

Because you'll use arrays every time you program, it's important to get to know them and the terminology used to describe them.