**DAILY ASSESSMENT FORMAT**

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| **Date:** | **16-06-2020** | **Name:** | **Dhanya Shetty** |
| **Course:** | **STATISTICAL LEARNING** | **USN:** | **4AL17EC026** |
| **Topic:** | **CASE STUDY ON STATISTICS & PROBABILITY THEORY, SOLUTION FOR CASE STUDY** | **Semester & Section:** | **6th A** |
| **Github Repository:** | **Dhanya Shetty\_026** |  |  |

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| **FORENOON SESSION DETAILS** |
| C:\Users\Hp\Desktop\report\16JUNE11111.PNG  C:\Users\Hp\Desktop\report\16JUNE222.PNG  **C:\Users\Hp\Desktop\report\16JUNE3333.PNG**  **Agenda:**  •Case study for statistics  •Probability and its types  •Bayes theorem  •Normal distribution and bell curve  **Case study on statistics:**  Case study research is a qualitative research method that is used to examine contemporary real-life situations and apply the findings of the case to the problem under study. Case studies involve a detailed contextual analysis of a limited number of events or conditions and their relationships. It provides the basis for the application of ideas and extension of methods. It helps a researcher to  understand a complex issue or object and add strength to what is already known through previous  Research.  **Digital Marketing:**  Digital marketing is the use of the Internet, mobile devices, social media, search engines, and other  Channels to reach consumers. Some marketing experts consider digital marketing to be an entirely  New endeavour that requires a new way of approaching customers and new ways of understanding how customers behave compared to traditional marketing. Understanding Digital Marketing Digital marketing targets a specific segment of the customer base and is interactive. Digital marketing is on the rise and includes search result ads, email ads, and promoted tweets – anything.  **Email Marketing**:  Email marketing is still one of the most effective digital marketing channels. Many people confuse email marketing with spam email messages, but that’s not what email marketing is all about. Email marketing is the medium to get in touch with your potential customers or the people interested in your brand. Many digital marketers use all other digital marketing channels to add leads to their email lists and then, through email marketing, they create customer acquisition funnels to turn those leads into customers.  **Digital Marketing Challenges**:  Digital marketing poses special challenges for its purveyors. Digital channels are proliferating  rapidly, and digital marketers have to keep up with how these channels work, how they're used by receivers, and how to use these channels to effectively market their products or services. In addition, it's becoming more difficult to capture receivers' attention, because receivers are increasingly in undated with competing ads. |
| |  |  |  | | --- | --- | --- | | **Date: 16June2020** |  | **Name: Dhanya Shetty** | | **Course: UDEMY** |  | **USN:4AL17EC026** | | **Topic: MySQL** |  | **Semester & Section:6th A** | |
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| **AFTERNOON SESSION DETAILS** | |
| Image of sessionsC:\Users\Hp\Desktop\report\12june222.PNG  C:\Users\Hp\Desktop\report\12june1111.PNG  C:\Users\Hp\Desktop\report\12june3333.PNG  **PHP Functions - Returning values:**  To let a function return a value, use the return statement:  <?php declare(strict\_types=1);// strict requirement  Function sum(int $x ,int $y) {  $z = $x + $y;  Return $z;  }  echo"5 + 10 = ". Sum (5, 10) ."<br>";  echo"7 + 13 = ". Sum (7, 13) ."<br>";  echo"2 + 4 = ". sum(2,4);  ?>  Accessing the PHP scripts require a web browser only. A PHP file contains PHP tags and ends with the Extension ".php”. Interpreted on the server while JavaScript is an example of a client side script that is interpreted by the client browser. Both PHP and JavaScript can be embedded into HTML  Pages. Programming Language Vs Scripting Language Programming language Scripting language Has  All the features needed to develop complete applications. Mostly used for routine tasks The code has to be compiled before it can be executed The code is usually executed without compiling Does not need to be embedded into other languages Is usually embedded into other software environments. What does PHP stand for? PHP means - Personal Home Page, but it now stands for the recursive backronym PHP: Hypertext Pre-processor. | |
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