

Date: 21-JULY-2020
Course: Salesforce

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AALIBE COA9.
4th Sem. A' Sec.

- Build an app to track your trailblazer journey.
 - Discover jobs in the Salesforce Ecosystem
 - Create the objects Model
 - Create custom fields.
 - Create the My Trailblazer journey App
 - Create a Report, a Report Chart, and a Dashboard
 - Use your App on the Go.
- Inclusive Marketing practices
 - Understand the Impact of Inclusive Marketing
 - Introduce Inclusive Marketing to your company
 - As creating Content that truly reflects the diverse communities that our companies serves.

• Introduce Inclusive Marketing to your Company.

• Inclusive Marketing principles

1. Start with tone

2. Consider context

3. Be intentional with language

4. Avoid Appropriation

5. Ensure Representation

6. Counter stereotype

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Course: Basic statistics

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• Correlation and Regression:-

• Correlation:-

- Crosstabs and Scatter plots
- Pearson's r

• Regression:-

- Regression → finding the line
- Regression → Describing the line
- Regression → How good is the line
- Reference.

• Caveats and examples.

- Correlation is not Causation
- Example Contingency table
- Example Pearson's r and the regression.

→ References

• Review:-

- Transcripts → Correlation & Regression
- R-lab - Correlation & Regression