

- hypothesis** is a statement that assumes a relationship between an independent variable and a dependent variable.
- Use notation **H₀** to denote the null hypothesis.
- Use notation **H_A** to denote the alternative hypothesis.
- independent variables should come on the **left-hand side** of the hypothesis
- Problem framing** is setting up your business problem in a way that can be addressed with data.
- Diverge and Converge Brainstorming** allow each stakeholder to define the problem on their own.
- 5W** Who, What, Why, Where, When
- Empathy Mapping is filling up 4 quadrants — what a user thinks, feels, does and says
- independent variables** also known as predictors
- linear regression line has an equation of the form **$Y = a + bX$**
- The slope of the line is **b**
- **a** is the intercept (the value of y when x = 0).
- coefficient of determination, often denoted as **R²**
- multiple linear regression **$y = b_0 + b_1x_1 + b_2x_2$**
- A **positive coefficient** for a variable indicates that as the value of that variable **increases**, the value of the **dependent variable** also tends to **increase**.