NURTURE
Education Solutions
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BCA SEM-I
2023-2024

SOCIAL MEDIA ANALYTICS USING R –
STATISTICAL MODELS

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STATISTICAL MODELS

STATISTICS

Descriptive Statistics

1. Summarizing, Analysing and Visualizing the Data.
2. Ex.: Mean, Media, Mode known as Measure of Central Tendancy.
3. Ex.:Measure of Disperssion
4. Ex.:Correlation, Covariation.
5. Ex.:Histograms, pdf probability density function, proability mass function, cumulative density function.
6. Ex.:Box plots for outliers, whisker.

Inferential Statistics

1. Hypothesis Testing.
2. Ex.: Null Hypothesis, Alternate Hypthesis.
3. Assume population data from sample data through various testing.
4. Ex.:Z-Test, T-Test, Chi Square Test

STATISTICAL MODELS

STATISTICS in R

1. Mean
2. Median
3. Mode
4. Quartile
5. Variance
6. Standard Variance
7. Correlation
8. Cross Tabulations

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References

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2. https://www.tutorialspoint.com/exploring-statistical-modelling-with-r

THANK YOU