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notes	oldasa (C)
Agr Tasking	SAZSAS A
	mot so
Lesson 2:	A some A
Less ov)	doesn't help us understo
salving framework	one some
Analytic poblem solving framework which methodology we will use.	19350m
which metho dology	0
المراجعة	3
Types of non-predictive data analysis	
19 pes br	
Geospahal:	enve Conclusions.
Geospahal: 1) Use localin based data to de	aphic localin
1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1	
(2) Calculating distance store location	Customer location
(2) Calculating distance store (BCS) (3) Creeting a trade area based	apm concerns
(3) Cresce,	
Segment alim:	
a grouping data tos	sother.
id in part I was a demostable	his of their Customes.
Identify som based on demograph	
Aggregation!	
Colorlating a value across a go	oup or dimensin.
for example: aggregating sales a	dat. As a sales person
TOTAL MANUFACTURE . MATTER CAMPING AND COMPANY	
	Julia Por La Para Para Para Para Para Para Para
by month, , addi	
by month, , addi	cernitory.
by month, , addi- ce: sales by month per sales to Aggre gation is often done in report	cernitory.
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Aggre gation is often done in report	cernitory.
by month, , addition of the sales to Aggregation is often done in report slice and dice information. Description:	bry to be able to
by month, , addition of the sales to Aggregation is often done in report slice and dice information. Description: provide simple summais a a li	bry to be ask to
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by month, paddi. Description: Provide simple summais of a data ego: Calculate and tamperates Description:	bry to be ask to

Classifying Business Problem 14
have enough data to solve the problem- data rich.
have enough data to salve the problem- one post
Ada 11 0 1 10 1 10 10 10 10 10 10 10 10 10
data poor: do not have any data related to sales to predictional
an autrome.
D. Rom Business Problem
ABTest -> If we don't have sufficient date, then we need.
need to see of experiment to help is go
for example. We could inhoduce the new product at est
to some store to estimate the sales at all stores.
Data Rich Business Problem. Numeric outcomes: predicting. The demand of electricity , regression model to predict numeric outcomes
Non- numeric outcomes;
predicting whether. a customer will pay on time, pay late in classification models to predict non numeric
Outcomes.
Target vonishle: represent the outcome we are trying to predict.
In order to relat the right
3 Types of Numeric variable.
(1) Continuous: A continuous variable is a one that can take all value
in a range.
(2) Time + based: A time based numeric variable is one where we are
trying to predict what will happen over hime.

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