Hello Everyone!

Scaler Review +
Ad Ease Intro

SDE – 1
SDE 1
Sde 1
Sde – 1
Soft Dev Eng

Sde
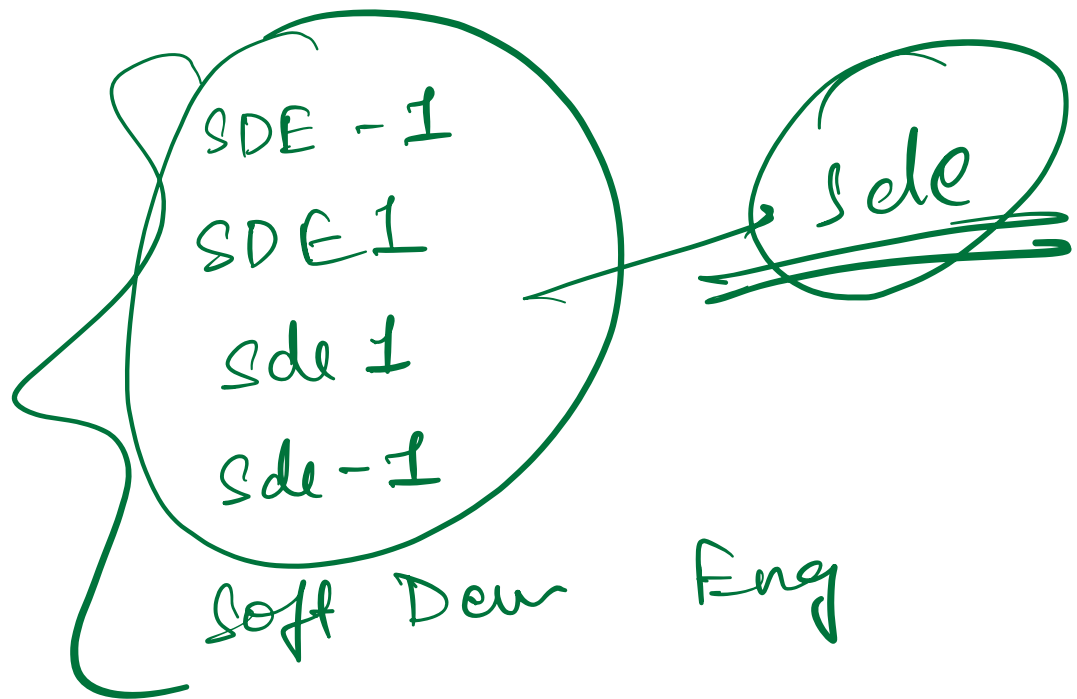
* Mandotory

└→ String Columns

    └→ Case ───→

    └→ Spaces

`.upper()`
`.lower()`

(Aditya)   (aditya)

`Aditya_`   `Aditya`

`.strip()`

.lower(), .strip()

↳ Imputation

Actor

| "SRK" |
| "JL" |
| SRK |
| — |
| JL |
| SRK |

SRK ⟶ 3
JL ⟶ 2

model

SRK

Genre	Actor
(R)Romantic	SRK
(c)Comedy	JL
	SRK
R	
C	
C	JL
R	SRK
C	SRK

Comedy $\longrightarrow$

C $\longrightarrow$ SRK $\longrightarrow$ 1

JL $\longrightarrow$ 2

JL

SRK

Company – level

median ✓

p

mean

median

eg
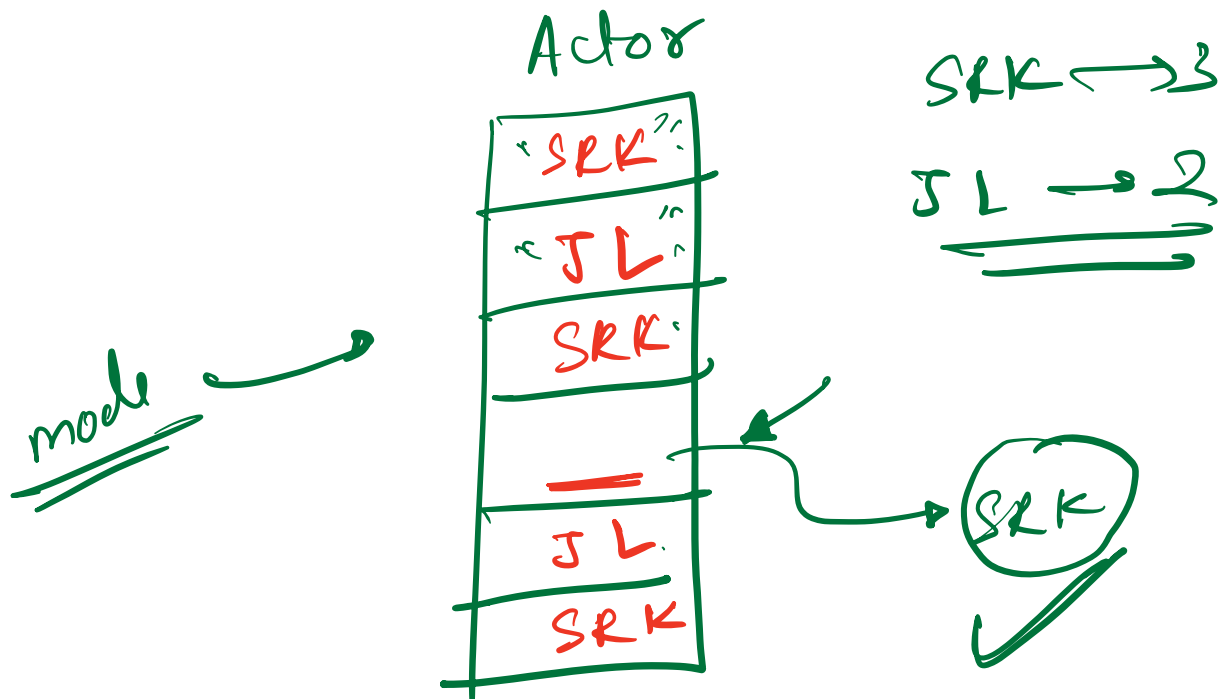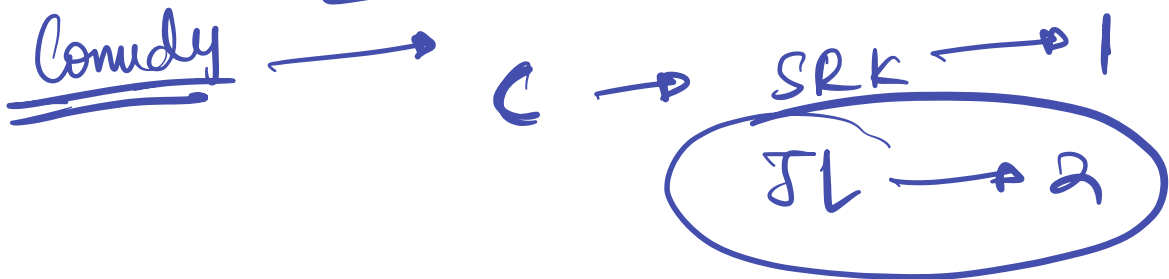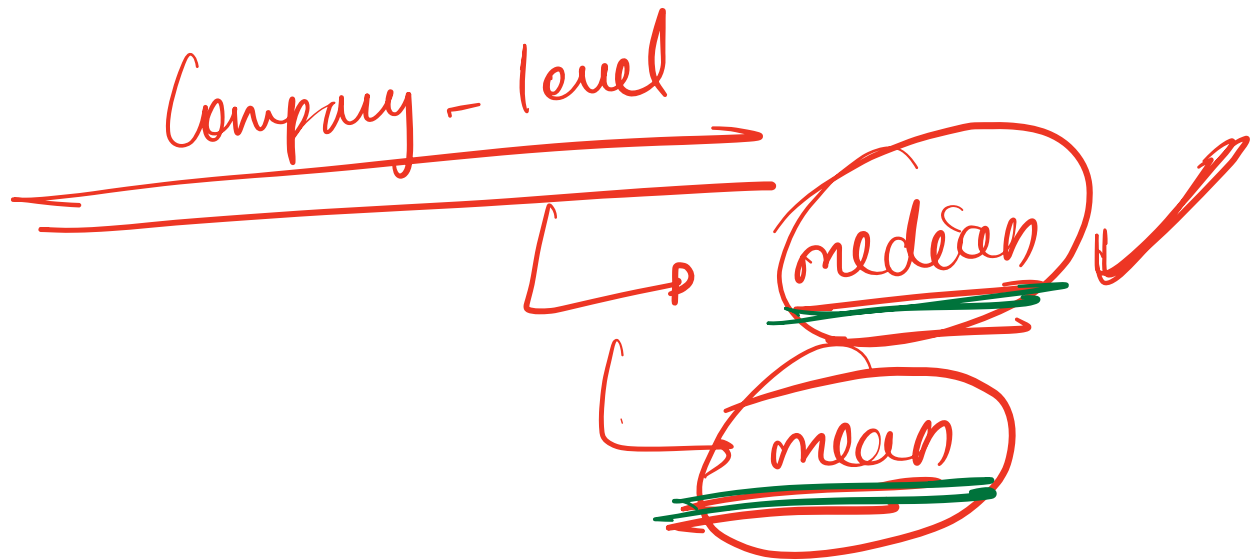
1 2 3 4 5 6 7 8 9 10 | 1000

Median

~~✗~~   Median ⟶ 6

Mean ⟶ $\dfrac{55 + 1000}{2}$

⊛ Common Mistakes
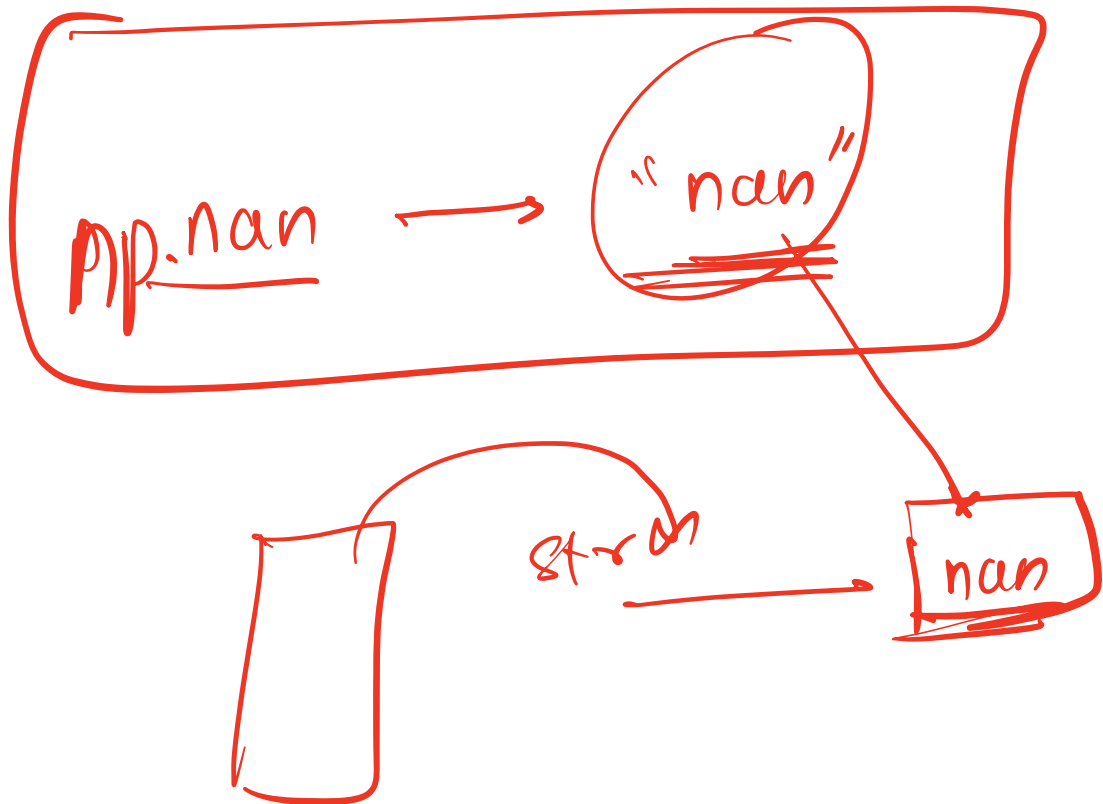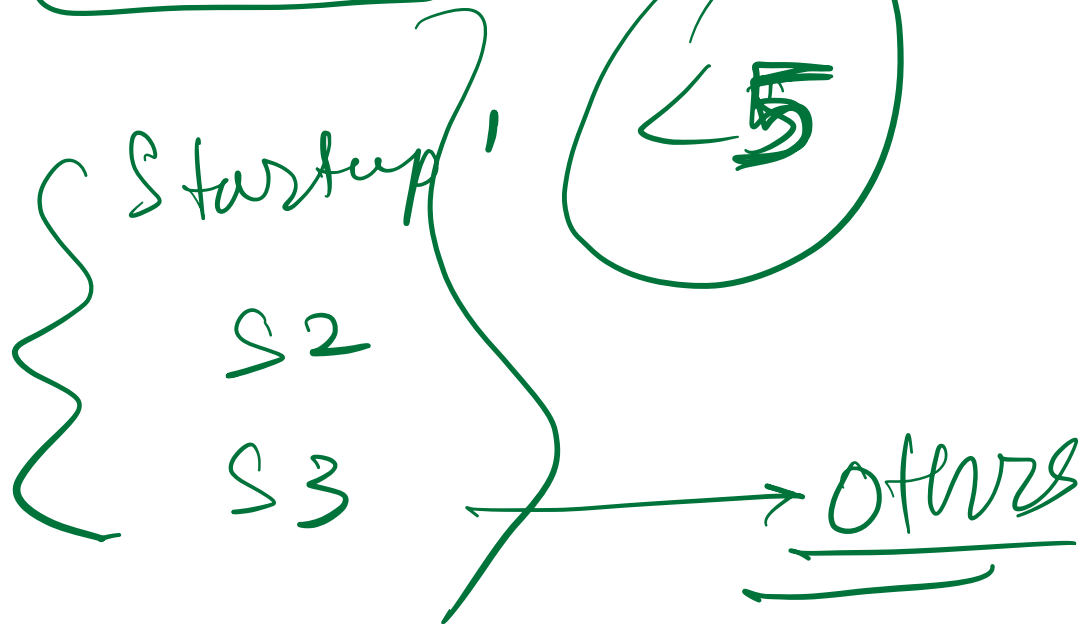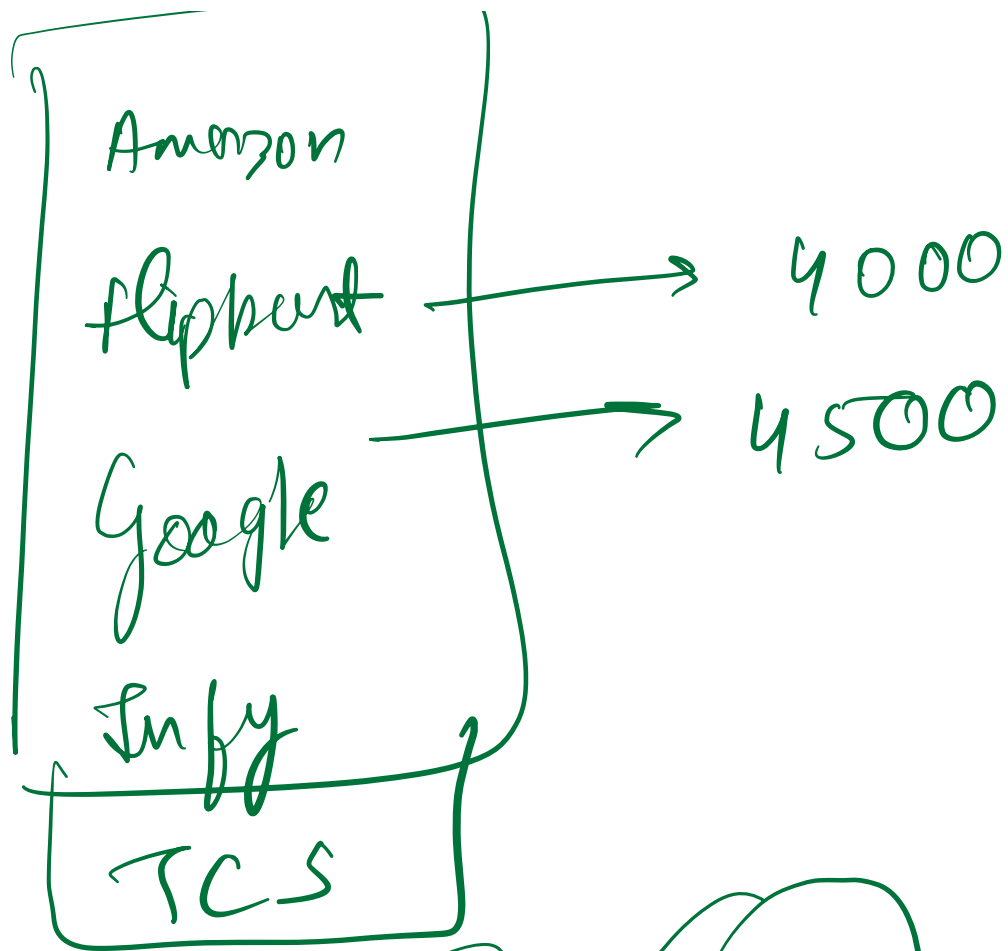
np.nan $\longrightarrow$ "nan"

str() $\longrightarrow$ nan

Amazon

Flipkart $\longrightarrow$ 4000

$\longrightarrow$ 4500

Google

Infy

TCS

Startup'

< 5

S 2

S 3 $\longrightarrow$ others

$Org-yr \quad > \quad \underline{ctc-yr}$

*

② $\quad Org-yr \quad \longrightarrow \quad \underline{1900}$

$123\ yrs$

$Org \quad \Longleftarrow ctc-yr$

$Org-yr \quad \overset{\angle=}{\longrightarrow}$

$\min\left(Org - cty-yr \right)$

$$df["org-yr"] = df[[org, cte]].$$

$$\min()$$

$$axis = 1$$

25 pure
→ T1

Amazon

25% T2

CO₂ → T3

Top section (blue circle):

1. Designation
2. Class
3. Tier

C | JD | YOE

C | JD

C → 1
    2
    3

C

Table:
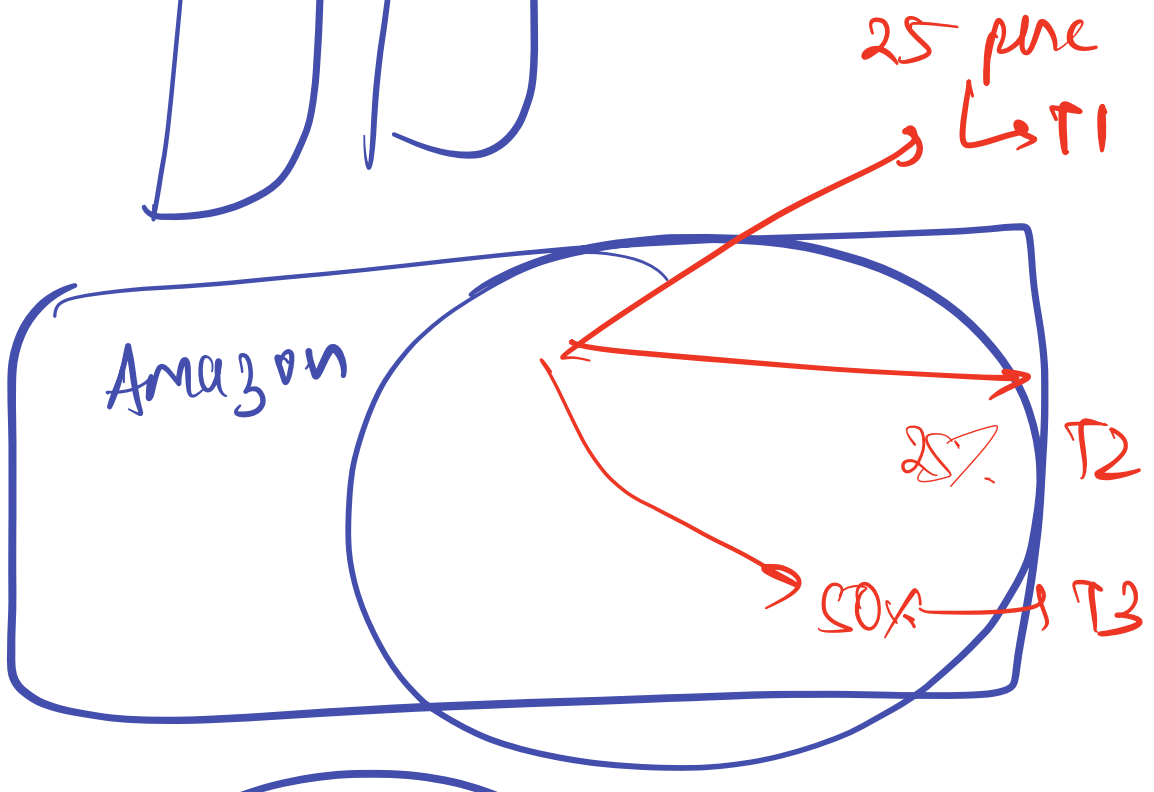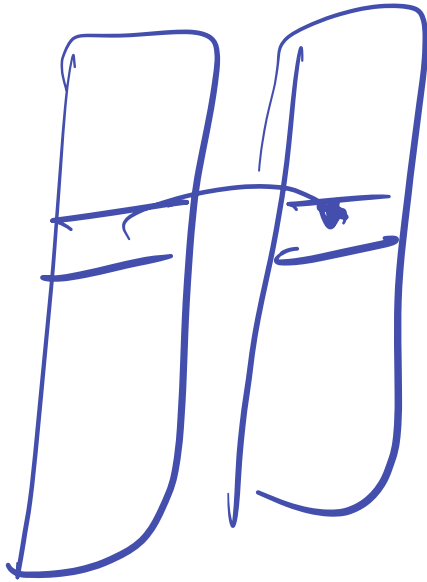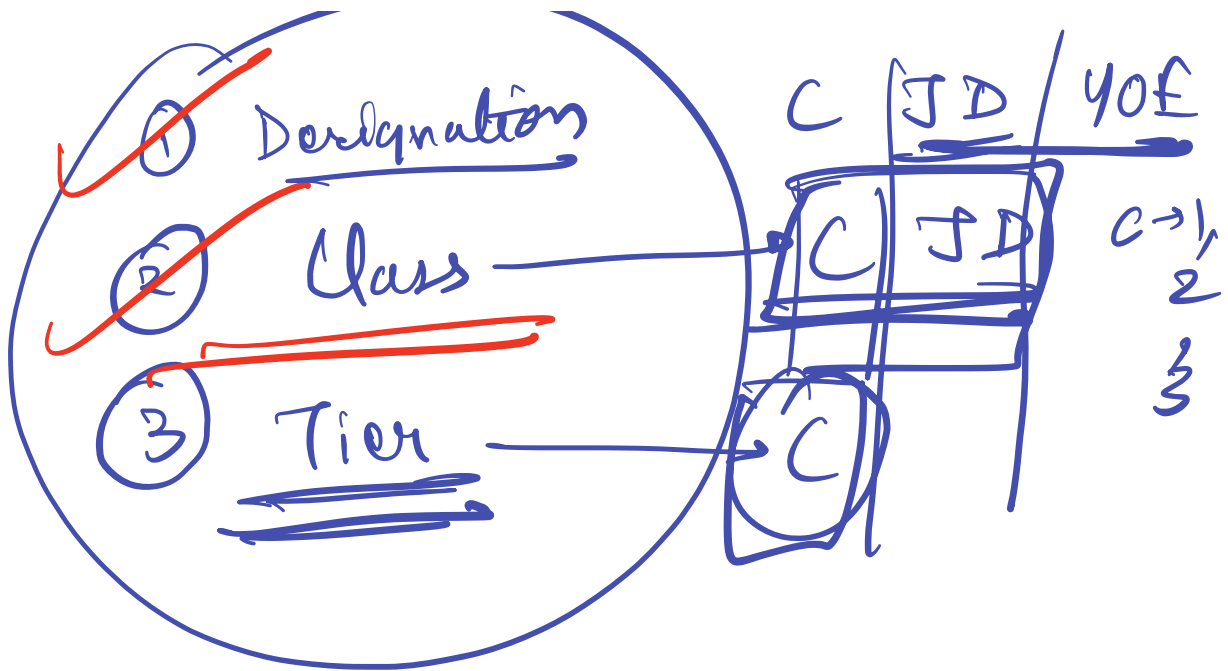
Company	JD	YOE	Ctc
Amazon	SDE1	2	S1
A	S1	2	C2
A	S1	2	C3
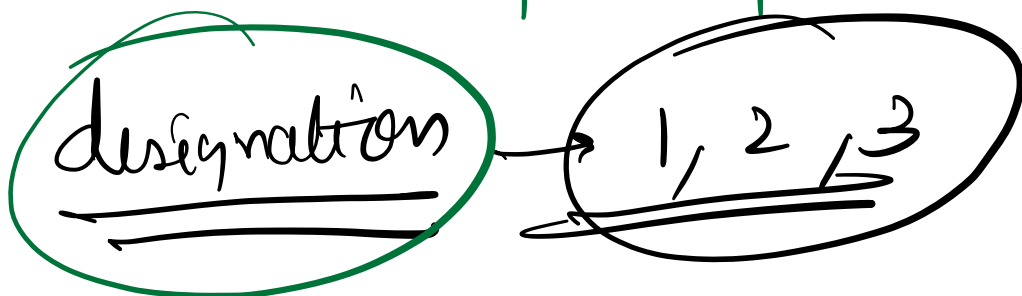
designation → 1, 2, 3

1 $\longrightarrow$ Top 25 perc

2 $\longrightarrow$ Next 25 perc

3 $\longrightarrow$ Bottom 50 perc

CTC

P1
Bottom 25%

P2
25%

P3
T-25%
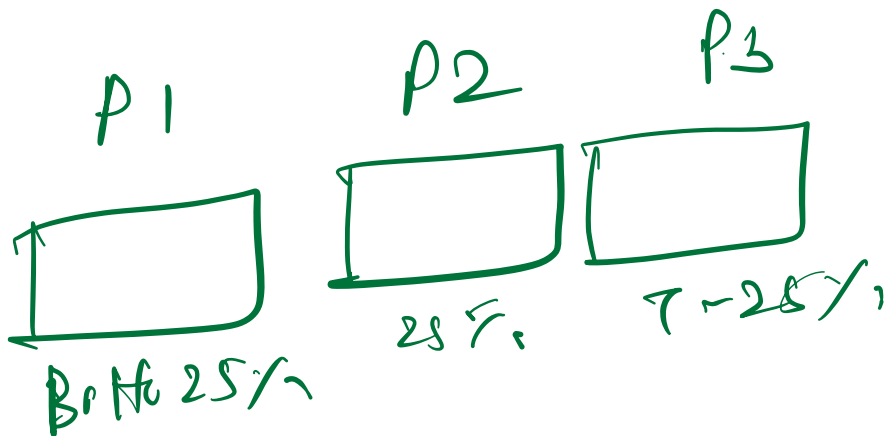
Company	JD	YOE
Amazon	SDI	2
Amazon	SDI	4

CTC

Designation

COL

Company

Amazon	CTC	
A	C1 →	M1
A		M1
A		M1
G		M2
G		M2
MS		M3
MS		M3

gb(C"c")

agg → mean

mean CTC

Amz	
A	? ?
G	?
MS	?
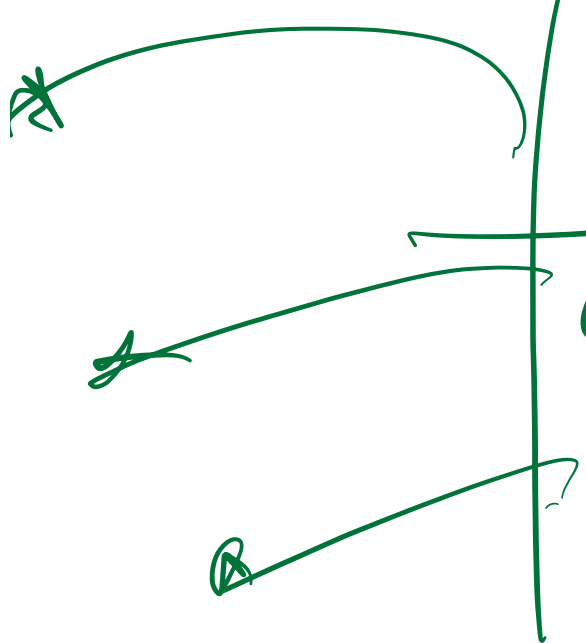
emp

CTC $>$ mean CTC

mean CTC

C1 $>$ M1

C2 $>$ M1

C3 $>$ M1

Ad - ease   Case - study

Tata

AI

marketing

$4
10 clicks
(n)

Adcare

wikipedia

→ p1
→ p2

Adobe

per day $$ ∫ perpage   hsk pages
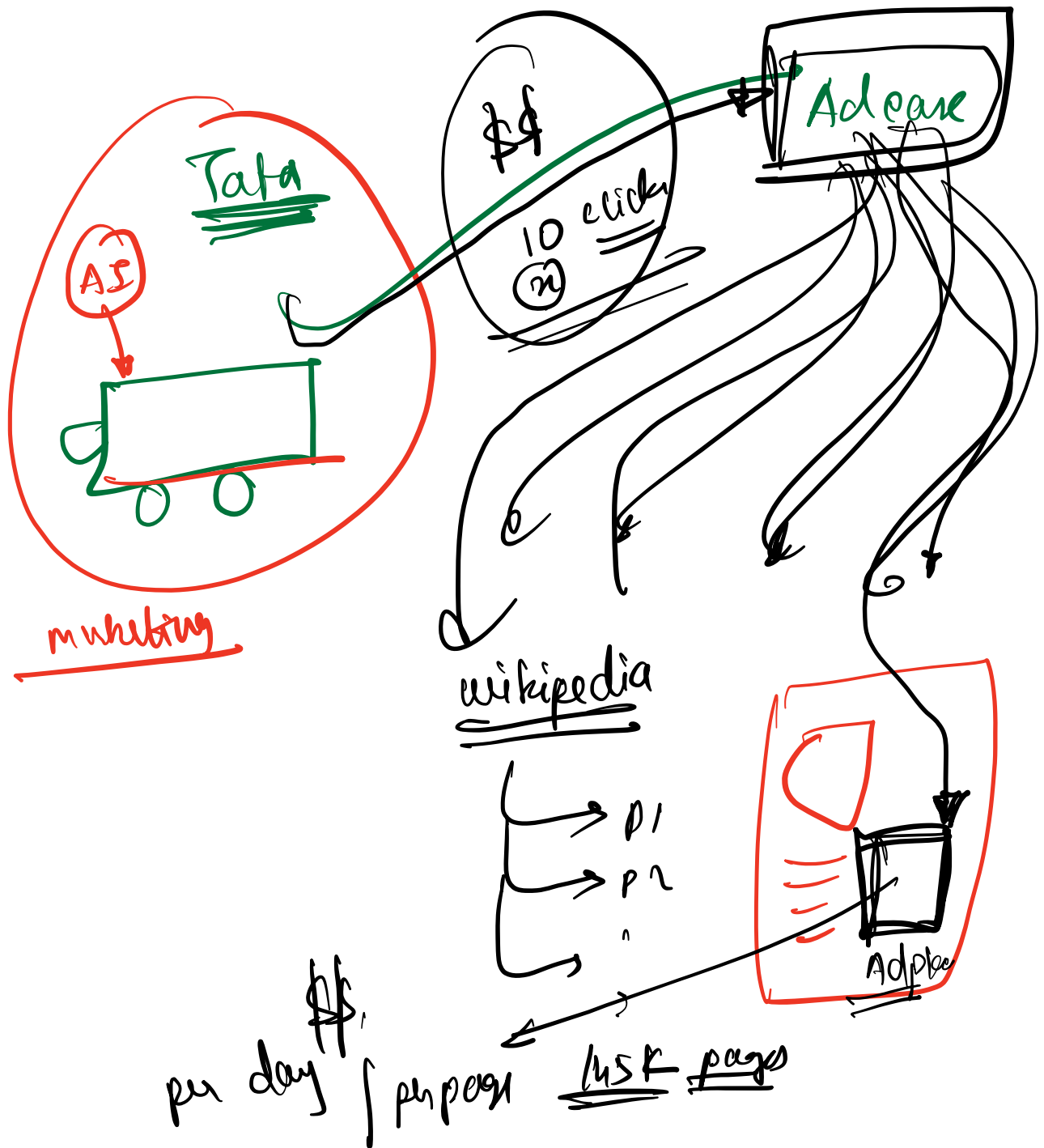
	D1	D2	D3	. . .	D 550
P1	10	20	5	7 .	
P2	50	20			
P3					
.					
.					
P 195 k					

6 - 7

english $\longrightarrow$ en

nandor . $\longrightarrow$ zh

es
ru
zh

paen ~naw ─ [en] . wikipedia . org ─ ─ ─ ─

language

Logic I ──→ Split

S1   .weki.org   S2

en
ru
:
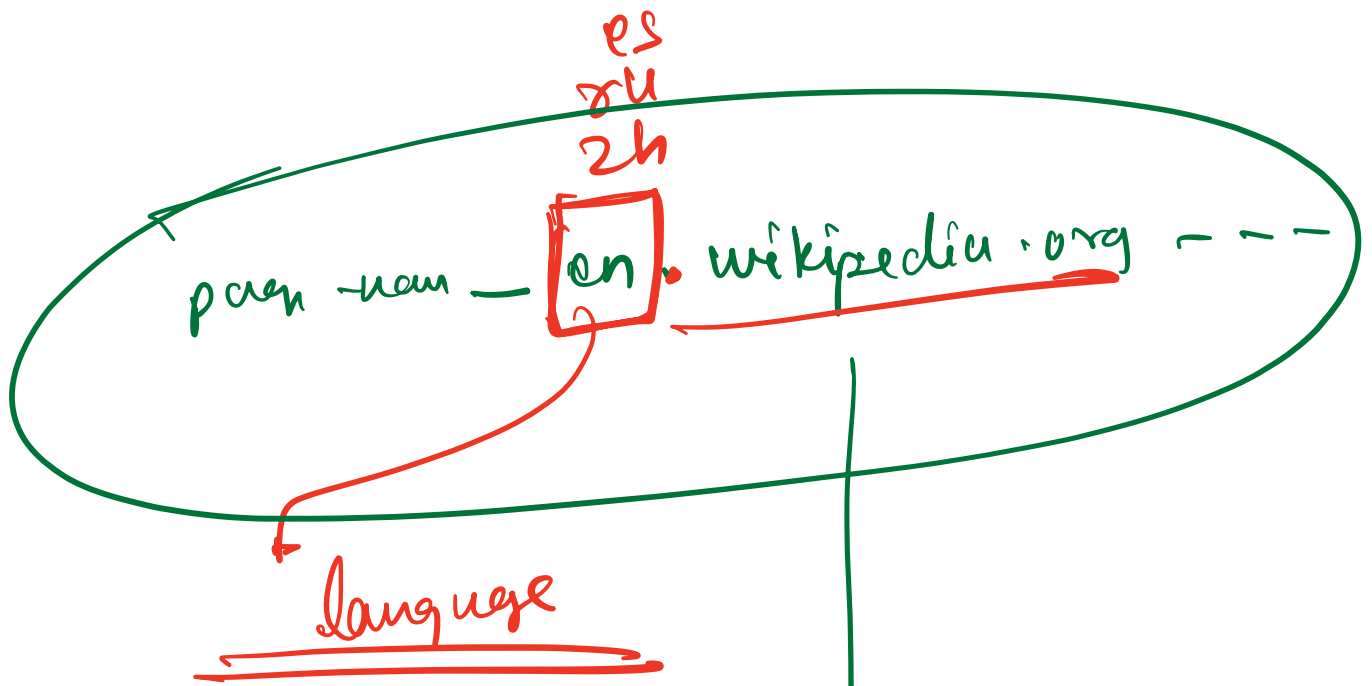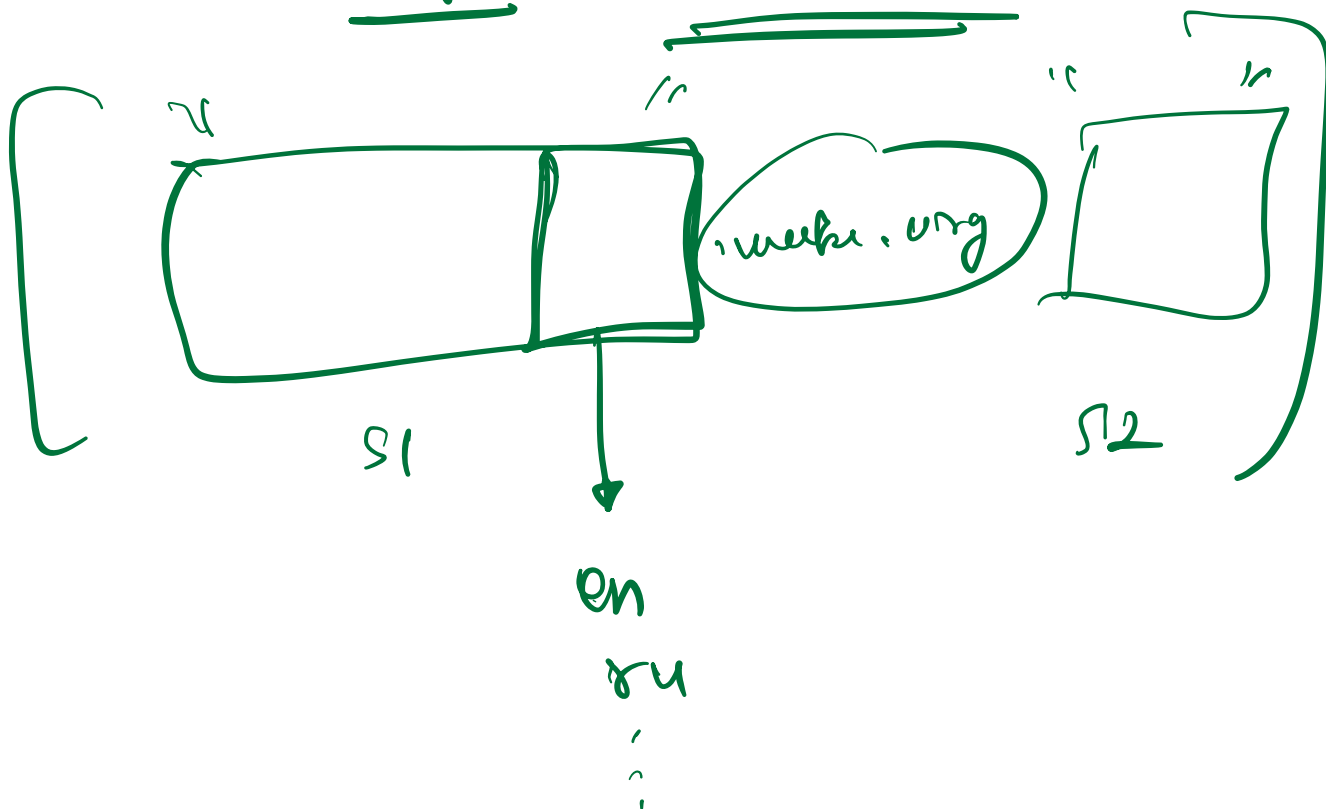
	P1	D2 → aggregation		D 550
en	◯			
zh	◯ → Total views in all zh packages (combined on D)			
ru				
es				
⁚				

en → 50k

ru → 25k

zh → 30k   P1

① ARIMA

② SARIMAX

pivot

	D1	D2 → aggregation ... D550
en	◯	
2h	◯	→ Total views in all 2h workareas (combined on D)
ru		
es		

	en	ru	2h	es . . . .
D1	500			
D2	700			
D3	650			
D4	'			
. . .	'			
D550	'			

en

English

English

- Cleaning
- Seasonality
- Trend
- Stationary

for clour in ["en", "zh", "su", "es"]