

# GLOSSARY



## Customer Insights and Consumer Analytics for Organizations: Tools and Analysis

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Use these terms and definitions below to understand concepts taught in the course.

**Transcript Search:** note that you can search for terms directly within the course. To search video text, switch to the *Transcripts* tab, then press Cmd/Ctrl + F on your keyboard to run a search within the active transcript.

Term	Definition
Homebrew	Software used with the Mac operating system that simplifies the installation of other software
Jupyter Notebooks	Software that allows a user to set up and run their code and then see the output
Pearson's r	A measure of the strength and direction of the linear relationship between two data sets; also known as "r"
supervised learning algorithm	An algorithm that is used with data when patterns are more evident
terminal	The console or command line used to navigate directories on a system
unsupervised learning algorithm	A cluster algorithm used with a large amount of data when there is uncertainty of where the patterns are