



Modeling

School of Information Studies
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So What Is a Model?

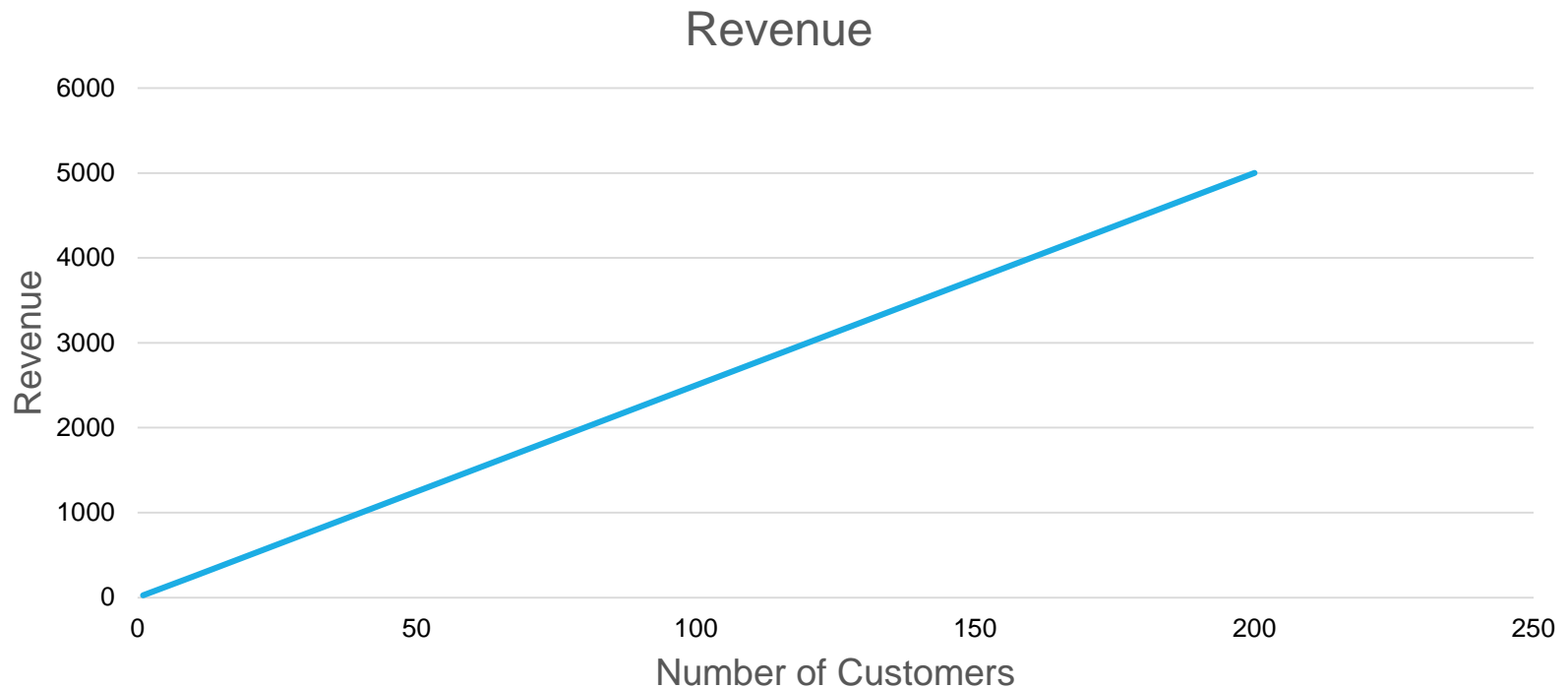
- Linear models are central to the practice of analytics
- The foundation of a broad range of analytical techniques

$$y = \beta_0 + \beta_1 x_1 + \cdots + \beta_p x_p + \varepsilon$$

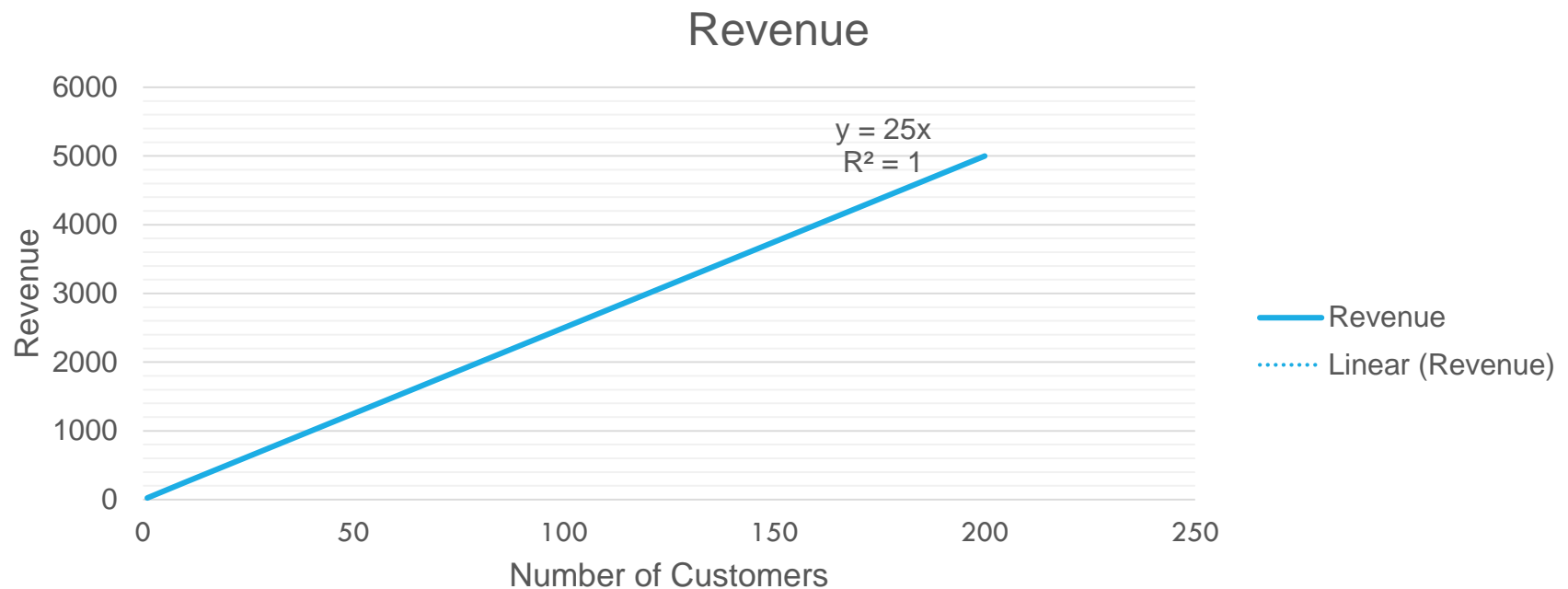
So What Is a Model? (cont.)

Number of Customers	Revenue
1	25
10	250
100	2500
200	5000

So What Is a Model? (cont.)



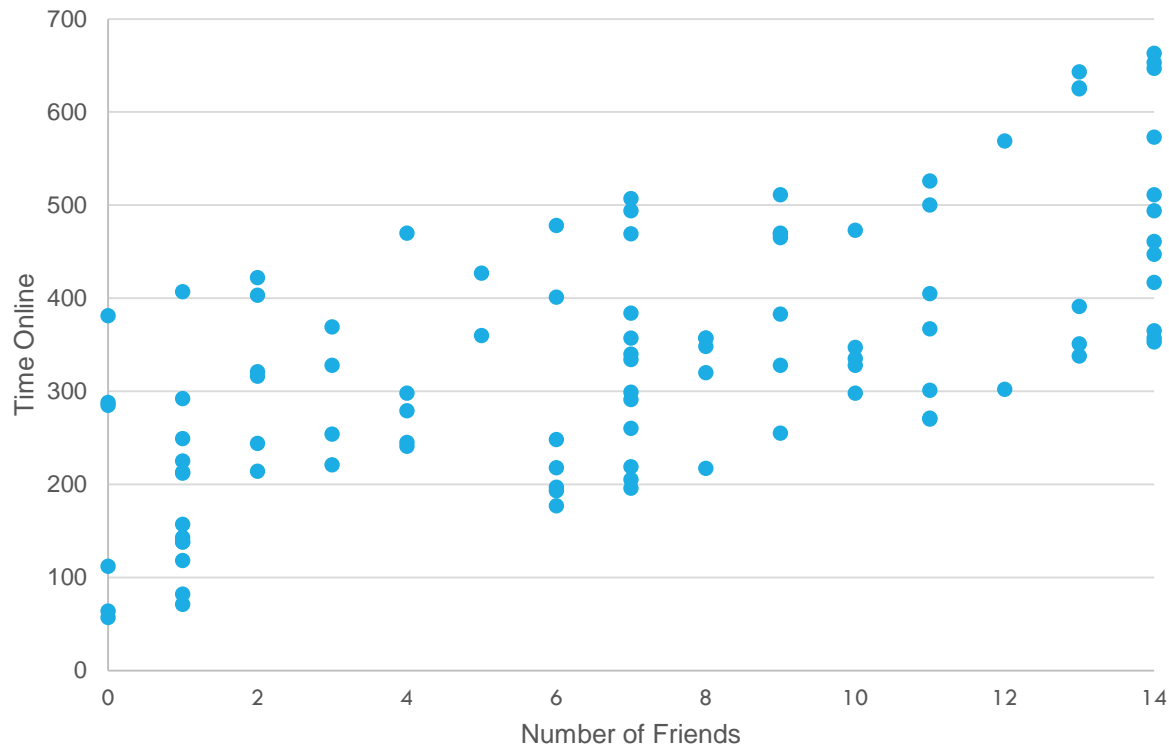
So What Is a Model – Simple?



So What Is a Model?

Friends	Time Online
8	375
14	657
7	484
7	381
10	589
8	394
12	476
3	319
8	433
9	529
5	311

So What Is a Model – More Likely?



So What Is a Model – More Likely? (cont.)

