Big-data analytics using rules-based techniques and machine learning to support business decisions

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0.3 Motivation

This is my first LaTeX document.
This is a rectangle $(x + 1)$
$A = x^2 + 4x + 3$ freaking area of a rectangle.
In line equations

$$A = x^2 + 4x + 3$$

represents the area of a rectangle.
This is then

Let's cite! The Einstein's journal paper Einstein (1905) and the Dirac's book Dirac (1981) are physics related items.

This is a citation Adams (1995)

Bibliography

Adams, D. (1995), *The Hitchhiker's Guide to the Galaxy*, San Val.
URL: *http://books.google.com/books?id=W-xMPgAACAAJ*

Dirac, P. A. M. (1981), *The Principles of Quantum Mechanics*, International series of monographs on physics, Clarendon Press.

Einstein, A. (1905), 'Zur Elektrodynamik bewegter Körper. (German) [On the electrodynamics of moving bodies]', *Annalen der Physik* **322**(10), 891–921.