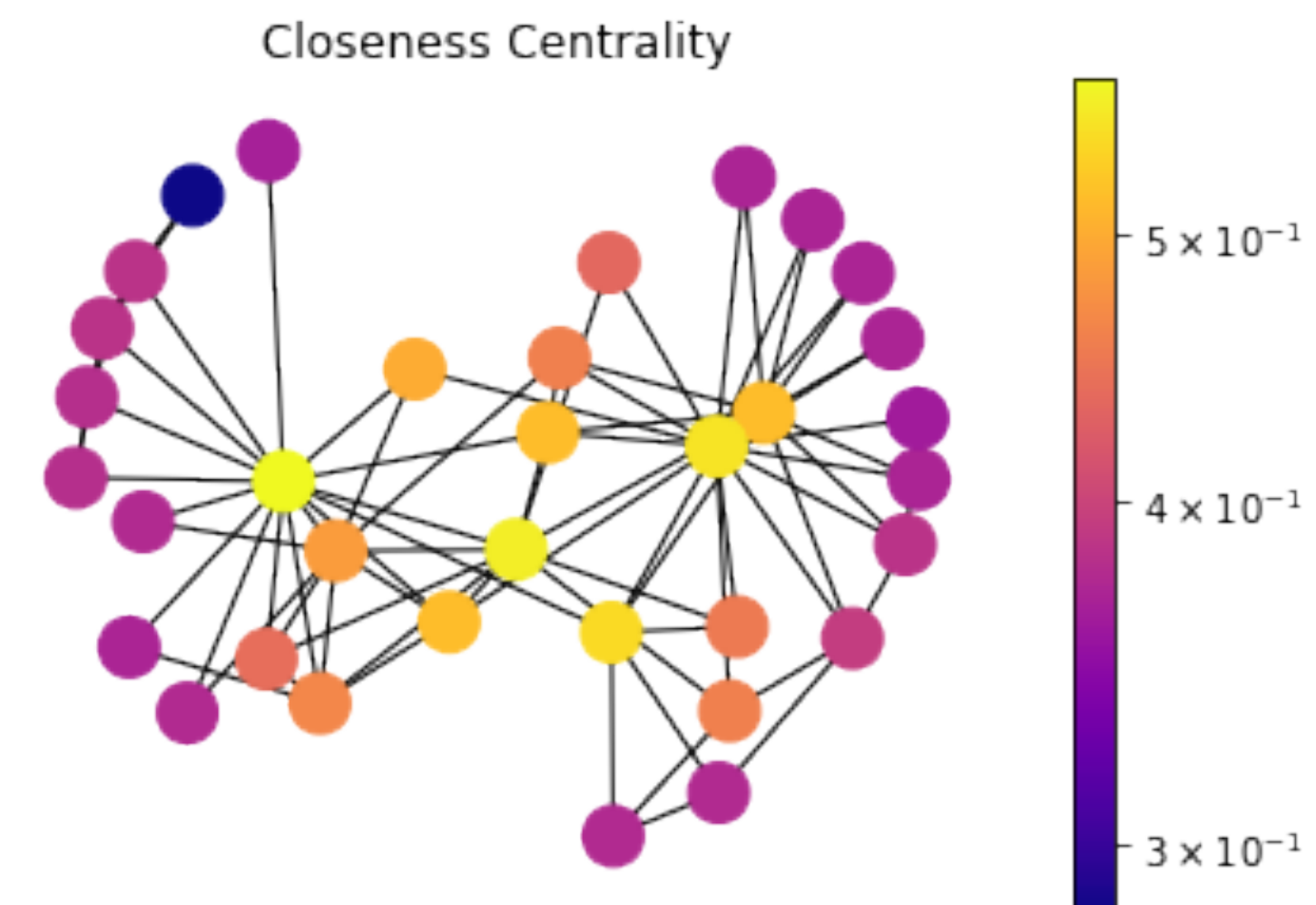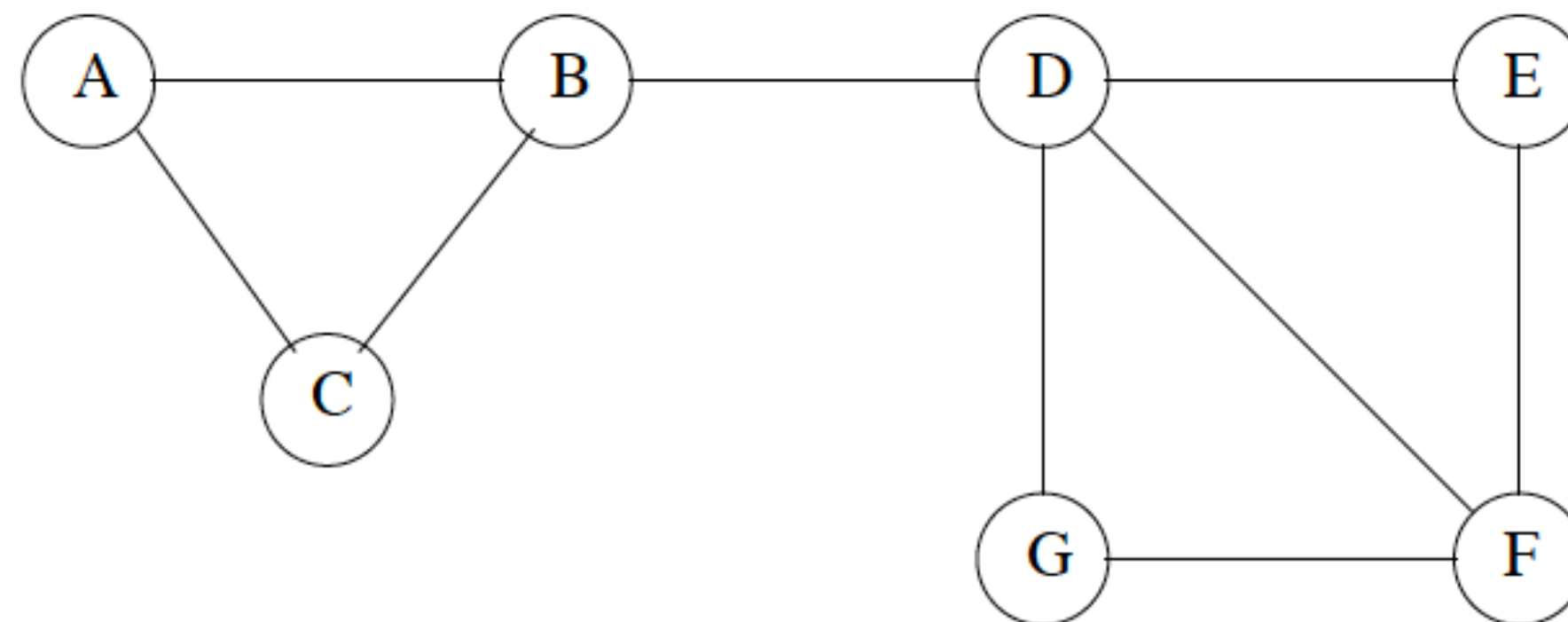# NETWORK CENTRALITY MEASURES

Closeness centrality

- Closeness Centrality is a measure where each node's importance is determined by **closeness to all other nodes.**
- This measure can be used to determine the central distribution point in a delivery network.

Closeness Centrality

Source: Leskovec, J., Rajaraman, A., & Ullman, J. D. (2014). *Mining of massive datasets*. Cambridge university press.

NETWORK CENTRALITY MEASURES

Betweenness centrality

- It represents the **frequency** at which a point occurs on the **shortest paths** that connected pair of points.

- It quantifies how many times a particular node comes in the shortest chosen path between two other nodes.