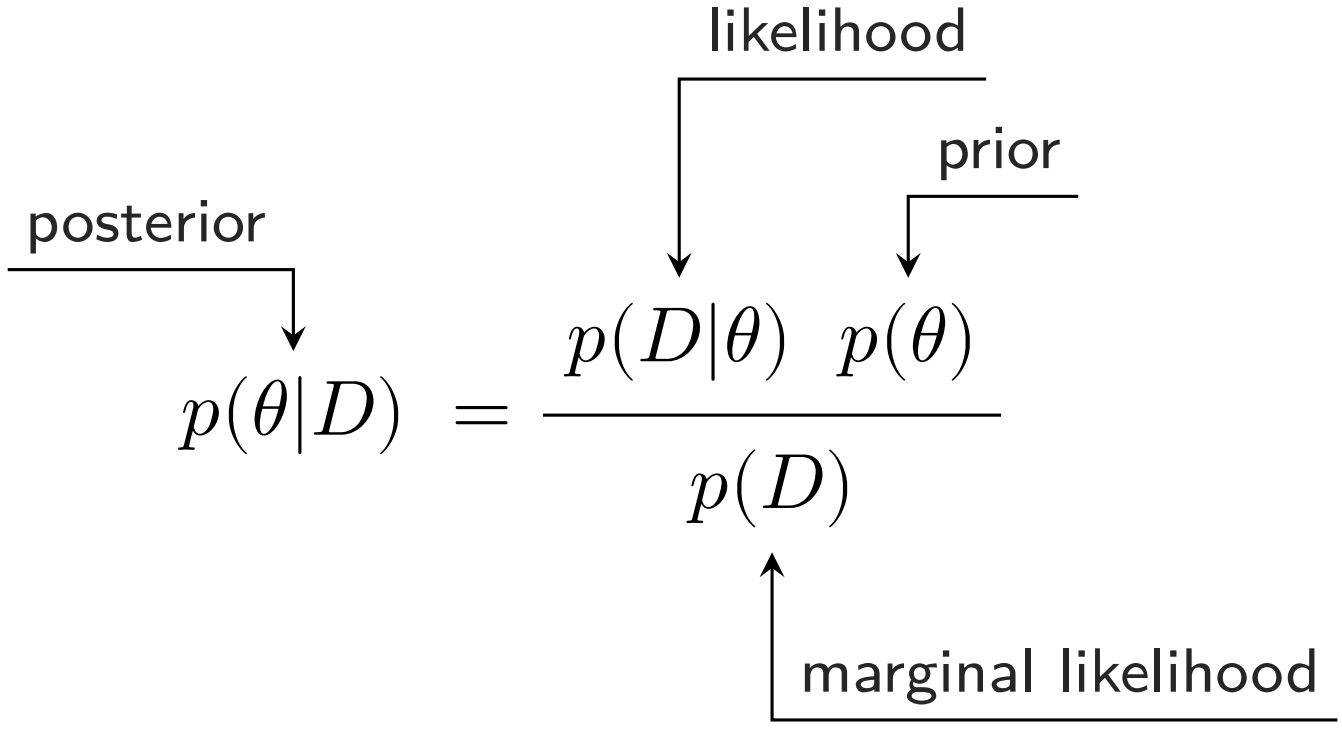
likelihood
prior
posterior
$p(\theta|D) = \frac{p(D|\theta)\ p(\theta)}{p(D)}$
marginal likelihood