

Big Data Analytics

LAB PROJECT

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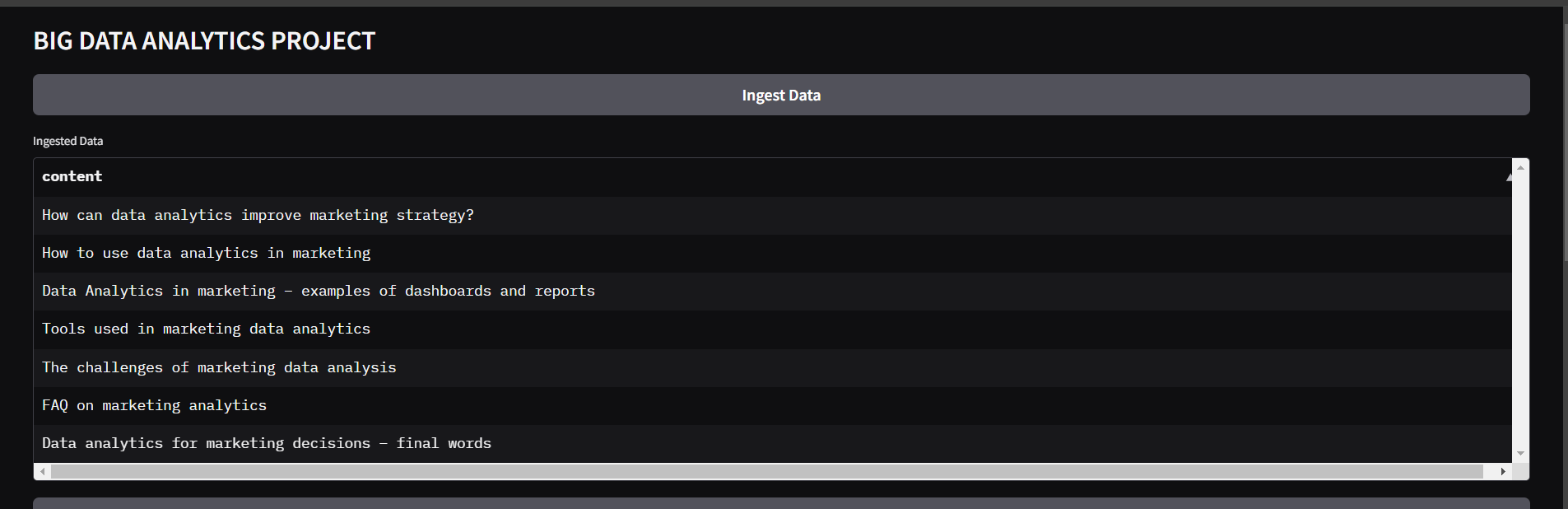
Fa21-Bds-024

Instructor: Sir Rashid Mukhtar

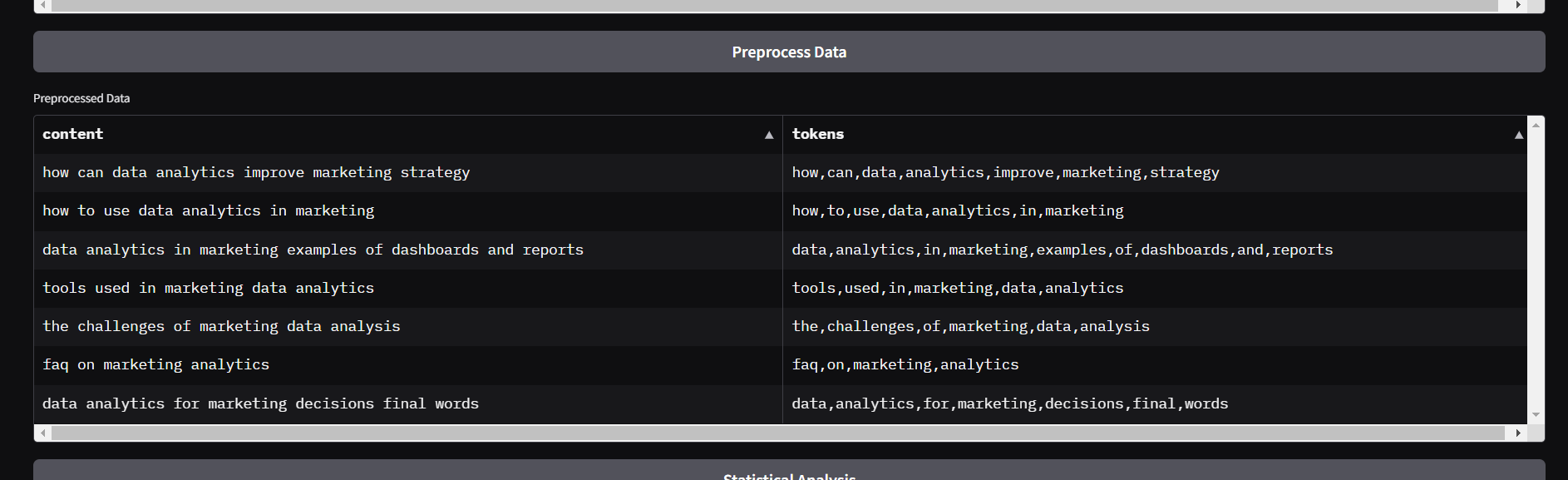
January 17, 25

**Data Ingestion**

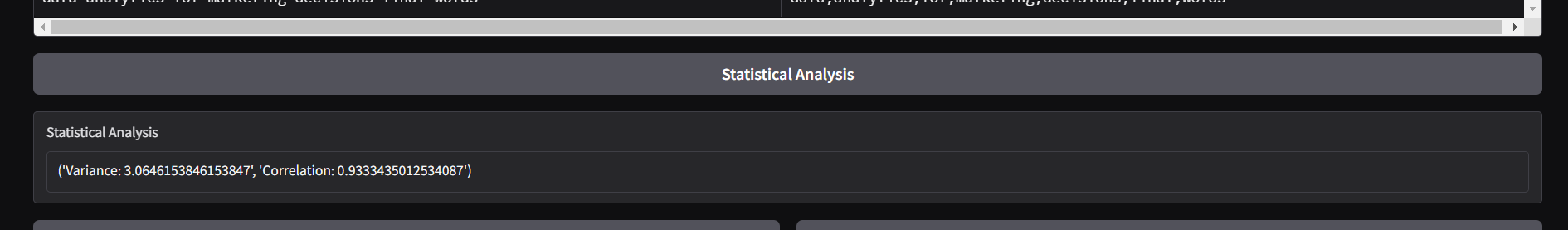
Ingested the scrapped textual data from hubspot data relevant to marketing articles in csv form



**Data Preprocessing**

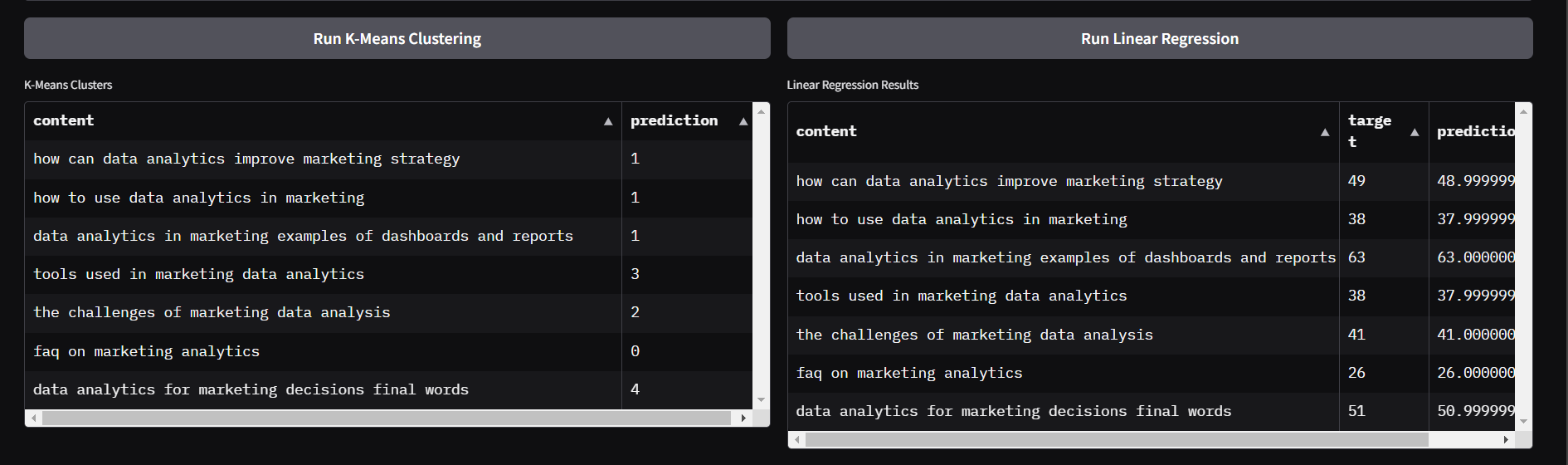


**Statistical Analysis**

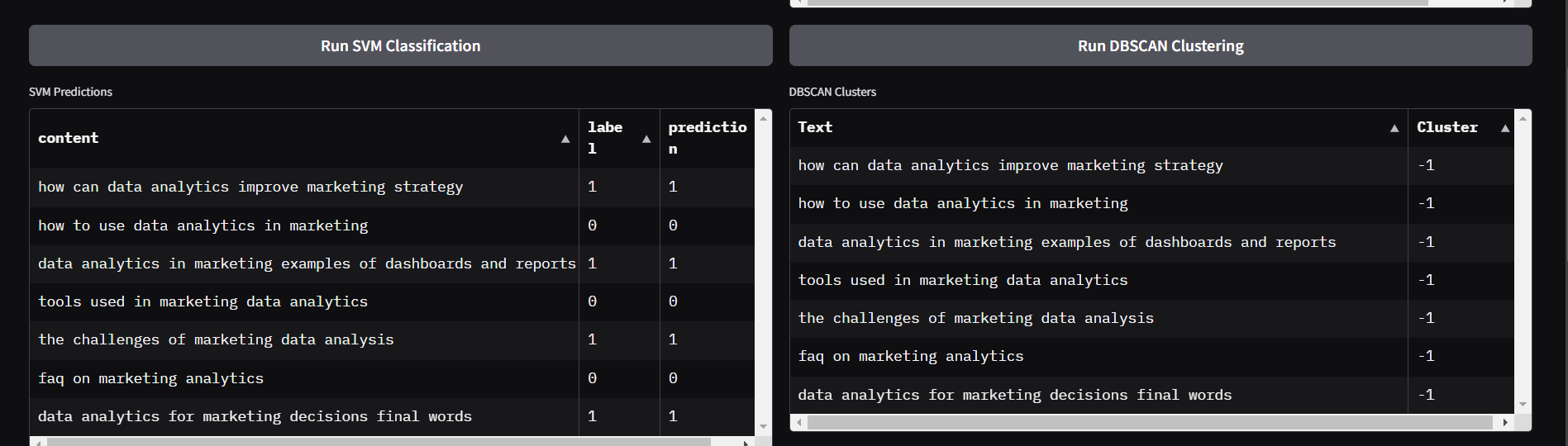


**Machine Learning Models**

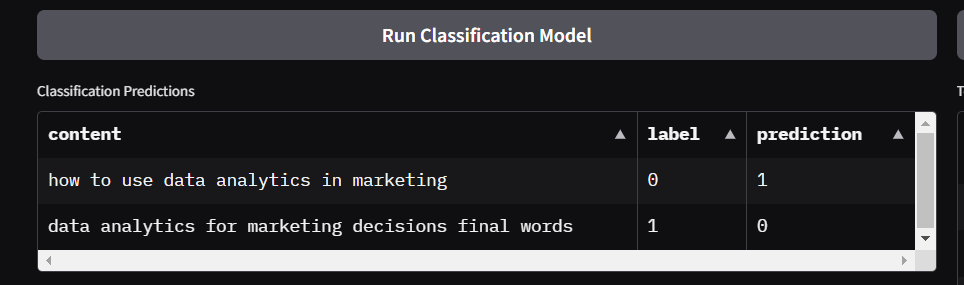
**K means and Linear regression**



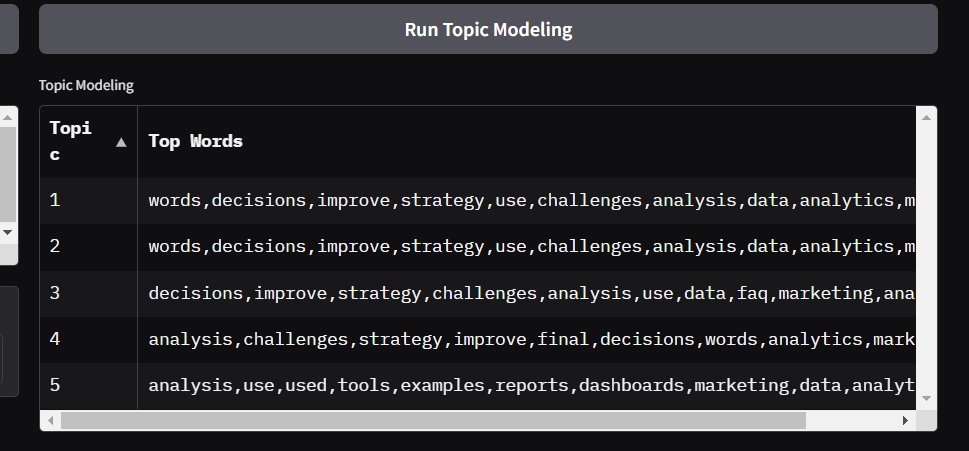
**Svm and Dbscan Model**



**Classification Model**



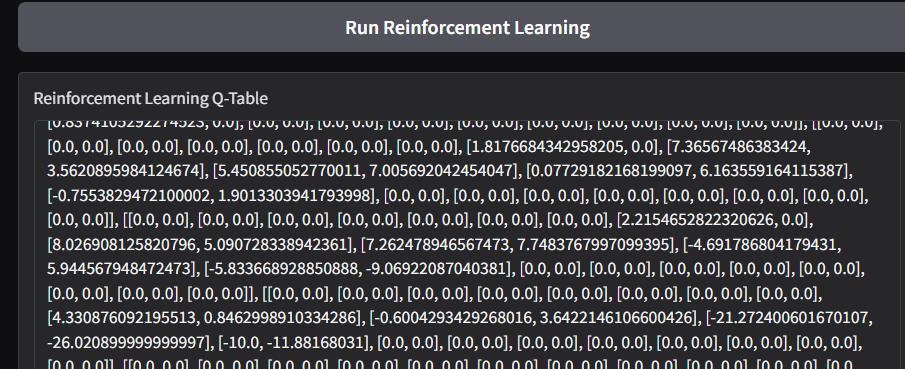
Topic Modelling



**Deep Learning Model**



**Reinforcement Learning**



**Visualizations**

