Unimodality: the shape of the distribution

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 $(k = 0, 1, ..., n)$

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b(k) > b(k-1) if, and only if, (n-k+1)p > kq. Or: np + p > kp + kq = k(p+q) = k.

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Key conclusion:

The binomial probabilities b(k) increase for k < np + p and decrease thereafter.

Expectation: a notion of centre