

Assignment No. 2

Course Code: EMKT507

Registration Number: _____

Instructions:

- a. Attempt all questions given below in your own handwriting. Assignment in typed format will not be considered for evaluation.**
- b. The student has to complete the assignment in the allocated pages only. Any other page in case utilized shall not be considered.**

1. What is the difference between a visitor and a unique visitor? Write down steps to extract visitor data.

[10 Marks]

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Q2. Text normalization is usually done using several techniques to clean and standardize the text. Explain all techniques.

[10 Marks]