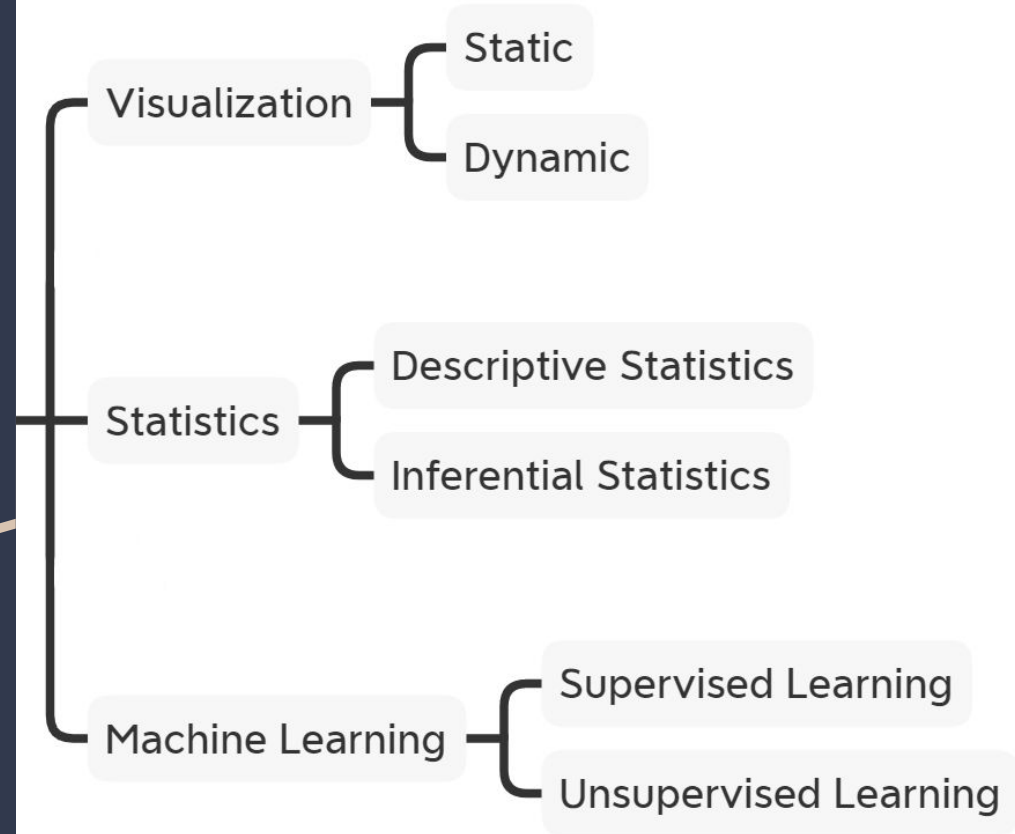


Data Science in Digital Marketing

MasoudKaviani.ir

A dark blue diagonal gradient bar that starts from the bottom left corner and extends towards the top right corner, covering the lower half of the slide.

Data Science



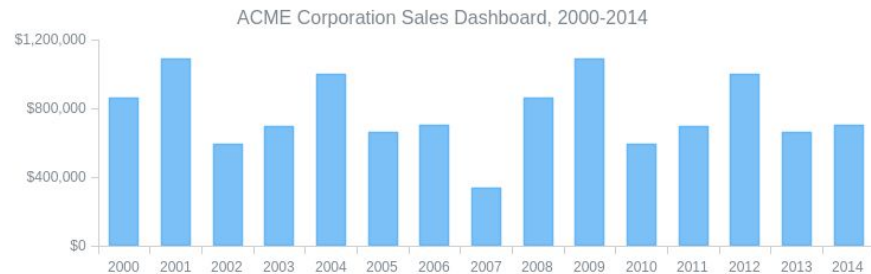
Visualization

Static

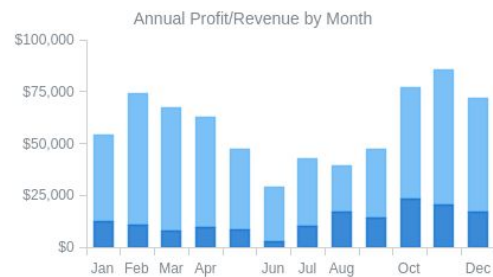


Visualization

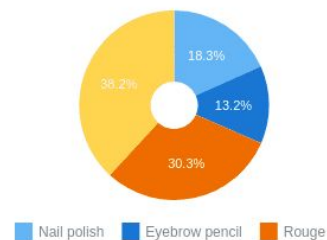
Dynamic



2014 year sales details



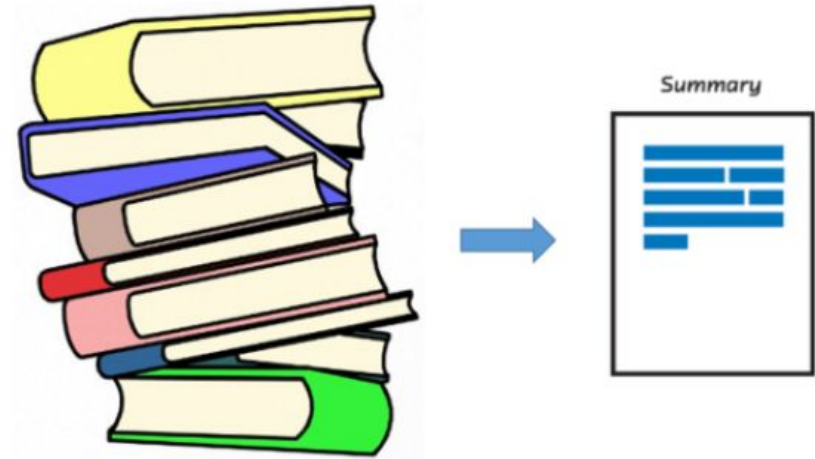
Most popular products



Statistics

Descriptive

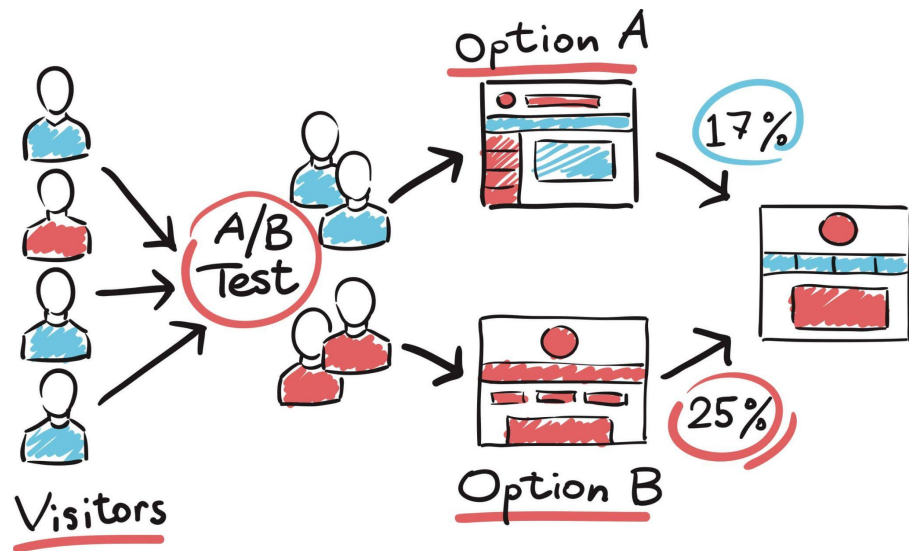
- Mean/Median/Mode
- Variance/Standard Deviation
- Skewness
- Kurtosis



Statistics

Inferential

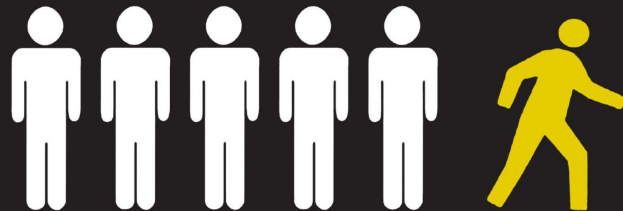
- P-Value



Machine Learning

Supervised

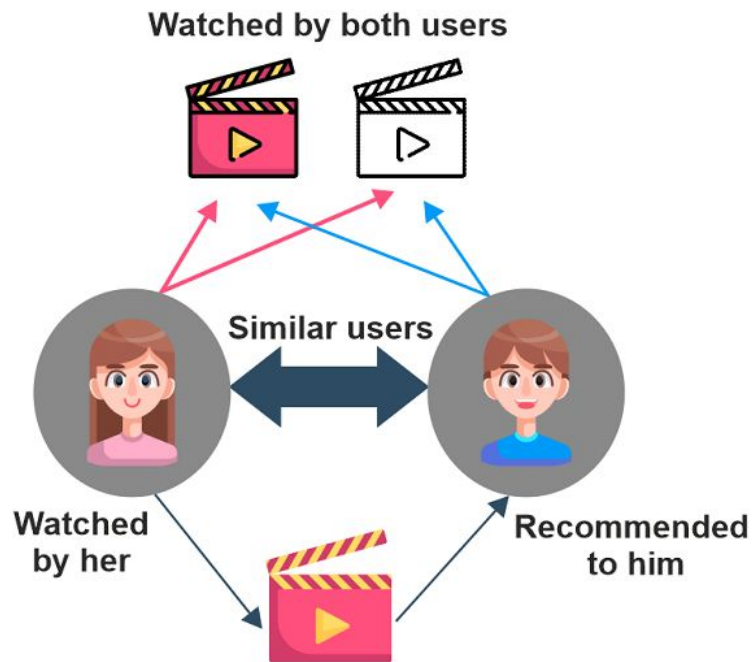
- Churn Prediction



Machine Learning

Unsupervised

- Recommender Systems



Tools

Programming Languages

- Python
- Java
- C#
- C/C++

Non-Coding Tools

- Orange
- Knime
- PowerBI
- RapidMiner

Resources:

- anychart.com/products/anymap/gallery/Dashboardsmedium.com/@prasasthy.sanal/brief-history-of-text-summarization-9d1b3787a707
- diggintravel.com/airline-ab-testing
- www.analyticsvidhya.com/blog/2022/09/bank-customer-churn-prediction-using-machine-learning
- nexitdigital.com/?q=make-you-a-recommendation-system-bb-NQXYkyHB