# Data Science in Digital Marketing

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# Data Science
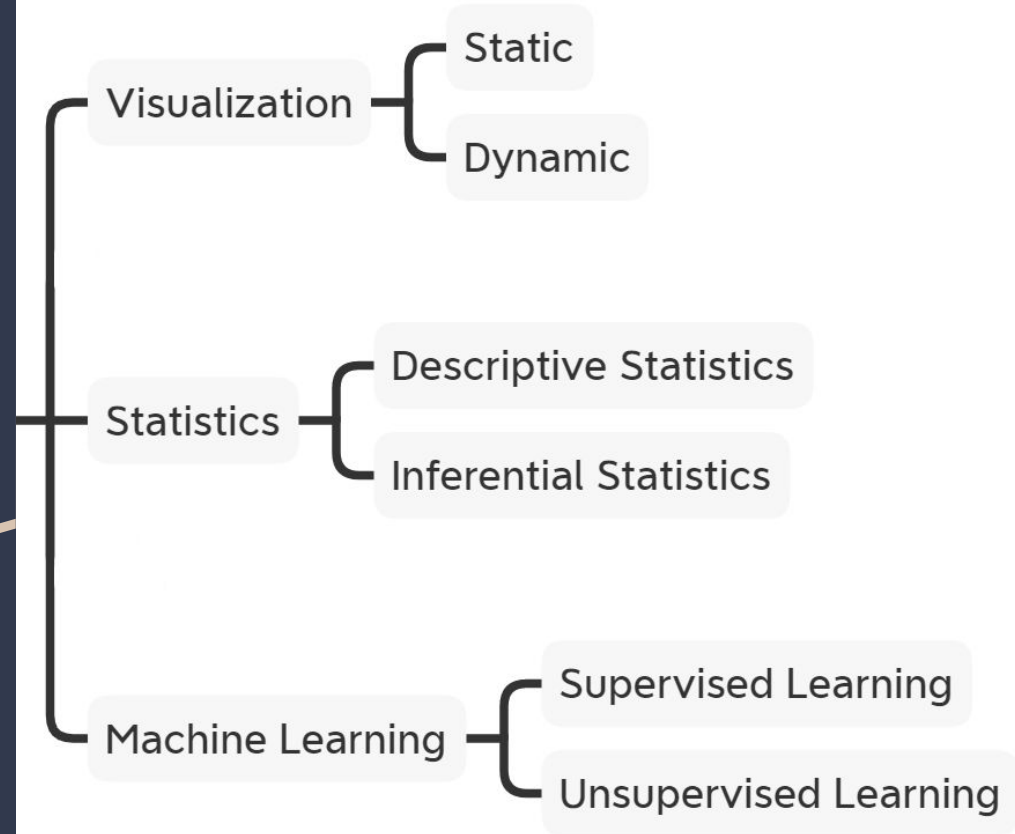
# Visualization

Static

# Visualization

Dynamic
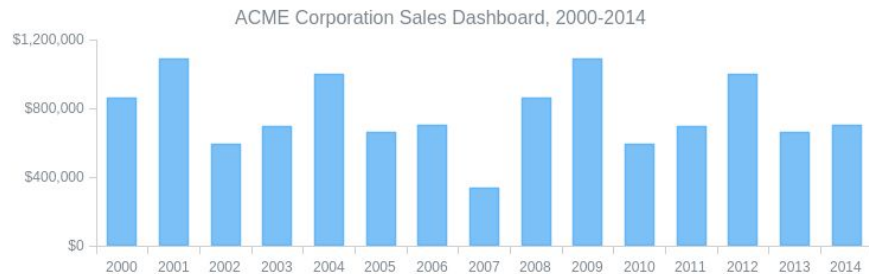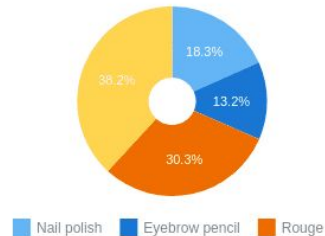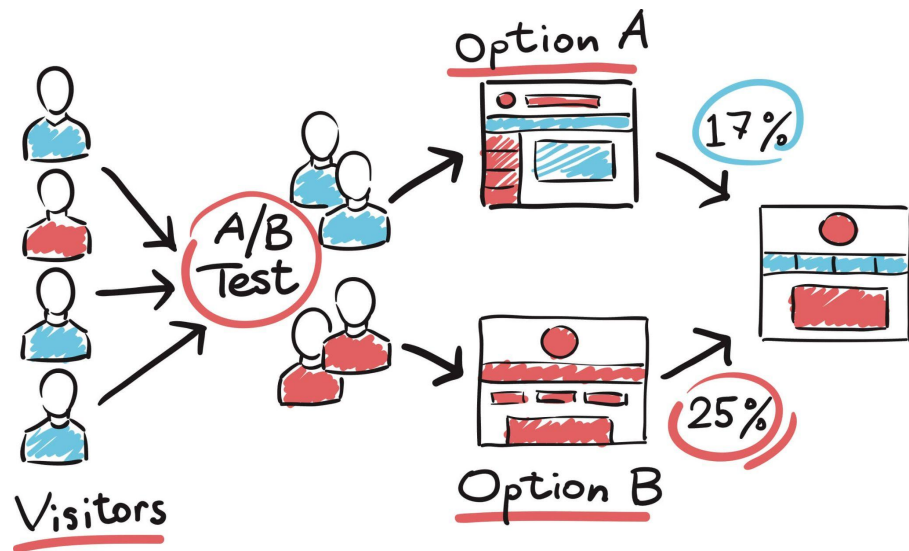
# Statistics

## Descriptive

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

# Statistics

## Inferential

- P-Value

# Machine Learning

## Supervised

- Churn Prediction
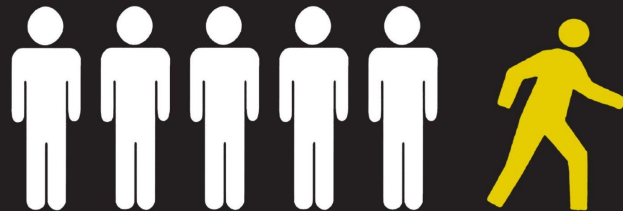
# Machine Learning

## Unsupervised

- Recommender Systems



Watched by both users

Similar users

Watched by her

Recommended to him
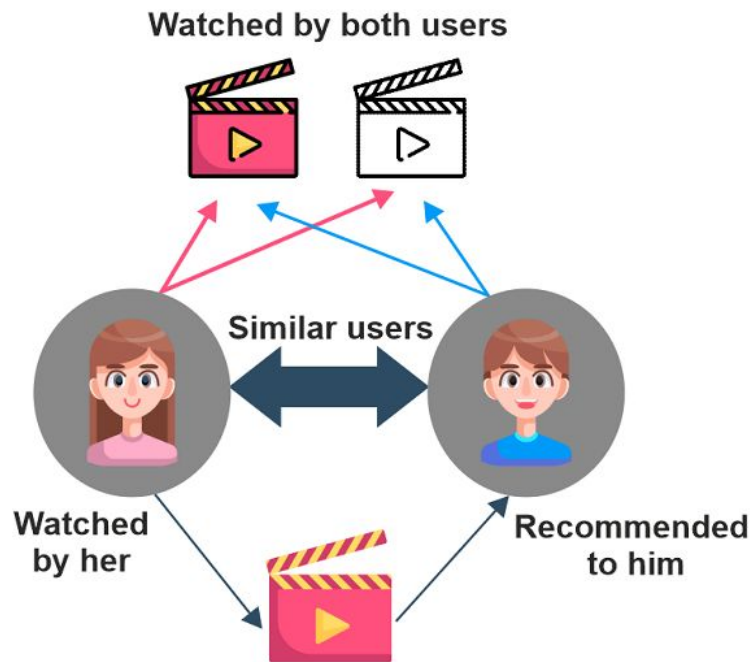
# Tools

## Programming Languages

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

## Non-Coding Tools

- Orange
- Knime
- PowerBI
- RapidMiner

# Assets

PowerBI course:

https://www.mygreatlearning.com/academy/learn-for-free/courses/data-visualization-with-power-bi

Statistics book:

https://www.arjmandpub.com/book/872/%DA%A9%D8%AA%D8%A7%D8%A8-%D8%A2%D9%85%D8%A7%D8%B1-%D9%BE%D8%B2%D8%B4%DA%A9%DB%8C-%D8%A8%D9%87-%D8%B1%D9%88%D8%B4-%D8%B3%D8%A7%D8%AF%D9%87-%D8%A7%D8%AB%D8%B1-%D9%85%D8%A7%DB%8C%DA%A9%D9%84-%D9%87%D8%B1%DB%8C%D8%B3-%D9%86%D8%A7%D8%B4%D8%B1-%D8%A7%D9%86%D8%AA%D8%B4%D8%A7%D8%B1%D8%A7%D8%AA-%D8%A7%D8%B1%D8%AC%D9%85%D9%86%D8%AF

Data Mining book:

https://chistio.ir/%D8%AF%D8%A7%D9%86%D9%84%D9%88%D8%AF-%DA%A9%D8%AA%D8%A7%D8%A8-%D8%AF%D8%A7%D8%AF%D9%87-%DA%A9%D8%A7%D9%88%DB%8C-%D8%A8%D8%B1%D8%A7%DB%8C-%D8%A8%D8%B1%D9%86%D8%A7%D9%85%D9%87-%D9%86%D9%88%DB%8C%D8%B3/

# Resources:

- anychart.com/products/anychart/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
- nexidigital.com/?q=make-you-a-recommendation-system-bb-NQXYkyHB