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# Marketing Analytics Data Driven Techniques With Microsoft Excel

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elitedatascience date and time features: let's say you have the feature `purchase_datetime` might be more useful to extract `purchase_day_of_week` and `purchase_hour_of_day`. you can also aggregate observations to create features such as `purchases_over_last_30_days`. **privacy policy last updated: may 2018** - we take your privacy and the protection of your personal data seriously. we will only store, process and disclose your personal data where we have your consent or a legitimate interest and in accordance with the law. **the future of underwriting - ey** - | the future of underwriting. a transformation driven by talent and technology. the future of underwriting. a transformation driven by talent and technology **the 5 essential components of a data strategy title** - 5 identify the core components govern process store provision figure 1: the five core components of a data strategy. identify identify data and understand its meaning regardless of structure, origin or **privacy notice - 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sas support** - chapter 1: decision trees—what are they? 3 figure 1.1: illustration of the decision tree each rule assigns a record or observation from the data set to a node in a branch or segment based on the value of one of the fields or columns in the data set.1 fields or columns that are used to create the rule are called inputs.splitting rules are applied one **msci emerging markets index** - msci emerging markets index (usd) msci emerging markets index the msci emerging markets index captures large and mid cap representation across 24 emerging markets (em) countries\*. **ptt oil business - listed company** - summary of the restructuring 3 restructuring transfer price ipo / listing venue minimum shareholding by ptt

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