# QlikQ

### **Analytics Framework**



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# Qlik Q

## Inferential Analytics - Terminology

## Population

An entire pool from which a sample is drawn. Samples are used in statistics because of how difficult it can be to study an entire population.

## Sample

A subset of the population we care about.

## Null Hypothesis

A statement that suggests that (statistically) there is no difference between two things.

# Alternate Hypothesis

A statement that suggests that there is a difference between two things and that this difference is not due to random chance.

# Significance Level

A decision criterion that specifies the degree of certainty with which you want to make your judgment to accept or reject the null hypothesis.

# Statistically Significant

A result that is unlikely to be caused by random variation or errors.

# Qlik Q

## Predictive Analytic Techniques

### Linear Programming

Linear programming are models to help optimize a given variable. For example, figure out an investment strategy to maximize profit.

#### **Breakeven Analysis**

A modeling technique used for profitability analysis to choose the point for both units of something produced and sold where total cost and total revenue are equal.

#### **Crossover Analysis**

A modeling technique where you choose an option from multiple options that will influence some output, like minimizing cost or maximizing profit.

#### **Cluster Analysis**

The task of grouping a set of objects in such a way that objects in the same group, called a cluster, are more similar to each other than to those in other clusters.

### Simulation

A mathematical imitation of a realworld system. A simulation can also be considered to be an experimental process.

### Decision Tree

A pictorial description of a welldefined decision problem. It is a graphical representation consisting of nodes (where decisions are made or chance events occur) and arcs (which connect nodes).

### Markov Analysis

Determines the probability of future occurrences of an event by analyzing presently known probabilities of those events. It involves defining the likelihood of a future action given the current state of a variable.

### Sentiment Analysis

Organizes unstructured data into various categories which can be analyzed to show positive or negative sentiment. Commonly uses natural language processing to data mine the unstructured content

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