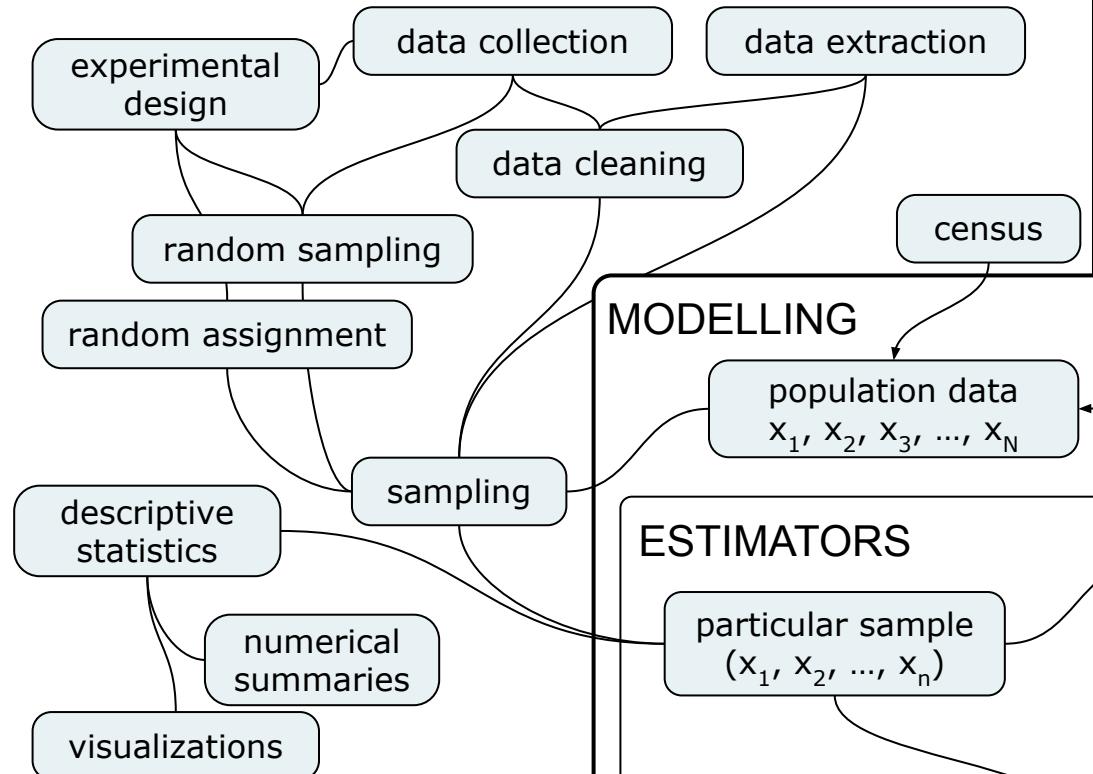
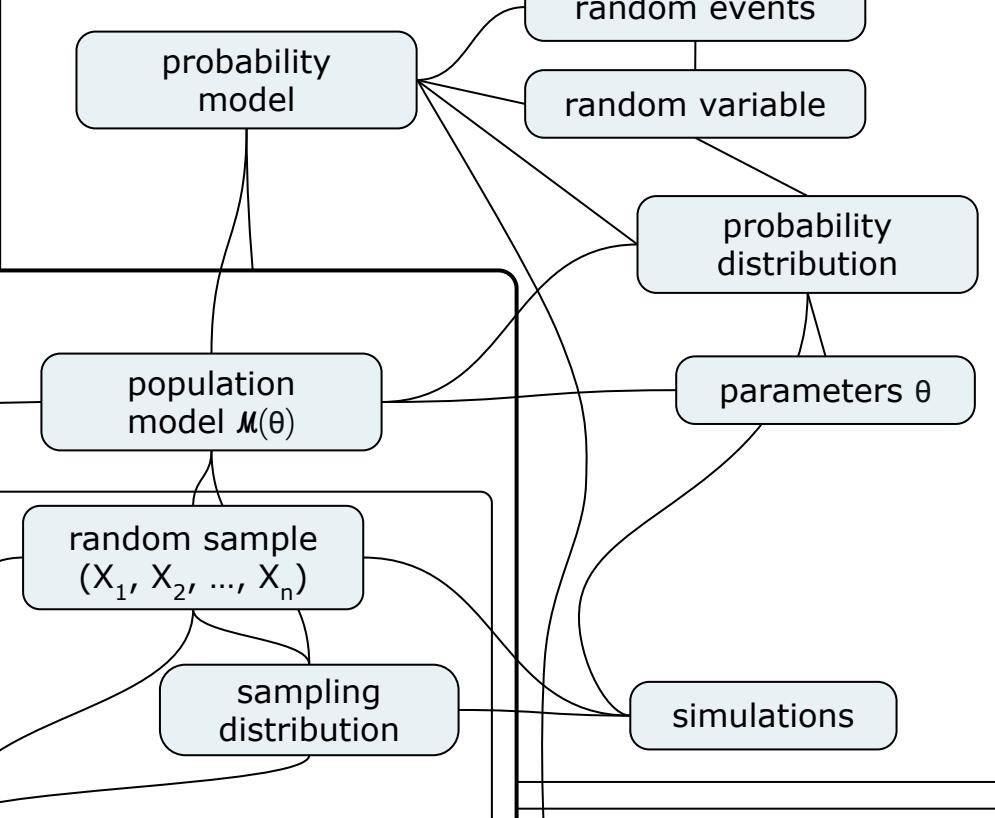


# DATA



# PROB



# STATS

## statistical inference

model parameter estimates  $\theta$

confidence intervals

effect size

alternative hypothesis

resampling methods

analytical approximations

null hypothesis

p-value

cutoff value

power

$a$

$b$

$n$

$y \sim \beta_0 + \beta_1 x$

parameter estimates  $\beta_0, \beta_1$

interpretation

model fit

hypothesis testing

# ESTIMATES

## HYPOTHESIS TESTING

# REPORTING

research papers

white papers

internal reports

informed decisions

# PREDICTIONS

predict  $y_q$  given  $x_q$

cross validation

bias-variance tradeoff

fancy models

rich data (imgs, txt, audio)

applications

# APPLICATIONS

business intelligence

optimization

winning at office politics

public relations

business decisions

forecasting

# MACHINE LEARNING