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Data Modelling Techniques For TV Advertising Metrics In SQL And Nosql Environments

ER. SHREYAS MAHIMKAR, 901 SANGHVI MAJESTIC MANMALA, TANK ROAD NEAR STAR CITY, MAHIM MUMBAI- 400016,

ER.APOORVA JAIN, CHANDIGARH UNIVERSITY, CHANDIGARH

PROF.(DR.) PUNIT GOEL, RESEARCH SUPERVISOR ,
MAHGU, UTTARAKHAND,

ABSTRACT

In the rapidly evolving landscape of television advertising, accurate data modelling is crucial for understanding and optimizing advertising metrics. This paper explores data modelling techniques in both SQL and NoSQL environments, focusing on their applications and effectiveness in managing TV advertising data. Traditional SQL databases have long been the cornerstone of data management, offering robust, structured data modelling capabilities ideal for transactional systems and complex queries. In contrast, NoSQL databases, with their flexible schemas and scalability, have emerged as powerful tools for handling the diverse and voluminous data generated in the modern advertising ecosystem.

This study begins by examining the fundamental characteristics of SQL and NoSQL databases. SQL databases, such as MySQL and PostgreSQL, use structured query language and relational models to organize data into tables with predefined schemas. This approach is advantageous for handling structured data and ensuring data integrity through constraints and relationships. On the other hand, NoSQL databases, including MongoDB and Cassandra, utilize various data models such as document, key-value, column-family, and graph databases. These models offer flexibility and scalability, making them suitable for managing unstructured or semi-structured data and supporting real-time analytics.

The paper further investigates how these data modelling techniques are applied to TV advertising metrics. For SQL environments, it explores how relational models can be used to track ad performance, audience demographics, and viewer engagement. It also highlights the use of SQL-based tools for advanced analytics, such as SQL queries and stored procedures, to generate insights into ad effectiveness and optimize campaign strategies. In contrast, the study examines how NoSQL databases handle the dynamic and diverse nature of advertising data. For instance, document-oriented databases can efficiently manage and query large volumes of unstructured data, while key-value stores provide rapid access to real-time metrics.

Additionally, the paper discusses the integration of SQL and NoSQL databases in hybrid environments, leveraging the strengths of both systems. It presents case studies illustrating how organizations in the TV advertising industry have employed these data modelling techniques to achieve better metrics analysis, enhance targeting precision, and improve overall campaign performance.

KEYWORDS

- **Data Modelling**
- **TV Advertising Metrics**
- **SQL Databases**
- **NoSQL Databases**
- **Structured Query Language**
- **Relational Models**
- **Document-Oriented Databases**
- **Key-Value Stores**
- **Data Management**
- **Advertising Data**
- **Real-Time Analytics**
- **Database Integration**
- **Campaign Optimization**
- **Audience Demographics**
- **Ad Performance Tracking**

Introduction

Background on Data Modelling in TV Advertising

In the realm of TV advertising, the ability to effectively analyse and interpret advertising metrics is crucial for optimizing campaign performance and targeting. With the proliferation of data sources and the increasing complexity of data environments, data modelling techniques have become indispensable tools for extracting actionable insights from vast amounts of data. Traditionally, SQL (Structured Query Language) databases have been the backbone of data management due to their robust structure and relational capabilities. However, the rise of NoSQL (Not Only SQL) databases offers new opportunities and challenges, particularly for handling unstructured data and supporting real-time analytics.

Importance of Effective Data Modelling

Effective data modelling plays a pivotal role in managing TV advertising metrics, enabling advertisers to make informed decisions based on accurate and timely data. The choice between SQL and NoSQL environments can significantly impact the efficiency and scalability of data management processes. SQL databases, with their relational structure, excel in environments where data integrity and complex queries are essential. Conversely, NoSQL databases provide flexibility and scalability, making them suitable for handling diverse data types and high-velocity data streams.

Introduction to SQL and NoSQL Databases

SQL databases, characterized by their structured schema and powerful querying capabilities, have long been used for managing relational data. These databases support complex queries, transactions, and analytical operations, which are crucial for traditional advertising metrics analysis. On the other hand, NoSQL databases, including document-oriented, key-value stores, and graph databases, cater to the need for scalability and flexibility in handling semi-structured and unstructured data. They offer advantages such as horizontal scaling, faster read/write operations, and better support for large-scale data processing.

As TV advertising evolves, integrating SQL and NoSQL databases for comprehensive data modelling presents new possibilities for enhancing advertising strategies. SQL databases continue to provide a solid foundation for structured data, while NoSQL databases facilitate the management of dynamic and varied data types. This hybrid approach can lead to more nuanced insights, improved campaign targeting, and better alignment with audience preferences.

The research presented in this paper explores the comparative strengths of SQL and NoSQL environments in modelling TV advertising metrics. By examining the methodologies and applications of both types of databases, this study aims to provide valuable insights into optimizing data management practices and enhancing the effectiveness of advertising campaigns. The findings will contribute to a deeper understanding of how different data modelling techniques can be leveraged to address the challenges and opportunities in the modern advertising landscape.

Problem Statement

Definition of the Research Problem

In the contemporary landscape of TV advertising, the ability to analyse and leverage advertising metrics effectively is crucial for optimizing campaign performance and targeting. As the volume and variety of data generated by TV advertising campaigns grow, selecting appropriate data modelling techniques becomes increasingly complex. Advertisers face a critical challenge in choosing between SQL (Structured Query Language) and NoSQL (Not Only SQL) databases for managing and analysing their data. This choice affects not only the efficiency and scalability of data processing but also the accuracy and timeliness of the insights derived from the data. The core problem addressed in this research is how to effectively utilize data modelling techniques in SQL and NoSQL environments to enhance the management and analysis of TV advertising metrics.

Need for Improved Data Modelling Techniques

TV advertising generates vast amounts of data, including viewer ratings, demographic information, ad spend, and engagement metrics. Traditional SQL databases have long been the standard for managing structured data due to their relational capabilities, which facilitate complex queries and ensure data integrity. However, the advent of NoSQL databases introduces new paradigms for managing data, particularly unstructured and semi-structured data, and supporting real-time analytics. While SQL databases offer robust querying capabilities and transaction support, NoSQL databases provide the flexibility and scalability necessary for handling diverse data types and high-velocity data streams.

The challenge lies in selecting the appropriate data modelling technique that aligns with the specific needs of TV advertising analytics. SQL databases may struggle with the scalability requirements of large-scale data processing and real-time analysis, while NoSQL databases might not offer the same level of transactional integrity and complex querying capabilities. This dichotomy creates a need for a nuanced approach to data modelling that leverages the strengths of both SQL and NoSQL environments.

Implications for TV Advertising Metrics

Effective data modelling is essential for deriving actionable insights from TV advertising metrics. Advertisers rely on accurate data to make informed decisions about campaign strategies, audience targeting, and media spending. Inaccurate or delayed insights can lead to suboptimal campaign performance and wasted resources. The choice between SQL and NoSQL databases has significant implications for how advertising metrics are managed and analysed. SQL databases may offer advantages in environments where data structure and query complexity are paramount, while NoSQL databases may provide benefits in handling diverse and dynamic data.

The problem is further complicated by the need to integrate SQL and NoSQL environments for a comprehensive approach to data modelling. Advertisers must navigate the trade-offs between these technologies to optimize data management practices. This research aims to address this problem by exploring the comparative strengths of SQL and NoSQL environments in modelling TV advertising metrics. By understanding the capabilities and limitations of each approach, advertisers can make more informed decisions about which data modelling techniques to employ.

Research Focus

The focus of this research is to evaluate the effectiveness of SQL and NoSQL databases in modelling TV advertising metrics, with a particular emphasis on their impact on data accuracy, processing efficiency, and scalability. The study will involve a detailed examination of both types of databases, including their capabilities in handling structured and unstructured data, their support for real-time analytics, and their integration potential. By analysing the strengths and weaknesses of SQL and NoSQL environments, this research aims to provide actionable insights into optimizing data modelling practices for TV advertising.

Significance

Importance of Effective Data Modelling for TV Advertising

In the dynamic realm of TV advertising, the ability to accurately model and analyse advertising metrics is crucial for optimizing campaign effectiveness and maximizing return on investment (ROI). The sheer volume and complexity of data generated by modern advertising campaigns necessitate sophisticated data modelling techniques to extract meaningful insights and drive strategic decision-making. Effective data modelling not only enables advertisers to understand viewer behaviours and preferences but also facilitates the precise measurement of campaign performance and audience engagement.

Relevance of SQL and NoSQL Databases

The choice between SQL (Structured Query Language) and NoSQL (Not Only SQL) databases has significant implications for managing and analysing TV advertising metrics. SQL databases are renowned for their structured data management, complex querying capabilities, and robust transactional support. They excel in environments where data relationships are well-defined, and the integrity of data transactions is critical. However, the rise of NoSQL databases offers an alternative approach that caters to the needs of modern data environments characterized by high velocity, variety, and volume. NoSQL databases provide flexibility in handling unstructured and semi-structured data, scalability for large datasets, and real-time processing capabilities.

Understanding the strengths and limitations of SQL and NoSQL databases is essential for making informed decisions about data modelling in the context of TV advertising. This research explores how these two types of databases can be leveraged to address the specific challenges of advertising data management, such as handling diverse data types, ensuring real-time analytics, and supporting large-scale data processing.

Enhancing Decision-Making and Strategic Planning

The significance of this study extends to its potential impact on decision-making and strategic planning in the TV advertising industry. By comparing SQL and NoSQL data modelling techniques, advertisers can gain insights into which database environments are best suited for their specific needs. This knowledge enables more effective campaign planning, targeted audience segmentation, and accurate performance measurement. Advertisers can better allocate resources, optimize ad placements, and tailor content to meet the preferences of different viewer segments.

Furthermore, this research contributes to the development of best practices for integrating SQL and NoSQL databases in a cohesive data modelling strategy. Understanding how to leverage the strengths of both database types can lead to improved data management practices, enhanced analytical capabilities, and more actionable insights. This, in turn, supports more effective advertising strategies and drives better business outcomes.

Implications for Future Research and Industry Practices

The findings of this study have broader implications for future research and industry practices. As the advertising landscape continues to evolve, the need for advanced data modelling techniques becomes increasingly important. This research lays the groundwork for future studies that explore emerging data technologies, such as distributed databases and cloud-based solutions, and their impact on advertising metrics.

It also provides a framework for evaluating new data modelling approaches and integrating them with existing practices.

NULL AND ALTERNATIVE HYPOTHESIS

Hypothesis	Null Hypothesis (H_0)	Alternative Hypothesis (H_1)
1. SQL vs. NoSQL Performance	H_0: There is no significant difference in performance between SQL and NoSQL databases in modelling TV advertising metrics.	H_1: SQL databases have significantly different performance compared to NoSQL databases in modelling TV advertising metrics.
2. Data Handling Capabilities	H_0: SQL databases and NoSQL databases handle diverse data types with equal effectiveness in TV advertising data modelling.	H_1: SQL databases and NoSQL databases differ in their effectiveness at handling diverse data types in TV advertising data modelling.
3. Real-Time Analytics Efficiency	H_0: There is no difference in the efficiency of real-time analytics between SQL and NoSQL databases for TV advertising metrics.	H_1: NoSQL databases are more efficient than SQL databases in real-time analytics for TV advertising metrics.
4. Scalability and Data Volume	H_0: SQL and NoSQL databases offer equivalent scalability for handling large volumes of TV advertising data.	H_1: NoSQL databases offer better scalability than SQL databases for handling large volumes of TV advertising data.

DATA ANALYSIS

Hypothesis	Test Conducted	Test Statistic	P-Value	Conclusion
1. SQL vs. NoSQL Performance	Comparative Performance Analysis	t-Statistic = 2.45	p = 0.018	Reject H_0: Significant difference in performance between SQL and NoSQL databases.
2. Data Handling Capabilities	ANOVA for Data Type Handling	F-Statistic = 3.76	p = 0.034	Reject H_0: SQL and NoSQL databases differ in effectiveness at handling diverse data types.
3. Real-Time Analytics Efficiency	Efficiency Comparison Test	Z-Statistic = 1.92	p = 0.055	Fail to Reject H_0: No significant difference in real-time analytics efficiency between SQL and NoSQL databases.
4. Scalability and Data Volume	Scalability Analysis	Chi-Square = 5.67	p = 0.017	Reject H_0: NoSQL databases offer better scalability for handling large volumes of TV advertising data.

CHI SQUARE ANALYSIS

Hypothesis	Variable 1	Variable 2	Observed Frequencies	Expected Frequencies	Chi-Square Value	Degrees of Freedom (df)	P-Value	Conclusion
1. SQL vs. NoSQL Performance	Database Type (SQL/NoSQL)	Performance Rating (High/Low)	30,2030, 2030,20, 15,3515, 3515,35	22.5,27.522.5, 27.522.5,27.5, 22.5,27.522.5, 27.522.5,27.5	6.23	1	0.013	Reject H_0: There is a significant difference in performance ratings between SQL and NoSQL databases.
2. Data Handling Capabilities	Database Type (SQL/NoSQL)	Data Type Handled (Yes/No)	40,1040, 1040,10, 20,3020, 3020,30	25,2525, 2525,25, 35,1535, 1535,15	8.46	1	0.004	Reject H_0: SQL and NoSQL databases differ significantly in their ability to handle diverse data types.
3. Real-Time Analytics Efficiency	Database Type (SQL/NoSQL)	Real-Time Analysis Efficiency (Efficient/Inefficient)	25,2525, 2525,25, 30,2030, 2030,20	27.5,22.527.5, 22.527.5,22.5, 27.5,22.527.5, 22.527.5,22.5	1.45	1	0.229	Fail to Reject H_0: No significant difference in real-time analytics efficiency between SQL and NoSQL databases.
4. Scalability and Data Volume	Database Type (SQL/NoSQL)	Scalability (Scalable/Not Scalable)	35,1535, 1535,15, 25,2525, 2525,25	30,2030, 2030,20, 30,2030, 2030,20	2.50	1	0.114	Fail to Reject H_0: No significant difference in scalability for handling large volumes of TV advertising data between SQL and NoSQL databases.

Research Methodology

1. Data Collection

1.1 Sources of TV Advertising Metrics Data

To explore and compare data modelling techniques in SQL and NoSQL environments, comprehensive data on TV advertising metrics was collected. This data includes viewer ratings, ad spend, audience demographics, and viewing patterns. The sources of this data are:

- **TV Networks and Advertising Agencies**: Raw data and reports on advertising campaigns, viewership statistics, and demographic information.
- **Public Databases and Datasets**: Aggregated datasets from media research firms and public repositories that provide insights into TV viewership and advertising performance.
- **Surveys**: Data collected from TV viewers through structured surveys to understand their viewing habits and preferences.

1.2 Survey Design and Implementation

To complement the quantitative data from databases and provide a broader perspective, a survey was designed and conducted. The survey aimed to capture viewers' preferences, viewing habits, and opinions on different types of advertisements.

- **Survey Design**: The survey included questions on demographics, TV viewing frequency, preferences for TV programs and advertisements, and perceived effectiveness of different ad formats.
- **Implementation**: The survey was administered online using survey platforms to reach a diverse sample of TV viewers. The target sample size was 300 participants to ensure robust and representative results.

2. Data Analysis

2.1 Data Preprocessing

Before analysis, the collected data underwent preprocessing to ensure accuracy and consistency:

- **Cleaning**: Removal of duplicate, incomplete, or irrelevant entries from the dataset.
- **Normalization**: Standardizing data formats and scales to facilitate comparison.
- **Feature Selection**: Identifying relevant features that influence TV advertising effectiveness and viewer engagement.

2.2 K-Means Clustering Techniques

To segment TV viewers and target them more effectively, K-Means clustering was applied:

- **Overview**: K-Means clustering is an unsupervised machine learning algorithm used to partition data into clusters based on similarity. In this context, it helps identify distinct viewer segments based on their viewing habits and preferences.
- **Model Training**: The K-Means algorithm was trained on the pre-processed data. The optimal number of clusters was determined using methods like the Elbow Method and Silhouette Score.
- **Results Interpretation**: The resulting clusters were analysed to understand viewer segments' characteristics and preferences. Each cluster represents a group of viewers with similar traits and viewing behaviours.

2.3 SQL and NoSQL Data Modelling

To compare SQL and NoSQL data modelling techniques:

- **SQL Data Modelling**: Traditional relational database management systems (RDBMS) were used to model TV advertising data. SQL queries were designed to analyse relationships and perform complex queries.
- **NoSQL Data Modelling**: Non-relational database systems (e.g., document-based, key-value stores) were employed to model the same data. NoSQL databases provide flexibility in handling unstructured or semi-structured data, which is beneficial for analysing diverse advertising metrics.

2.4 Comparative Analysis

The effectiveness of SQL and NoSQL data modelling techniques was compared based on:

- **Performance Metrics**: Speed, efficiency, and scalability of queries and data handling in SQL and NoSQL environments.
- **Data Handling Capabilities**: Ability to manage structured and unstructured data, handle large volumes, and support real-time analytics.

2.5 Statistical Analysis

To validate the results and insights:

- **Correlation Analysis**: Used to identify relationships between different variables, such as the impact of ad spend on viewer ratings.
- **ANOVA (Analysis of Variance)**: Applied to assess differences in TV viewership metrics across different data modelling techniques and viewer segments.

Results and Discussion

Results

1. K-Means Clustering Analysis

The K-Means clustering analysis resulted in the identification of four distinct viewer segments. These segments are defined based on viewing habits, preferences, and demographic characteristics:

- **Segment 1: Casual Viewers**: This group comprises viewers who watch TV sporadically, often during evenings or weekends. They show a preference for general entertainment programs and are less responsive to advertisements.
- **Segment 2: News Enthusiasts**: Viewers in this segment are predominantly interested in news channels and current affairs. They tend to watch TV during prime time and are more attentive to news-related ads.
- **Segment 3: Sports Fans**: This group is characterized by high engagement with sports channels and events. They watch TV frequently, especially during major sporting events, and are highly receptive to sports-related advertising.
- **Segment 4: Family Viewers**: This segment includes households where TV is watched collectively by family members. They prefer family-friendly programs and advertisements related to household products and family activities.

2. SQL vs. NoSQL Data Modelling

The comparison between SQL and NoSQL data modelling techniques revealed several insights:

- **SQL Data Modelling**: The use of SQL databases provided robust support for structured data, enabling complex queries and detailed analysis of viewer metrics. However, it faced limitations in handling unstructured data and scalability challenges with large datasets.
- **NoSQL Data Modelling**: NoSQL databases excelled in managing unstructured and semi-structured data, providing flexibility and scalability. The performance of NoSQL systems was notably better in handling large volumes of data and supporting real-time analytics. However, querying and analysing relational data proved to be more complex compared to SQL databases.

3. Survey Data Analysis

The survey data, collected from 300 TV viewers, provided additional context to the clustering results. Key findings include:

- **Viewing Habits**: The survey confirmed the clustering results, showing that Casual Viewers and Family Viewers were the most frequent respondents, while Sports Fans and News Enthusiasts were less prevalent.
- **Ad Effectiveness**: Respondents in the Sports Fans segment was highly responsive to advertisements related to sports products, whereas Casual Viewers showed lower engagement with ads. Family Viewers preferred advertisements related to family-oriented products and services.

Discussion

1. Interpretation of Results

The segmentation of TV viewers using K-Means clustering has provided valuable insights into distinct viewing behaviours and preferences. Understanding these segments allows advertisers to tailor their strategies more effectively:

- **Casual Viewers**: Given their sporadic viewing patterns and lower ad engagement, targeting Casual Viewers with broad, non-intrusive advertisements may be more effective.
- **News Enthusiasts**: This segment's high engagement with news content presents opportunities for targeted advertising of current affairs and related products.
- **Sports Fans**: With their frequent viewing and high receptiveness to sports-related ads, this segment represents a prime target for sports product advertisements.
- **Family Viewers**: Advertisements focused on family products and services can be optimized for this segment to align with their viewing habits and preferences.

2. Implications for TV Advertising and Programming

The insights derived from this study suggest several implications for TV networks and advertisers:

- **Enhanced Targeting**: By leveraging K-Means clustering, advertisers can create more personalized and effective ad campaigns. Tailoring advertisements to specific viewer segments can increase engagement and conversion rates.
- **Program Scheduling**: Networks can optimize programming schedules based on the viewing patterns of different segments. For example, scheduling sports events during peak times for Sports Fans can enhance viewer satisfaction and ad effectiveness.
- **Data Modelling Choice**: The choice between SQL and NoSQL data modelling depends on the specific needs of the analysis. SQL remains valuable for structured data and complex queries, while NoSQL provides flexibility and scalability for managing large volumes and unstructured data.

3. Comparison with Other Clustering Techniques

K-Means clustering has proven effective for segmenting TV viewers, but other clustering techniques such as Hierarchical Clustering or DBSCAN (Density-Based Spatial Clustering of Applications with Noise) could offer different insights:

- **Hierarchical Clustering**: This method provides a dendrogram that visually represents the relationships between clusters, which could offer additional perspectives on viewer segmentation.
- **DBSCAN**: This technique can identify clusters with varying shapes and densities, potentially revealing more nuanced segments in the TV viewing population.

4. Challenges and Limitations

Several challenges were encountered during the study:

- **Data Quality**: Inconsistent or incomplete data from various sources can impact the accuracy of clustering results and modelling effectiveness.
- **Dynamic Viewership Patterns**: TV viewership trends are continually evolving, and segmentation models may need periodic updates to remain relevant.
- **Model Complexity**: Balancing model complexity with interpretability is crucial. While advanced clustering techniques offer detailed insights, they may also introduce complexity that affects practical implementation.

Directions for Future Research

As the TV advertising landscape continues to evolve, there are several promising avenues for future research that could build on the findings from this study. These directions aim to enhance the understanding of TV viewership patterns and improve the effectiveness of advertising strategies.

1. Exploration of Advanced Clustering Techniques

While K-Means clustering has provided valuable insights, exploring other advanced clustering techniques could reveal more nuanced viewer segments. Techniques such as Hierarchical Clustering, DBSCAN (Density-Based Spatial Clustering of Applications with Noise), or Gaussian Mixture Models may uncover different patterns and relationships within the data. Future research could compare these methods to assess their effectiveness in identifying and understanding viewer segments.

2. Integration of Multi-Channel Data

Incorporating data from multiple sources beyond TV viewership, such as online streaming platforms, social media, and mobile apps, could provide a more comprehensive view of audience behaviour. Research that integrates these diverse data streams could offer deeper insights into cross-platform viewing habits and preferences, leading to more effective and holistic advertising strategies.

3. Real-Time Data Analytics

Advancements in real-time data analytics and machine learning could significantly enhance the ability to adapt advertising strategies on-the-fly. Future studies could investigate the use of real-time data processing to adjust ad placements and content dynamically based on current viewership patterns and interactions.

4. Behavioral and Psychographic Analysis

In addition to demographic data, incorporating behavioral and psychographic factors into the analysis could provide a richer understanding of viewer preferences. Research could explore how psychological traits, lifestyle choices, and personal interests impact TV viewing patterns and ad effectiveness, leading to more targeted and personalized advertising approaches.

5. Impact of Emerging Technologies

The rapid development of new technologies, such as augmented reality (AR) and virtual reality (VR), presents opportunities to study their impact on TV viewership and advertising. Future research could examine how these technologies influence viewer engagement and how they can be integrated into advertising strategies to create immersive and interactive experiences.

6. Longitudinal Studies

Conducting longitudinal studies that track changes in TV viewership patterns over time could offer valuable insights into trends and shifts in audience behaviour. Such research could help in understanding how long-term changes in viewing habits affect advertising effectiveness and how strategies should evolve in response.

7. Comparative Analysis of Advertising Effectiveness

Comparing the effectiveness of TV advertising across different viewer segments and advertising formats (e.g., traditional vs. digital ads) could provide a deeper understanding of what drives viewer engagement and conversion. Research in this area could help in optimizing ad spend and improving return on investment (ROI) for advertisers.

8. Ethical Considerations in Data Use

As data collection and analysis become increasingly sophisticated, addressing ethical considerations related to privacy and data security is crucial. Future research could focus on developing best practices for ethical data use and ensuring that advertising strategies respect viewer privacy while maximizing effectiveness.

9. Cross-Cultural Studies

Expanding research to include cross-cultural studies could reveal how TV viewership patterns and advertising effectiveness vary across different cultural contexts. Understanding these variations can help in tailoring advertising strategies for global audiences and improving international marketing efforts.

10. Collaboration with Industry Practitioners

Collaborating with industry practitioners and stakeholders could provide practical insights and real-world applications of research findings. Engaging with advertisers, TV networks, and technology providers can help bridge the gap between theoretical research and practical implementation, leading to more actionable and impactful outcomes.

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ABBREVIATIONS

- **TV** - Television
- **K-Means** - K-Means Clustering
- **SQL** - Structured Query Language
- **NoSQL** - Not Only SQL
- **ANOVA** - Analysis of Variance
- **KM** - K-Means (used in context to denote the algorithm)
- **DBMS** - Database Management System
- **ML** - Machine Learning
- **RFM** - Recency, Frequency, Monetary (used in customer segmentation)
- **Clus.** - Clustering (shortened in tables or diagrams)
- **Metrics** - Performance Metrics
- **Segm.** - Segmentation (shortened in tables or diagrams)
- **DA** - Data Analysis
- **CI** - Confidence Interval
- **N/A** - Not Applicable (used in tables to indicate no data available)
- **SS** - Sum of Squares
- **DF** - Degrees of Freedom
- **P-Value** - Probability Value
- **R2** - R-Squared (coefficient of determination)
- **SC** - Silhouette Coefficient (used in evaluating clustering)