

**Rajkumar Venkatesan • Paul Farris • Ronald T. Wilcox**

The background of the slide is a dark purple gradient overlaid with a collage of financial data visualizations. On the left, there is a line chart with a yellow line and several data points labeled with values like 7800, 719, 583, 786, 729, 700, 622, 522, 780, and 521. Below this is a bar chart with blue and green bars. In the center, there is a large, semi-transparent number '3' and a '1/2' symbol. To the right, there is a table with multiple columns and rows of numbers, resembling a financial statement or data set. The overall theme is financial analytics and data science.

# **CUTTING-EDGE MARKETING ANALYTICS**

**Real World Cases and Data Sets  
for Hands On Learning**

# Cutting Edge Marketing Analytics Real World Cases And Data Sets For Hands On Learning Ft Press Analytics

**Mike Grigsby**



## **Cutting Edge Marketing Analytics Real World Cases And Data Sets For Hands On Learning Ft Press Analytics:**

**Cutting Edge Marketing Analytics** Rajkumar Venkatesan,Paul Farris,Ronald T. Wilcox,2014-06-10 Master practical strategic marketing analysis through real life case studies and hands on examples In Cutting Edge Marketing Analytics three pioneering experts integrate all three core areas of marketing analytics statistical analysis experiments and managerial intuition They fully detail a best practice marketing analytics methodology augmenting it with case studies that illustrate the quantitative and data analysis tools you ll need to allocate resources define optimal marketing mixes perform effective analysis of customers and digital marketing campaigns and create high value dashboards and metrics For each marketing problem the authors help you Identify the right data and analytics techniques Conduct the analysis and obtain insights from it Outline what if scenarios and define optimal solutions Connect your insights to strategic decision making Each chapter contains technical notes statistical knowledge case studies and real data you can use to perform the analysis yourself As you proceed you ll gain an in depth understanding of The real value of marketing analytics How to integrate quantitative analysis with managerial sensibility How to apply linear regression logistic regression cluster analysis and Anova models The crucial role of careful experimental design For all marketing professionals specializing in marketing analytics and or business intelligence and for students and faculty in all graduate level business courses covering Marketing Analytics Marketing Effectiveness or Marketing Metrics     *The Definitive Guide to Marketing Analytics and Metrics (Collection)* Cesar Brea,Rajkumar Venkatesan,Paul Farris,Ronald T. Wilcox,Neil Bendle,Phillip Pfeifer,David Reibstein,2014-08-18 A brand new collection introducing today s most powerful strategies and techniques for measuring and optimizing marketing 3 authoritative books now in a convenient e format at a great price 3 authoritative Books help you measure analyze and optimize every marketing investment you ll ever make Measuring and optimize your marketing investments is more crucial than ever But with an explosion in channels and complexity it s also more challenging than ever Fortunately marketing metrics and analytics have taken giant leaps forward in recent years techniques now exist for accurately quantifying performance and applying what you learn to improve it In this unique 3 Book package world class experts present these new approaches and show how to profit from them In Marketing and Sales Analytics leading consultant Cesar A Breaxamines the experiences of 15 leaders who ve built high value analytics capabilities in multiple industries Then building on what they ve learned he presents a complete blueprint for succeeding with marketing analytics You ll learn how to evaluate ecosystemic conditions for success frame the right questions and organize your people data and operating infrastructure to answer them Brea helps you overcome key challenges ranging from governance to overcoming hidden biases Along the way he also offers specific guidance on crucial decisions such as buy vs build centralize or decentralize and hire generalists or specialists Next in Cutting Edge Marketing Analytics three pioneering experts introduce today s most valuable marketing analytics methods and tools and offer a best practice methodology for successful implementation They augment this knowledge with hands on

case studies guiding you through solving key problems in resource allocation segmentation pricing campaign management firm valuation and digital marketing strategy All case studies are accompanied by real data used by the protagonists to make decisions As you practice you ll gain a deeper understanding of the value of marketing analytics learn to integrate quantitative analysis with managerial sensibilities master core statistical tools and discover how to avoid crucial pitfalls Finally in the award winning Marketing Metrics Second Edition Paul W Farris and his colleagues show how to choose the right metrics for every marketing challenge You ll learn how to use dashboards to view market dynamics from multiple perspectives maximize accuracy and triangulate to optimal solutions You ll discover high value metrics for promotional strategy advertising distribution customer perceptions market share competitors power margins pricing products and portfolios customer profitability sales forces channels and more This extensively updated edition introduces innovative metrics ranging from Net Promoter to social media and brand equity measurement and shows how to build comprehensive models to optimize every marketing decision you make If you need to measure and improve marketing performance this 3 book package will be your most valuable resource From world renowned business sustainability experts Cesar A Brea Rajkumar Venkatesan Paul W Farris Ronald T Wilcox Neil T Bendle Phillip E Pfeifer and David J Reibstein *The AI Marketing Canvas* Raj Venkatesan,Jim Lecinski,2021-05-18 This book offers a direct actionable plan CMOs can use to map out initiatives that are properly sequenced and designed for success regardless of where their marketing organization is in the process The authors pose the following critical questions to marketers 1 How should modern marketers be thinking about artificial intelligence and machine learning and 2 How should marketers be developing a strategy and plan to implement AI into their marketing toolkit The opening chapters provide marketing leaders with an overview of what exactly AI is and how is it different than traditional computer science approaches Venkatesan and Lecinski then propose a best practice five stage framework for implementing what they term the AI Marketing Canvas Their approach is based on research and interviews they conducted with leading marketers and offers many tangible examples of what brands are doing at each stage of the AI Marketing Canvas By way of guidance Venkatesan and Lecinski provide examples of brands including Google Lyft Ancestry com and Coca Cola that have successfully woven AI into their marketing strategies The book concludes with a discussion of important implications for marketing leaders for your team and culture **Cutting-edge Marketing Analytics** Rajkumar Venkatesan,Rajkumar Venkatesan. Paul Farris. Ronald T. Wilcox,2014 **Marketing Analytics** Rajkumar Venkatesan,Paul W. Farris,Ronald T. Wilcox,2021-01-13 The authors of the pioneering Cutting Edge Marketing Analytics return to the vital conversation of leveraging big data with Marketing Analytics Essential Tools for Data Driven Decisions which updates and expands on the earlier book as we enter the 2020s As they illustrate big data analytics is the engine that drives marketing providing a forward looking predictive perspective for marketing decision making The book presents actual cases and data giving readers invaluable real world instruction The cases show how to identify relevant data choose the best analytics

technique and investigate the link between marketing plans and customer behavior These actual scenarios shed light on the most pressing marketing questions such as setting the optimal price for one's product or designing effective digital marketing campaigns Big data is currently the most powerful resource to the marketing professional and this book illustrates how to fully harness that power to effectively maximize marketing efforts

*Applied Marketing Analytics Using R* Gokhan Yildirim, Raoul Kübler, 2023-08-02 Marketing has become increasingly data driven in recent years as a result of new emerging technologies such as AI granular data availability and ever growing analytics tools With this trend only set to continue it's vital for marketers today to be comfortable in their use of data and quantitative approaches and have a thorough grounding in understanding and using marketing analytics in order to gain insights support strategic decision making solve marketing problems maximise value and achieve success Taking a very hands on approach with the use of real world datasets case studies and R a free statistical package this book supports students and practitioners to explore a range of marketing phenomena using various applied analytics tools with a balanced mix of technical coverage alongside marketing theory and frameworks Chapters include learning objectives figures tables and questions to help facilitate learning Supporting online resources are available to instructors to support teaching including datasets and software codes and solutions R Markdowns HTML files as well as PowerPoint slides a teaching guide and a testbank This book is essential reading for advanced level marketing students and marketing practitioners who want to become cutting edge marketers Dr Gokhan Yildirim is an Associate Professor of Marketing at Imperial College Business School London Dr Raoul V K bler is an Associate Professor of Marketing at ESSEC Business School Paris

**Data Science for Marketing Analytics** Mirza Rahim Baig, Gururajan Govindan, Vishwesh Ravi Shrimali, 2021-09-07 Turbocharge your marketing plans by making the leap from simple descriptive statistics in Excel to sophisticated predictive analytics with the Python programming language Key Features Use data analytics and machine learning in a sales and marketing context Gain insights from data to make better business decisions Build your experience and confidence with realistic hands on practice Book Description Unleash the power of data to reach your marketing goals with this practical guide to data science for business This book will help you get started on your journey to becoming a master of marketing analytics with Python You'll work with relevant datasets and build your practical skills by tackling engaging exercises and activities that simulate real world market analysis projects You'll learn to think like a data scientist build your problem solving skills and discover how to look at data in new ways to deliver business insights and make intelligent data driven decisions As well as learning how to clean explore and visualize data you'll implement machine learning algorithms and build models to make predictions As you work through the book you'll use Python tools to analyze sales visualize advertising data predict revenue address customer churn and implement customer segmentation to understand behavior By the end of this book you'll have the knowledge skills and confidence to implement data science and machine learning techniques to better understand your marketing data and improve your decision making What you will

learnLoad clean and explore sales and marketing data using pandasForm and test hypotheses using real data sets and analytics toolsVisualize patterns in customer behavior using MatplotlibUse advanced machine learning models like random forest and SVMUse various unsupervised learning algorithms for customer segmentationUse supervised learning techniques for sales predictionEvaluate and compare different models to get the best outcomesOptimize models with hyperparameter tuning and SMOTEThis book is for This marketing book is for anyone who wants to learn how to use Python for cutting edge marketing analytics Whether you re a developer who wants to move into marketing or a marketing analyst who wants to learn more sophisticated tools and techniques this book will get you on the right path Basic prior knowledge of Python and experience working with data will help you access this book more easily

**Marketing Analytics** Robert W. Palmatier, J. Andrew Petersen, Frank Germann, 2022-03-24 All customers differ All customers change All competitors react All resources are limited Robert W Palmatier s dynamic First Principles of Marketing framework provides the structure for this research based action orientated guide to organizing analytics tools marketing models and methodologies When should you use a specific technique in data analytics How does each new analytics technique improve performance Which techniques are worth time and investment to implement As organizations prioritize digital growth to better connect with customers it is vital that you are able to respond confidently to these questions enabling you to utilize marketing analytics to better understand your business and increase revenue Marketing Analytics will help you to Learn how to contextualize models and statistical analysis within the foundational principles of marketing through the use of a problem centric framework Understand technical analyses by engaging with a pertinent range of vivid examples and a running case study to contextualize practical jargon free descriptions Embark on an applied learning pathway with a comprehensive companion website including datasets and walk through videos on challenging tasks bloomsbury pub marketing analytics Take a software agnostic approach to learning enhanced by the provision of examples in free open source R and Tableau software Authored by world leading experts in marketing strategy Marketing Analytics is the ideal textbook for advanced undergraduate postgraduate and MBA students of marketing and practitioners seeking to direct effective strategy from an analysis based evidential approach

**Applied Marketing Analytics Using Python** Gokhan Yildirim, Raoul V. Kübler, 2025-03-08 Gain a thorough grounding in marketing analytics using Python with this practical guide which balances applied analytics tools with marketing theory

**Marketing Data Science** Thomas W. Miller, 2015-05-02 Now a leader of Northwestern University s prestigious analytics program presents a fully integrated treatment of both the business and academic elements of marketing applications in predictive analytics Writing for both managers and students Thomas W Miller explains essential concepts principles and theory in the context of real world applications Building on Miller s pioneering program Marketing Data Science thoroughly addresses segmentation target marketing brand and product positioning new product development choice modeling recommender systems pricing research retail site selection demand estimation sales forecasting customer retention and

lifetime value analysis Starting where Miller's widely praised Modeling Techniques in Predictive Analytics left off, he integrates crucial information and insights that were previously segregated in texts on web analytics, network science, information technology, and programming. Coverage includes The role of analytics in delivering effective messages on the web, Understanding the web by understanding its hidden structures, Being recognized on the web and watching your own competitors, Visualizing networks and understanding communities within them, Measuring sentiment and making recommendations, Leveraging key data science methods, databases, data preparation, classical Bayesian statistics, regression, classification, machine learning, and text analytics. Six complete case studies address exceptionally relevant issues such as separating legitimate email from spam, identifying legally relevant information for lawsuit discovery, gleaning insights from anonymous web surfing data, and more. This text's extensive set of web and network problems draw on rich public domain data sources; many are accompanied by solutions in Python and/or R. Marketing Data Science will be an invaluable resource for all students, faculty, and professional marketers who want to use business analytics to improve marketing performance.

*Marketing Analytics* Mike Grigsby, 2015-06-03 Who is most likely to buy and what is the best way to target them? Marketing Analytics enables marketers and business analysts to answer these questions by leveraging proven methodologies to measure and improve upon the effectiveness of marketing programs. Marketing Analytics demonstrates how statistics, analytics, and modeling can be put to optimal use to increase the effectiveness of every day marketing activities, from targeted list creation and data segmentation to testing campaign effectiveness and forecasting demand. The author explores many common marketing challenges and demonstrates how to apply different data models to arrive at viable solutions. Business cases and critical analysis are included to illustrate and reinforce key concepts throughout. Beginners will benefit from clear, jargon-free explanations of methodologies relating to statistics, marketing strategy, and consumer behaviour. More experienced practitioners will appreciate the more complex aspects of data analytics and data modeling, discovering new applications of various techniques in every day practice. Readers of Marketing Analytics will come away with a firm foundation in marketing analytics and the tools they need to gain competitive edge and increase market share. Online supporting resources for this book include a bank of test questions as well as data sets relating to many of the chapters.

**Real-world Data Mining** Dursun Delen, 2015 As business becomes increasingly complex and global, decision makers must act more rapidly and accurately based on the best available evidence. Modern data mining and analytics is indispensable for doing this. Real World Data Mining demystifies current best practices, showing how to use data mining and analytics to uncover hidden patterns and correlations and leverage these to improve all business decision making. Drawing on extensive experience as a researcher, practitioner, and instructor, Dr. Dursun Delen delivers an optimal balance of concepts, techniques, and applications. Without compromising either simplicity or clarity, Delen provides enough technical depth to help readers truly understand how data mining technologies work. Coverage includes data mining processes, methods, and techniques, the

role and management of data tools and metrics text and web mining sentiment analysis and integration with cutting edge Big Data approaches Throughout Delen s conceptual coverage is complemented with application case studies examples of both successes and failures as well as simple hands on tutorials      **Mastering Marketing Data Science** Iain Brown,2024-06-12

Unlock the Power of Data Transform Your Marketing Strategies with Data Science In the digital age understanding the symbiosis between marketing and data science is not just an advantage it s a necessity In Mastering Marketing Data Science A Comprehensive Guide for Today s Marketers Dr Iain Brown a leading expert in data science and marketing analytics offers a comprehensive journey through the cutting edge methodologies and applications that are defining the future of marketing This book bridges the gap between theoretical data science concepts and their practical applications in marketing providing readers with the tools and insights needed to elevate their strategies in a data driven world Whether you re a master s student a marketing professional or a data scientist keen on applying your skills in a marketing context this guide will empower you with a deep understanding of marketing data science principles and the competence to apply these principles effectively Comprehensive Coverage From data collection to predictive analytics NLP and beyond explore every facet of marketing data science Practical Applications Engage with real world examples hands on exercises in both Python SAS and actionable insights to apply in your marketing campaigns Expert Guidance Benefit from Dr Iain Brown s decade of experience as he shares cutting edge techniques and ethical considerations in marketing data science Future Ready Skills Learn about the latest advancements including generative AI to stay ahead in the rapidly evolving marketing landscape Accessible Learning Tailored for both beginners and seasoned professionals this book ensures a smooth learning curve with a clear engaging narrative Mastering Marketing Data Science is designed as a comprehensive how to guide weaving together theory and practice to offer a dynamic workbook style learning experience Dr Brown s voice and expertise guide you through the complexities of marketing data science making sophisticated concepts accessible and actionable      [Applied Marketing Analytics Using Python](#) Gokhan Yildirim,Raoul V. Kübler,2025-03-21 It is vital for marketers today to be comfortable in their use of data and quantitative approaches and have a thorough grounding in understanding and using marketing analytics in order to gain insights support strategic decision making solve marketing problems maximise value and achieve success Taking a very hands on approach with the use of real world datasets case studies and Python this book supports students and practitioners to explore a range of marketing phenomena using various applied analytics tools with a balanced mix of technical coverage alongside marketing theory and frameworks Supporting online resources include datasets and software codes and solutions as well as PowerPoint slides a teaching guide and a testbank This book is essential reading for advanced level marketing students and practitioners who want to become cutting edge marketers Dr Gokhan Yildirim is an Associate Professor of Marketing at Imperial College Business School London Dr Raoul V K bler is an Associate Professor of Marketing at ESSEC Business School Paris      **Hands-On Data Science for Marketing** Yoon Hyup Hwang,2019-03-29 Optimize your



marketing strategies through analytics and machine learning

**Key Features**

- Understand how data science drives successful marketing campaigns
- Use machine learning for better customer engagement retention and product recommendations
- Extract insights from your data to optimize marketing strategies and increase profitability

**Book Description**

Regardless of company size the adoption of data science and machine learning for marketing has been rising in the industry With this book you will learn to implement data science techniques to understand the drivers behind the successes and failures of marketing campaigns This book is a comprehensive guide to help you understand and predict customer behaviors and create more effectively targeted and personalized marketing strategies This is a practical guide to performing simple to advanced tasks to extract hidden insights from the data and use them to make smart business decisions You will understand what drives sales and increases customer engagements for your products You will learn to implement machine learning to forecast which customers are more likely to engage with the products and have high lifetime value This book will also show you how to use machine learning techniques to understand different customer segments and recommend the right products for each customer Apart from learning to gain insights into consumer behavior using exploratory analysis you will also learn the concept of A B testing and implement it using Python and R By the end of this book you will be experienced enough with various data science and machine learning techniques to run and manage successful marketing campaigns for your business

**What you will learn**

- Learn how to compute and visualize marketing KPIs in Python and R
- Master what drives successful marketing campaigns with data science
- Use machine learning to predict customer engagement and lifetime value
- Make product recommendations that customers are most likely to buy
- Learn how to use A B testing for better marketing decision making
- Implement machine learning to understand different customer segments

**Who this book is for**

If you are a marketing professional data scientist engineer or a student keen to learn how to apply data science to marketing this book is what you need It will be beneficial to have some basic knowledge of either Python or R to work through the examples This book will also be beneficial for beginners as it covers basic to advanced data science concepts and applications in marketing with real life examples

**Introduction to Marketing Analytics**

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*Definitive Guide to Marketing Analytics and Metrics (collection)* ,2014      **Marketing Analytics** Mike Grigsby,2022-12-03

Who is most likely to buy and what is the best way to target them How can I use both consumer analytics and modelling to improve the impact of marketing campaigns Marketing Analytics takes you step by step through these areas and more Marketing Analytics enables you to leverage predictive techniques to measure and improve marketing performance By exploring real world marketing challenges it provides clear jargon free explanations on how to apply different analytical models for each purpose From targeted list creation and data segmentation to testing campaign effectiveness pricing structures and forecasting demand it offers a complete resource for how statistics consumer analytics and modelling can be put to optimal use This revised and updated third edition of Marketing Analytics contains new material on forecasting customer touchpoints modelling and a new focus on customer loyalty With accessible language throughout methodologies are simplified to ensure the more complex aspects of data and analytics are fully accessible for any level of application Supported by a glossary of key terms and supporting resources consisting of datasets presentation slides for each chapter and a test bank of self test question this book supplies a concrete foundation for optimizing marketing analytics for day to day business advantage

**Marketing and Sales Analytics** Cesar Brea,2014-05-29 PROFITING FROM MARKETING ANALYTICS YOUR COMPLETE EXECUTIVE ROADMAP Solid ideas and experiences well told for executives who need higher returns from their analytic investments Captures many best practices that are consistent with our own experiences at Bain Company helping clients develop actionable strategies that deliver sustainable results Bob Bechek Worldwide Managing Director Bain Company Cesar has explored a complex subject in a clear and useful way as senior marketers look to more effectively leverage the power of data and analytics Bill Brand Chief Marketing and Business Development Officer HSN Inc Loaded with meaty lessons from seasoned practitioners this book defines the guideposts of the Marketing Analytics Age and what it will take for marketing leaders to be successful in it Cesar Brea has provided a practical playbook for marketers who are ready to make this transition Meredith Callanan Vice President Corporate Marketing and Communications T Rowe Price While the field has a lot of books on the statistics of marketing analytics we also need insights on the organization issues and culture needed to implement successfully Cesar Brea s Marketing and Sales Analytics has addressed this gap in an interesting and helpful way Scott A Neslin Albert Wesley Frey Professor of Marketing Tuck School of Business Dartmouth College To successfully apply marketing analytics executives must orchestrate elements that transcend multiple perspectives and organizational silos In Marketing and Sales Analytics leading analytics consultant Cesar Brea shows you exactly how to do this Brea examines the experiences of 15 leaders who ve built high value analytics capabilities in multiple industries Then building on what they ve learned he presents a complete blueprint for implementing and profiting from marketing analytics You ll learn how to evaluate ecosystemic conditions for success reconcile diverse perspectives to frame the right questions and organize your people data and operating infrastructure to answer them and maximize business results Brea helps you

overcome key challenges ranging from balancing analytic techniques to governance hidden biases to culture change He also offers specific guidance on crucial decisions such as buy vs build centralize or decentralize and hire generalists or specialists

Predictive Analytics and Generative AI for Data-Driven Marketing Strategies Hemachandran K,Debdutta Choudhury,Raul Villamarin Rodriguez,Jorge A. Wise,Revathi T,2024-12-10 In providing an in depth exploration of cutting edge technologies and how they are used to support data driven marketing strategies and empower organizations to make the right decisions Predictive Analytics and Generative AI for Data Driven Marketing Strategies includes real world case studies and examples from diverse marketing domains This book demonstrates how predictive analytics and generative AI have been successfully applied to solve marketing challenges and drive tangible results This book showcases emerging trends in predictive analytics and generative AI for marketing and their potential impact on the future of data driven marketing This book is meant for professionals and scholars to gather the skills and resources to use predictive analytics and generative AI effectively for marketing strategies This book Examines the different predictive analytics models and algorithms such as regression analysis decision trees and neural networks and demonstrates how they may be utilized to get insightful conclusions from marketing data Includes generative AI techniques such as generative adversarial networks GANs and variational autoencoders VAEs showcasing how these techniques can generate synthetic data for marketing insights and decision making Highlights the importance of data driven marketing choices and illustrates how generative AI and predictive analytics may be quite useful in this context Integrates the principles of data science with marketing concepts offering a cohesive understanding of how predictive analytics and generative AI can power data driven marketing decisions Presents the recent advances in predictive analytics and generative AI and discusses how they can affect the area of data driven marketing

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web 1 problems chapter 1 problem 5 1 show from rst principles that if  $V$  is a vector space over  $R$  or  $C$  then for any set  $X$  the space  $\mathcal{F}(X, V)$  is a linear space over the same field with pointwise operations problem 5 2 if  $V$  is a vector space and  $S \subseteq V$  is a subset which is closed under addition and scalar multiplication

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web a<sub>1</sub> angular points axes of reference axial vector b<sub>1</sub> b<sub>2</sub> c<sub>1</sub> centre of mass circle coefficients constant coordinates curve diagonals dicular differential direction cosines displacement  $\frac{d\mathbf{r}}{dt}$   $\frac{d\mathbf{r}}{dt}$  ellipse equal expression  $\mathbf{f}_1$  figure forces given point grad initial point length let  $\mathbf{OA}$  let  $\mathbf{OA}$  a m<sub>1</sub> magnitude and direction n<sub>1</sub> ob b oc c

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web 1 1 given two vectors  $\mathbf{a}$  and  $\mathbf{b}$  do the equations  $\mathbf{v} = \mathbf{a} + \mathbf{b}$  and  $\mathbf{v} = \mathbf{a} \times \mathbf{b}$  determine the vector  $\mathbf{v}$  uniquely if so find an explicit formula of  $\mathbf{v}$  in terms of  $\mathbf{a}$  and  $\mathbf{b}$  answer the answer is yes clearly if  $\mathbf{a}$  and  $\mathbf{b}$  are not orthogonal then there is no solution so assume  $\mathbf{a}$  and  $\mathbf{b}$  are orthogonal vectors

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web numerically the solution is  $\mathbf{dab} \cdot \mathbf{d0} \cdot \mathbf{db} \cdot \mathbf{da} \cdot \mathbf{i10} \cdot \mathbf{i5} \cdot \mathbf{j2} \cdot \mathbf{i3} \cdot \mathbf{j3} \cdot \mathbf{i12} \cdot \mathbf{j5} \cdot \mathbf{6}$  find the unit vectors that point from a to the other points b

to g in question 2 express each vector in component ij notation

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