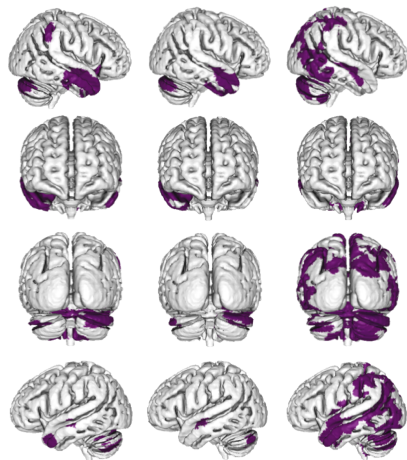
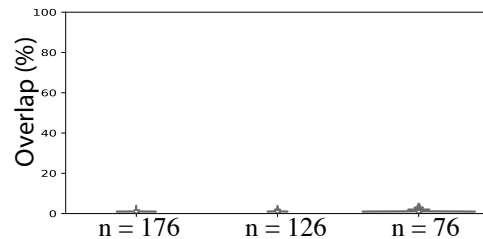


A

Exploratory Analysis



B

Confirmatory analysis

70% discovery / 30% test

50% discovery / 50% test

30% discovery / 70% test

