## Multifractal detrended fluctuation analysis approach using generalized logarithmic and exponential functions

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Detrended Fluctuation Analysis (DFA) and its generalization for multifractal signals, Multifractal Detrended Fluctuation Analysis (MFDFA) use a fluctuation function to estimate the Hurst exponent (\$H\$) of a time series. Here, we write the fluctuation functions as generalized means, using the generalized logarithm and exponential functions from the nonextensive statistical mechanics. This approach enables a unified formulation and interpretation of DFA and MFDFA, providing a compact algorithm applicable to time series. This generalized formulation is interpreted as the Box-Cox transformation of the dataset and establishes a relationship between entropic and multifractal indexes. Our formulation is validated estimating \$H\$ of commonly used signals such as: the fractional Ornstein-Uhlenbeck process, the symmetric Lévy distribution, pink, white, and Brownian noises. In addition, we estimate the Hurst exponent (\$H\$) from a real-world electrocardiogram (ECG) signal.