Data Mining And Business Analytics With R

Data Mining And Business Analytics With R Data Mining and Business Analytics with R In the age of data deluge extracting meaningful insights from raw information is paramount for business success Data mining and business analytics have emerged as crucial tools for organizations to understand their customers optimize operations and gain a competitive edge This document explores the powerful combination of R a versatile statistical programming language and its applications in data mining and business analytics 1 R A Powerful Tool for Data Analysis Opensource and Free R is a free and opensource language making it accessible to everyone regardless of budget constraints Comprehensive Statistical Capabilities R boasts a wide range of statistical functions including data visualization regression analysis classification clustering and time series analysis Extensive Packages The R ecosystem offers a vast library of packages tailored for specific tasks such as data manipulation with dplyr visualization with ggplot2 and machine learning with caret Community Support R has a vibrant and active community offering abundant resources tutorials and forums for support 2 Data Mining with R Data mining involves extracting hidden patterns trends and insights from large datasets Rs capabilities make it an ideal tool for various data mining tasks Data Preprocessing R provides packages like tidyr and dplyr for data cleaning transformation and preparation for analysis Association Rule Mining Packages like arules enable discovering association rules between different variables helping identify common patterns and relationships in data Classification Rs machine learning packages such as randomForest svm and neuralnet allow for building models that categorize data into distinct classes Clustering Packages like kmeans and hclust facilitate grouping similar data points into clusters revealing underlying structures and patterns 3 Business Analytics with R 2 Business analytics applies data mining techniques to solve realworld business problems and drive decisionmaking Rs features empower businesses in numerous areas Customer Analytics Understanding customer behavior preferences and segmentation using R allows for targeted marketing campaigns personalized recommendations and improved customer experience Sales Forecasting R can analyze historical sales data and build predictive models to forecast future sales trends optimize inventory management and identify potential growth opportunities Financial Analysis R facilitates financial risk assessment portfolio optimization and fraud detection through various statistical and time series analysis techniques Operations Optimization R can be used to analyze operational data identify bottlenecks optimize workflows and improve efficiency across various business processes 4 Case Studies Ecommerce Recommendation System R can be used to build a collaborative filtering system that recommends products

based on past customer behavior improving customer engagement and sales Marketing Campaign Optimization Analyzing customer data with R allows businesses to tailor marketing campaigns optimize ad spending and maximize ROI Fraud Detection Rs machine learning capabilities can identify suspicious transactions and patterns enabling fraud detection in financial institutions and online businesses 5 Benefits of Using R Increased Efficiency Rs automation capabilities streamline data analysis processes freeing up valuable time for strategic decisionmaking Enhanced Accuracy Rs statistical functions ensure robust and accurate analysis minimizing errors and biases DataDriven Decisions R enables datadriven insights that inform strategic choices reducing reliance on gut feelings and intuition CostEffectiveness Rs opensource nature makes it a costeffective solution compared to proprietary software 6 Challenges and Considerations Learning Curve Mastering R requires a certain level of technical expertise and familiarity with programming concepts Data Quality The accuracy of data analysis heavily depends on the quality and completeness 3 of the data Scalability Processing large datasets in R can pose challenges requiring efficient algorithms and optimized code 7 Conclusion R has emerged as a powerful and versatile tool for data mining and business analytics Its opensource nature comprehensive statistical functions and extensive package ecosystem make it an ideal choice for businesses seeking to extract valuable insights from their data By leveraging Rs capabilities organizations can gain a competitive advantage improve decisionmaking and drive growth in todays datadriven world Further Reading R for Data Science by Garrett Grolemund and Hadley Wickham Data Mining with R by Luis Torgo Business Analytics with R by James LeSage

Business Analytics Using R – A Practical ApproachData Analysis with RBeginner's Guide for Data Analysis using R ProgrammingBeginning Data Science in RBig Data Analytics with RData Analysis with R, Second EditionAdvanced Analytics with R and TableauData Analytics with RStatistical Analysis with R Essentials For DummiesAn Introduction to Data Analysis in RData Mining and Business Analytics with RR Programming for Data AnalysisBig Data Analytics with RR Programming: An Approach to Data AnalyticsMastering Predictive Analytics with RR in ActionMarketing Data ScienceMastering Predictive Analytics with R – Second EditionPython for R UsersQuantitative Investment Portfolio Analytics in R Umesh R Hodeghatta Tony Fischetti Jeeva Jose Thomas Mailund Simon Walkowiak Anthony Fischetti Jen Stirrup Viswa Viswanathan Joseph Schmuller Alfonso Zamora Saiz Johannes Ledolter Peter Simon Simon Walkowiak G. Sudhamathy, C. Jothi Venkateswaran Rui Miguel Forte Robert I. Kabacoff Thomas W. Miller James D. Miller Ajay Ohri James Picerno

Business Analytics Using R – A Practical Approach Data Analysis with R Beginner's Guide for Data Analysis using R Programming Beginning Data Science in R Big Data Analytics with R Data Analysis with R, Second Edition Advanced Analytics with R and Tableau Data

Analytics with R Statistical Analysis with R Essentials For Dummies An Introduction to Data Analysis in R Data Mining and Business Analytics with R R Programming for Data Analysis Big Data Analytics with R R Programming: An Approach to Data Analytics Mastering Predictive Analytics with R R in Action Marketing Data Science Mastering Predictive Analytics with R – Second Edition Python for R Users Quantitative Investment Portfolio Analytics in R *Umesh R Hodeghatta Tony Fischetti Jeeva Jose Thomas Mailund Simon Walkowiak Anthony Fischetti Jen Stirrup Viswa Viswanathan Joseph Schmuller Alfonso Zamora Saiz Johannes Ledolter Peter Simon Simon Walkowiak G. Sudhamathy, C. Jothi Venkateswaran Rui Miguel Forte Robert I. Kabacoff Thomas W. Miller James D. Miller Ajay Ohri James Picerno*

learn the fundamental aspects of the business statistics data mining and machine learning techniques required to understand the huge amount of data generated by your organization this book explains practical business analytics through examples covers the steps involved in using it correctly and shows you the context in which a particular technique does not make sense further practical business analytics using r helps you understand specific issues faced by organizations and how the solutions to these issues can be facilitated by business analytics this book will discuss and explore the following through examples and case studies an introduction to r data management and r functions the architecture framework and life cycle of a business analytics project descriptive analytics using r descriptive statistics and data cleaning data mining classification association rules and clustering predictiveanalytics simple regression multiple regression and logistic regression this book includes case studies on important business analytic techniques such as classification association clustering and regression the r language is the statistical tool used to demonstrate the concepts throughout the book what you will learn write r programs to handle data build analytical models and draw useful inferences from them discover the basic concepts of data mining and machine learning carry out predictive modeling define a business issue as an analytical problem who this book is for beginners who want to understand and learn the fundamentals of analytics using r students managers executives strategy and planning professionals software professionals and bi dw professionals

load wrangle and analyze your data using the world s most powerful statistical programming language about this book load manipulate and analyze data from different sources gain a deeper understanding of fundamentals of applied statistics a practical guide to performing data analysis in practice who this book is for whether you are learning data analysis for the first time or you want to deepen the understanding you already have this book will prove to an invaluable resource if you are looking for a book to bring you all the way through the fundamentals to the application of advanced and effective analytics methodologies and have some prior programming experience and a mathematical

background then this is for you what you will learn navigate the r environment describe and visualize the behavior of data and relationships between data gain a thorough understanding of statistical reasoning and sampling employ hypothesis tests to draw inferences from your data learn bayesian methods for estimating parameters perform regression to predict continuous variables apply powerful classification methods to predict categorical data handle missing data gracefully using multiple imputation identify and manage problematic data points employ parallelization and rcpp to scale your analyses to larger data put best practices into effect to make your job easier and facilitate reproducibility in detail frequently the tool of choice for academics r has spread deep into the private sector and can be found in the production pipelines at some of the most advanced and successful enterprises the power and domain specificity of r allows the user to express complex analytics easily quickly and succinctly with over 7 000 user contributed packages it s easy to find support for the latest and greatest algorithms and techniques starting with the basics of r and statistical reasoning data analysis with r dives into advanced predictive analytics showing how to apply those techniques to real world data though with real world examples packed with engaging problems and exercises this book begins with a review of r and its syntax from there get to grips with the fundamentals of applied statistics and build on this knowledge to perform sophisticated and powerful analytics solve the difficulties relating to performing data analysis in practice and find solutions to working with messy data large data communicating results and facilitating reproducibility this book is engineered to be an invaluable resource through many stages of anyone s career as a data analyst style and approach learn data analysis using engaging examples and fun exercises and with a gentle and friendly but comprehensive learn by doing approach

r programming is an efficient tool for statistical analysis of data data science has become critical to each field and the popularity of r is skyrocketing organization as large and diverse as google facebook microsoft bank of america ford motor company mozilla thomas cook the new york times the national weather service twitter anz bank uber airbnb etc have turned to r for reporting analyzing and visualization of data this book is for students and professionals of mathematics statistics physics chemistry biology social science and medicine business engineering software information technology sales bio informatics pharmacy and any one where data needs to be analyzed and represented graphically

discover best practices for data analysis and software development in r and start on the path to becoming a fully fledged data scientist this book teaches you techniques for both data manipulation and visualization and shows you the best way for developing new software packages for r beginning data science in r details how data science is a combination of statistics computational science and machine learning you ll see how to

efficiently structure and mine data to extract useful patterns and build mathematical models this requires computational methods and programming and r is an ideal programming language for this this book is based on a number of lecture notes for classes the author has taught on data science and statistical programming using the r programming language modern data analysis requires computational skills and usually a minimum of programming what you will learn perform data science and analytics using statistics and the r programming language visualize and explore data including working with large data sets found in big data build an r package test and check your code practice version control profile and optimize your code who this book is for those with some data science or analytics background but not necessarily experience with the r programming language

utilize r to uncover hidden patterns in your big data about this book perform computational analyses on big data to generate meaningful results get a practical knowledge of r programming language while working on big data platforms like hadoop spark h2o and sql nosql databases explore fast streaming and scalable data analysis with the most cutting edge technologies in the market who this book is for this book is intended for data analysts scientists data engineers statisticians researchers who want to integrate r with their current or future big data workflows it is assumed that readers have some experience in data analysis and understanding of data management and algorithmic processing of large quantities of data however they may lack specific skills related to r what you will learn learn about current state of big data processing using r programming language and its powerful statistical capabilities deploy big data analytics platforms with selected big data tools supported by r in a cost effective and time saving manner apply the r language to real world big data problems on a multi node hadoop cluster e g electricity consumption across various socio demographic indicators and bike share scheme usage explore the compatibility of r with hadoop spark sql and nosql databases and h2o platform in detail big data analytics is the process of examining large and complex data sets that often exceed the computational capabilities r is a leading programming language of data science consisting of powerful functions to tackle all problems related to big data processing the book will begin with a brief introduction to the big data world and its current industry standards with introduction to the r language and presenting its development structure applications in real world and its shortcomings book will progress towards revision of major r functions for data management and transformations readers will be introduce to cloud based big data solutions e g amazon ec2 instances and amazon rds microsoft azure and its hdinsight clusters and also provide guidance on r connectivity with relational and non relational databases such as mongodb and hbase etc it will further expand to include big data tools such as apache hadoop ecosystem hdfs and mapreduce frameworks also other r compatible tools such as apache spark its machine learning library spark mllib as

well as h2o style and approach this book will serve as a practical guide to tackling big data problems using r programming language and its statistical environment each section of the book will present you with concise and easy to follow steps on how to process transform and analyse large data sets

learn by example the fundamentals of data analysis as well as several intermediate to advanced methods and techniques ranging from classification and regression to bayesian methods and mcmc which can be put to immediate use key features analyze your data using r the most powerful statistical programming language learn how to implement applied statistics using practical use cases use popular r packages to work with unstructured and structured data book description frequently the tool of choice for academics r has spread deep into the private sector and can be found in the production pipelines at some of the most advanced and successful enterprises the power and domain specificity of r allows the user to express complex analytics easily quickly and succinctly starting with the basics of r and statistical reasoning this book dives into advanced predictive analytics showing how to apply those techniques to real world data though with real world examples packed with engaging problems and exercises this book begins with a review of r and its syntax with packages like rcpp ggplot2 and dplyr from there get to grips with the fundamentals of applied statistics and build on this knowledge to perform sophisticated and powerful analytics solve the difficulties relating to performing data analysis in practice and find solutions to working with messy data large data communicating results and facilitating reproducibility this book is engineered to be an invaluable resource through many stages of anyone s career as a data analyst what you will learn gain a thorough understanding of statistical reasoning and sampling theory employ hypothesis testing to draw inferences from your data learn bayesian methods for estimating parameters train regression classification and time series models handle missing data gracefully using multiple imputation identify and manage problematic data points learn how to scale your analyses to larger data with rcpp data table dplyr and parallelization put best practices into effect to make your job easier and facilitate reproducibility who this book is for budding data scientists and data analysts who are new to the concept of data analysis or who want to build efficient analytical models in r will find this book to be useful no prior exposure to data analysis is needed although a fundamental understanding of the r programming language is required to get the best out of this book

leverage the power of advanced analytics and predictive modeling in tableau using the statistical powers of r about this book a comprehensive guide that will bring out the creativity in you to visualize the results of complex calculations using tableau and r combine tableau analytics and visualization with the power of r using this step by step guide wondering how r can be used with tableau this book is your one stop solution who

this book is for this book will appeal to tableau users who want to go beyond the tableau interface and deploy the full potential of tableau by using r to perform advanced analytics with tableau a basic familiarity with r is useful but not compulsory as the book will start off with concrete examples of r and will move quickly into more advanced spheres of analytics using online data sources to support hands on learning those r developers who want to integrate r in tableau will also benefit from this book what you will learn integrate tableau s analytics with the industry standard statistical prowess of r make r function calls in tableau and visualize r functions with tableau using rserve use the crisp dm methodology to create a roadmap for analytics investigations implement various supervised and unsupervised learning algorithms in r to return values to tableau make quick cogent and data driven decisions for your business using advanced analytical techniques such as forecasting predictions association rules clustering classification and other advanced tableau r calculated field functions in detail tableau and r offer accessible analytics by allowing a combination of easy to use data visualization along with industry standard robust statistical computation moving from data visualization into deeper more advanced analytics this book will intensify data skills for data viz savvy users who want to move into analytics and data science in order to enhance their businesses by harnessing the analytical power of r and the stunning visualization capabilities of tableau readers will come across a wide range of machine learning algorithms and learn how descriptive prescriptive predictive and visually appealing analytical solutions can be designed with r and tableau in order to maximize learning hands on examples will ease the transition from being a data savvy user to a data analyst using sound statistical tools to perform advanced analytics by the end of this book you will get to grips with advanced calculations in r and tableau for analytics and prediction with the help of use cases and hands on examples style and approach tableau uniquely offers excellent visualization combined with advanced analytics r is at the pinnacle of statistical computational languages when you want to move from one view of data to another backed up by complex computations the combination of r and tableau makes the perfect solution this example rich guide will teach you how to combine these two to perform advanced analytics by integrating tableau with r and create beautiful data visualizations

today we all have access to a lot of data even more crucially we also have easy access through our personal computers and powerful free software packages to the means to process the corpus of data and extract intelligence from it quite needlessly though the necessary knowledge skills remain the exclusive preserve of a few which this book sets out to change although most data analytics techniques have a mathematical basis people with a grasp of high school mathematics can gain a deep intuitive understanding of the underlying techniques and apply them correctly and effectively to make this possible the book focuses on intuitive and correct explanations with examples while avoiding deep

mathematics provides numerous examples tables and figures almost 170 figures and 105 tables to help readers grasp the concepts and techniques introduces the r statistical programming environment and provides step by step guidance to learn r and apply it to the techniques covered after working through the book readers will be able to independently apply the techniques covered to their own data after completing the book readers would have mastered an important subset of the r language recognizing that people master new topics only by doing the book provides many instructive hands on activities with detailed guidance and explanations rather than just providing the steps in the form of what to do the book also explains why all the data files needed to work through the hands on activities and assignments are available as free downloads from the book s web site to help readers master the concepts the book includes many review questions and hands on assignments the book includes solutions to all of these with detailed explanations to shield those who are new to any form of computer programming the book comes with many convenience functions that can serve to automate what might otherwise be confusing procedures the book covers the following topics quick introduction to r programming assumes no prior background in r important data analytics concepts exploratory data analysis and graphing with r affinity analysis classification techniques like k nearest neighbors naive bayes and classification trees regression techniques like simple and multiple linear regression k nearest neighbors for regression and regression trees time series analysis and data reduction techniques like principal component analysis pca and cluster analysis k means clustering after completing the book readers would have had a huge amount of hands on experience with a great intuitive understanding of the underlying theory

the easy way to get started coding and analyzing data in the r programming language statistical analysis with r essentials for dummies is your reference to all the core concepts about r the widely used open source programming language and data analysis tool this no nonsense book gets right to the point eliminating review material wordy explanations and fluff understand all you need to know about the foundations of r swiftly and clearly perfect for a brush up on the basics or as an everyday desk reference on the job this is the reliable little book you can always turn to for answers get a quick and thorough intro to the basic concepts of coding for data analysis in r review what you ve already learned or pick up essential new skills perform statistical analysis for school business and beyond with r programming keep this concise reference book handy for jogging your memory as you work this book is to the point focusing on the key topics readers need to know about this popular programming language great for supplementing classroom learning reviewing for a certification or staying knowledgeable on the job

this textbook offers an easy to follow practical guide to modern data analysis using the

programming language r the chapters cover topics such as the fundamentals of programming in r data collection and preprocessing including web scraping data visualization and statistical methods including multivariate analysis and feature exercises at the end of each section the text requires only basic statistics skills as it strikes a balance between statistical and mathematical understanding and implementation in r with a special emphasis on reproducible examples and real world applications this textbook is primarily intended for undergraduate students of mathematics statistics physics economics finance and business who are pursuing a career in data analytics it will be equally valuable for master students of data science and industry professionals who want to conduct data analyses

collecting analyzing and extracting valuable information from a large amount of data requires easily accessible robust computational and analytical tools data mining and business analytics with r utilizes the open source software r for the analysis exploration and simplification of large high dimensional data sets as a result readers are provided with the needed guidance to model and interpret complicated data and become adept at building powerful models for prediction and classification highlighting both underlying concepts and practical computational skills data mining and business analytics with r begins with coverage of standard linear regression and the importance of parsimony in statistical modeling the book includes important topics such as penalty based variable selection lasso logistic regression regression and classification trees clustering principal components and partial least squares and the analysis of text and network data in addition the book presents a thorough discussion and extensive demonstration of the theory behind the most useful data mining tools illustrations of how to use the outlined concepts in real world situations readily available additional data sets and related r code allowing readers to apply their own analyses to the discussed materials numerous exercises to help readers with computing skills and deepen their understanding of the material data mining and business analytics with r is an excellent graduate level textbook for courses on data mining and business analytics the book is also a valuable reference for practitioners who collect and analyze data in the fields of finance operations management marketing and the information sciences

unlock the power of data with r programming for data analysis your complete guide from beginner to expert are you eager to master data analytics using r programming but unsure where to start whether you re a student aspiring data analyst or professional looking to upskill this book is the perfect starting point to learn r for data analysis and become proficient with one of the most powerful tools in the industry what makes this book your ultimate resource for data analysis using r software this comprehensive guide covers everything you need to confidently use r software data analysis tools starting from

installation to mastering essential programming concepts you ll learn how to harness the full potential of the r language for data science and data analytics with r programming to unlock actionable insights from your data inside you ll discover step by step guidance on setting up r and rstudio the leading r data analysis software so you can get started quickly master core data structures in r language data analysis vectors lists data frames and factors building blocks for efficient data analysis using r programming practical techniques for cleaning transforming and visualizing data skills every r data analyst needs how to apply data science with r basics to perform statistical analysis and modeling real world examples that make learning intuitive and effective like a top r programming course or r programming training session who should read this beginners wanting to learn r programming specifically for data science with r analysts seeking to upgrade their skills using the best r analysis software students enrolled in a data science with r course or anyone learning the r programming language course professionals eager to master r coding language for actionable data analytics r programming why choose this book over others this isn t just another technical manual it s designed to simplify the complexities of r programming for data analysis with clear explanations practical exercises and a focus on real world applications whether you want to become a skilled r language for data analytics professional or simply want to understand your data better this book makes it achievable start your journey to becoming a confident data analyst today scroll up and order r programming for data analysis now unlock insights drive decisions and transform data into success

chapter 1 basics of r chapter 2 data types in r chapter 3 data preparation chapter 4 graphics using r chapter 5 statistical analysis using r chapter 6 data mining using r chapter 7 case studies huge volumes of data are being generated by many sources like commercial enterprises scientific domains and general public daily according to a recent research data production will be 44 times greater in 2020 than it was in 2010 data being a vital resource for business organizations and other domains like education health manufacturing etc its management and analysis is becoming increasingly important this data due to its volume variety and velocity often referred to as big data also includes highly unstructured data in the form of textual documents web pages graphical information and social media comments since big data is characterised by massive sample sizes high dimensionality and intrinsic heterogeneity traditional approaches to data management visualisation and analytics are no longer satisfactorily applicable there is therefore an urgent need for newer tools better frameworks and workable methodologies for such data to be appropriately categorised logically segmented efficiently analysed and securely managed this requirement has resulted in an emerging new discipline of data science that is now gaining much attention with researchers and practitioners in the field of data analytics

r offers a free and open source environment that is perfect for both learning and deploying predictive modeling solutions in the real world with its constantly growing community and plethora of packages r offers the functionality to deal with a truly vast array of problems this book is designed to be both a guide and a reference for moving beyond the basics of predictive modeling the book begins with a dedicated chapter on the language of models and the predictive modeling process each subsequent chapter tackles a particular type of model such as neural networks and focuses on the three important questions of how the model works how to use r to train it and how to measure and assess its performance using real world data sets by the end of this book you will have explored and tested the most popular modeling techniques in use on real world data sets and mastered a diverse range of techniques in predictive analytics

summary r in action second edition presents both the r language and the examples that make it so useful for business developers focusing on practical solutions the book offers a crash course in statistics and covers elegant methods for dealing with messy and incomplete data that are difficult to analyze using traditional methods you ll also master r s extensive graphical capabilities for exploring and presenting data visually and this expanded second edition includes new chapters on time series analysis cluster analysis and classification methodologies including decision trees random forests and support vector machines purchase of the print book includes a free ebook in pdf kindle and epub formats from manning publications about the technology business pros and researchers thrive on data and r speaks the language of data analysis r is a powerful programming language for statistical computing unlike general purpose tools r provides thousands of modules for solving just about any data crunching or presentation challenge you re likely to face r runs on all important platforms and is used by thousands of major corporations and institutions worldwide about the book r in action second edition teaches you how to use the r language by presenting examples relevant to scientific technical and business developers focusing on practical solutions the book offers a crash course in statistics including elegant methods for dealing with messy and incomplete data you ll also master r s extensive graphical capabilities for exploring and presenting data visually and this expanded second edition includes new chapters on forecasting data mining and dynamic report writing what s inside complete r language tutorial using r to manage analyze and visualize data techniques for debugging programs and creating packages oop in r over 160 graphs about the author dr rob kabacoff is a seasoned researcher and teacher who specializes in data analysis he also maintains the popular quick r website at statmethods net table of contents part 1 getting started introduction to r creating a dataset getting started with graphs basic data management advanced data management part 2 basic methods basic graphs basic statistics part 3 intermediate methods regression analysis of variance power analysis intermediate graphs resampling statistics and bootstrapping part 4 advanced methods

generalized linear models principal components and factor analysis time series cluster analysis classification advanced methods for missing data part 5 expanding your skills advanced graphics with ggplot2 advanced programming creating a package creating dynamic reports advanced graphics with the lattice package available online only from manning com kabacoff2

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

master the craft of predictive modeling in r by developing strategy intuition and a solid foundation in essential conceptsabout this book grasping the major methods of predictive modeling and moving beyond black box thinking to a deeper level of understanding leveraging the flexibility and modularity of r to experiment with a range of different techniques and data types packed with practical advice and tips explaining important concepts and best practices to help you understand quickly and easilywho this book is foralthough budding data scientists predictive modelers or quantitative analysts with only basic exposure to r and statistics will find this book to be useful the experienced data scientist professional wishing to attain master level status will also find this book extremely

valuable this book assumes familiarity with the fundamentals of r such as the main data types simple functions and how to move data around although no prior experience with machine learning or predictive modeling is required there are some advanced topics provided that will require more than novice exposure what you will learn master the steps involved in the predictive modeling process grow your expertise in using r and its diverse range of packages learn how to classify predictive models and distinguish which models are suitable for a particular problem understand steps for tidying data and improving the performing metrics recognize the assumptions strengths and weaknesses of a predictive model understand how and why each predictive model works in r select appropriate metrics to assess the performance of different types of predictive model explore word embedding and recurrent neural networks in r train models in r that can work on very large datasetsin detailr offers a free and open source environment that is perfect for both learning and deploying predictive modeling solutions with its constantly growing community and plethora of packages r offers the functionality to deal with a truly vast array of problems the book begins with a dedicated chapter on the language of models and the predictive modeling process you will understand the learning curve and the process of tidying data each subsequent chapter tackles a particular type of model such as neural networks and focuses on the three important questions of how the model works how to use r to train it and how to measure and assess its performance using real world datasets how do you train models that can handle really large datasets this book will also show you just that finally you will tackle the really important topic of deep learning by implementing applications on word embedding and recurrent neural networks by the end of this book you will have explored and tested the most popular modeling techniques in use on real world datasets and mastered a diverse range of techniques in predictive analytics using r style and approachthis book takes a step by step approach in explaining the intermediate to advanced concepts in predictive analytics every concept is explained in depth supplemented with practical examples applicable in a real world setting

the definitive guide for statisticians and data scientists who understand the advantages of becoming proficient in both r and python the first book of its kind python for r users a data science approach makes it easy for r programmers to code in python and python users to program in r short on theory and long on actionable analytics it provides readers with a detailed comparative introduction and overview of both languages and features concise tutorials with command by command translations complete with sample code of r to python and python to r following an introduction to both languages the author cuts to the chase with step by step coverage of the full range of pertinent programming features and functions including data input data inspection data quality data analysis and data visualization statistical modeling machine learning and data mining including supervised and unsupervised data mining methods are treated in detail as are time series forecasting text

mining and natural language processing features a quick learning format with concise tutorials and actionable analytics provides command by command translations of r to python and vice versa incorporates python and r code throughout to make it easier for readers to compare and contrast features in both languages offers numerous comparative examples and applications in both programming languages designed for use for practitioners and students that know one language and want to learn the other supplies slides useful for teaching and learning either software on a companion website python for r users a data science approach is a valuable working resource for computer scientists and data scientists that know r and would like to learn python or are familiar with python and want to learn r it also functions as textbook for students of computer science and statistics a ohri is the founder of decisionstats com and currently works as a senior data scientist he has advised multiple startups in analytics off shoring analytics services and analytics education as well as using social media to enhance buzz for analytics products mr ohri s research interests include spreading open source analytics analyzing social media manipulation with mechanism design simpler interfaces for cloud computing investigating climate change and knowledge flows his other books include r for business analytics and r for cloud computing

r is a free open source programming language that s become a popular standard for financial and economic analysis quantitative investment portfolio analytics in r is your guide to getting started with modeling portfolio risk and return in r even if you have no experience with the software you ll be fluent in r at a basic level after reading this short primer the chapters provide step by step instructions for tapping into r s powerful capabilities for portfolio analytics

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