Wrap up

Customer Analytics
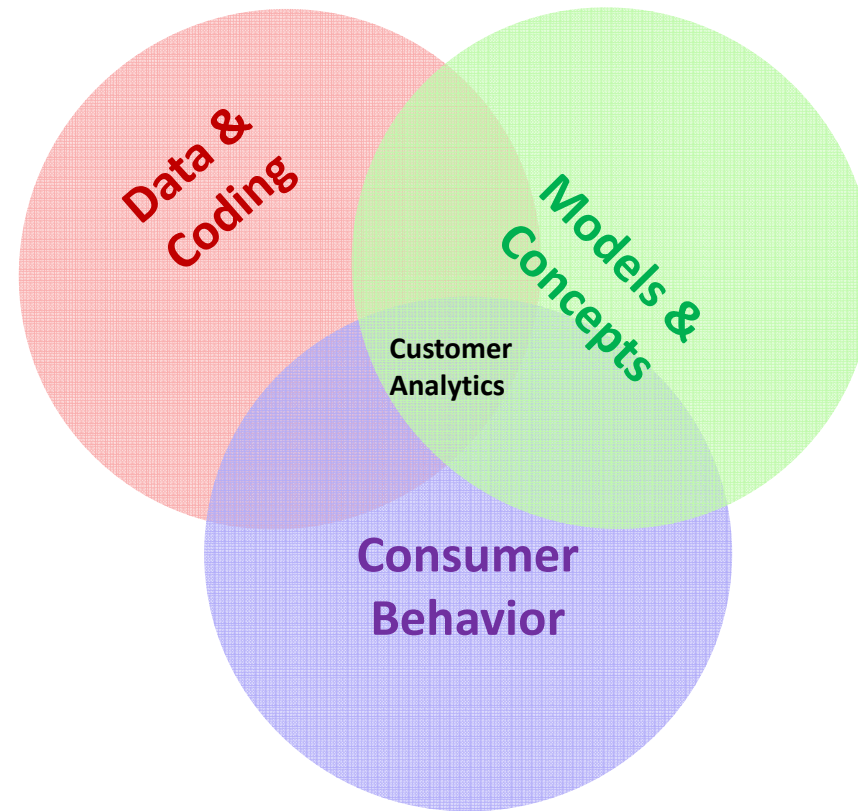
Agenda

Looking back

Exam information

Q&A

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R

Data & Coding

Models & Concepts

Customer Analytics

Consumer Behavior

Some of the models we talked about

Next-period
  RFM analysis
  Beta-Binomial
  Logistic regression
  Decision trees
  LASSO
CLV
  sBG
  BG/BB

Concepts discussed

  Customer lifecycle
  Overfitting
  Cross-validation
  Shrinkage
  Bootstrapping

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Here's a summary of the top 14 marketing skills we think you should add to your resume:

1. Content marketing skills
2. Content management system (CMS) experience
3. Customer relationship management (CRM) skills
4. Mobile marketing skills
5. Lead nurturing skills
6. Email marketing skills
7. Experience with a host of marketing tools
8. Video production and editing skills
9. Social media advertising skills
10. UX design
11. Data science
12. Data visualization
13. Coding skills
14. Consumer behavior insights

Some of these top skills for data analysts include:

- Structured Query Language (SQL)
- Microsoft Excel
- Critical Thinking
- R or Python-Statistical Programming
- Data Visualization
- Presentation Skills
- Machine Learning

Here's a closer look at the top seven must-have skills data analysts need to stand out in the job market.

Most important of all

Daniela Witten
@daniela_witten

"When we raise money it's AI, when we hire it's machine learning, and when we do the work it's logistic regression."

(I'm not sure who came up with this but it's a gem 💎)

8:50 PM · Sep 26, 2019 · Twitter Web App

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Before the exam

- [Register](#) via OSIRIS up to **5** working days before exam

- Exam will be held online (off-campus): Testvision with Proctorio

- For privacy, technical or personal reasons, you can opt to take it on campus: see [Exam regulations in the first semester 2020-2021](#)

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Important information exam

- Problems during the exam? Contact IT (telephone: 013-466 2222) and/or chat function; Proctorio via Live Chat

- You can find all the relevant information on the [Student Portal](#)

- All the relevant information about Proctorio can be found via [this link](#)

- Mandatory questionnaire at the end of the examination

Important information exam

Allowed during the exam	Not allowed during the exam

Allowed during the exam

- Formula sheet (to be downloaded directly from Testvision)
- Scrap paper
- R and RStudio
- Microsoft Excel
- Computer calculator
- Datasets (to be downloaded directly from Testvision)
- Simple calculator

Not allowed during the exam

- Second screen
- Headphones, earbuds, or any other type of listening equipment
- Wearables (e.g. smart watches, health checkers, etc.)
- Background sound (e.g. music)
- Phone
- Pencil cases/lunch boxes

Your desk must be empty!

Coverpage upload
to Canvas

Structure of the exam

- 6 multi-part questions that involve calculations

- Some involve coding in R, some involve interpreting output

- You'll get a starter .Rmd file to help you out with these questions

- You'll have to create your own formula (Y ~ X), but not that functions like predict(formula = …, type = …, newdata = …)

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What to study

- Lecture slides

- Assignments

- Less so: Background reading
  - But, has to be in the lecture/assignment to be on the test

- Formulas?
  - Sheet on Testvision

Practice exam

- See canvas

- avg. grade 6.7; avg. time 125 min.

- Answers posted next Monday
  - Try it without for the best exam prep

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Q&A

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