

EARL

conference

2024

EARL 2024 | Enterprise Applications of the R (& Python) Language

SILICON
BRIGHTON




Datacove

Hello and Welcome

On behalf of Datacove, I'd like to welcome you all to EARL 2024 and to our wonderful home city of Brighton!

Never could I have imagined when I sat down at the very first EARL in 2014 that 10 years later, I'd be taking the stage as the organiser. Never could I have imagined the impact EARL (and of course R) would have on my life and my career in that time either.

Both Mango Solutions and Ascent have been instrumental in making EARL and the R community what they are today. These are huge boots to fill, but I'm looking forward to the challenge and know that our team will give you a memorable experience here by the sea.

Whether we've never met before or known each other for what seems like an eternity, please come to say hello whilst you're here; I'm always up for a chat and love hearing from our community so we can ensure we're always giving you the best possible experience.

Have a wonderful EARL in Brighton and here's to the next chapter,
with R and Python
working in harmony.

Jeremy Horne



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EARL's Legacy

The EARL (Enterprise Applications of the R Language) Conference has been a key event in the community since 2014. Traditionally held in prestigious London venues, the conference gathers professionals from all sectors to explore and inspire the latest advancements in data science.

As we enter a new decade for EARL, Datacove and Silicon Brighton are proud to be celebrating the conference's 10th birthday in style - by the sea! To reflect the evolving field, EARL will now converge R and Python to offer a broader cross-section of data science tools and methodologies.

We welcome you to become a part of EARL's history at The Grand and Brighton i360 in 2024.



PAGE ONE



EARL 2024 | EARL'S LEGACY





EARL's Legacy

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Who Are Datacove?

Datacove was born out of Jeremy Horne's leap of faith in 2020, during the thick of the global pandemic. While being based in Brighton, Datacove have embraced clients globally. From law firms, to marketing, fashion, charities and healthcare - our goal is simple: to help every brand become smarter with their data.

We're passionate about tailoring honest and effective solutions to fit each unique client. We work across three main topics - Customer Analytics, Marketing Analytics and Process Automation. At Datacove, we're excited to be part of your data-driven future and help you save time and money.

Datacove also stands as the home of many R and Python user groups across the UK. If you're ever in Birmingham, Brighton, Bristol, London, Manchester or Portsmouth - come say hi!



The Datacove Team



Jeremy Horne

Director and Founder

With 20 years of industry experience, Jeremy specialises in customer analytics, automation, machine learning and data visualisation. A passionate advocate of R programming, he is proud to have attended every single UK EARL.



Abbie Brookes

Data Science Consultant

Abbie transitioned from psychology to data after researching post-pandemic mental health. She excels in marketing models, process automation, and leads several R user groups across major UK cities.



Laura Mawer

Data Science Consultant

Laura, a former educator, now applies her maths expertise to data modelling, predictive analytics, and data-driven storytelling. As the Python specialist, she runs our Python courses & BrightonPy user group.



Sophie Desouza

Marketing and Events Co-ordinator

Sophie has a passion for graphic design, refining her skills over six years. She managed her university's end-of-year show and has an interest in marketing and event planning and is currently undertaking a marketing apprenticeship to combine these interests with her design expertise.



The Datacove Team



Desiree Joule-Adam

Marketing and Data Specialist

A marketing and business development partner with extensive experience in start-ups, Desiree has recently added data science to her skill set, enhancing her professional capabilities.



Alice Graham

Data Analyst Intern

As a Computer Science student, Alice enjoys creating tools in Python for task efficiency. Passionate about diversity in tech, she organises university Computer Science events.



Beth Woolaway

Data Analyst Intern

Beth, a Psychology student, integrates R programming with clinical insights to explore mental health issues and mentors peers in statistical research methods.

Our Services



CUSTOMER ANALYTICS

We identify your most valuable customers and show you where to find more of them using database analysis, segmentation algorithms and next best action modelling.



MARKETING ANALYTICS

We unlock insights and help maximise campaign performance through in-campaign reporting, uplift analysis, and econometric modelling (MMMs).



PROCESS AUTOMATION

We automate your most time-commanding tasks, including simple, repetitive jobs, streamlining reporting, and creating seamless integrations between your systems and databases.

Book at the front desk for a 2 hours training
for £69 instead of £79 (+VAT) per person



R AND PYTHON TRAINING COURSES

Sharing over 20 years of expertise in data and analytics to develop the analysts and scientists of the future. Offering both bespoke and curated courses below.



WHAT WE OFFER:



GETTING STARTED IN R



INTRO TO DATA WRANGLING



AN INTRODUCTION TO DATA
VISUALISATION IN GGPLOT2



LOGISTIC REGRESSION



CUSTOMISING YOUR
CHARTS IN GGPLOT2



WEBSRAPING



INTRODUCTION TO PYTHON



DATA STRUCTURES AND
CONTROL FLOW



DATA MANIPULATION AND
ANALYSIS



DATA VISUALIZATION AND
MACHINE LEARNING



THE FUNDAMENTALS OF
MEDIA MIXED MODELLING

Whether you're a beginner or seasoned coder, looking for soft theoretical skills or hard technical skills, Datacove is your Data and Analytics Partner to grow your business and future.



Silicon Brighton

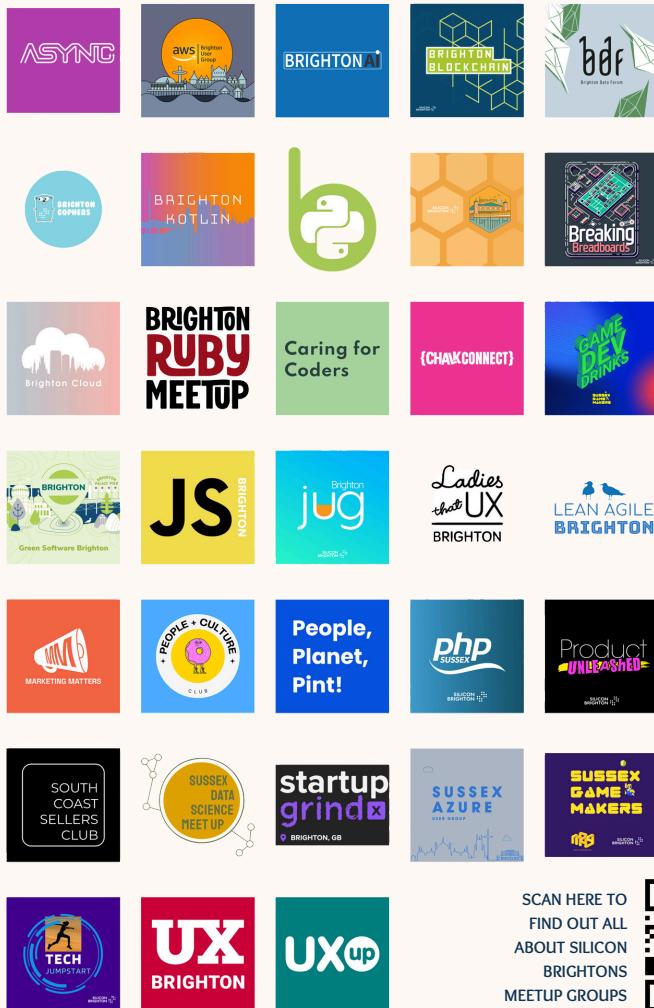
Silicon Brighton's mission is to put Brighton on the map as a technology hub, spotlighting the region for talent and investment. We make meaningful introductions and engineer opportunities for collaboration across organisations. Everything we do helps make Brighton & Hove a great place to bring tech to life.

We are proud supporters of the local tech and digital meetup scene, hosting free, hybrid events that welcome people of all skill levels. Our goal is to remove as many barriers to entry as possible, so whether you work in tech or are simply passionate about all things digital, you'll gain valuable knowledge, skills, and connections from our events.

Impact is at the heart of what we do. We aim for our meetups and the network of businesses we've connected to not only foster relationships but also drive meaningful change. We recognise that the tech industry still has a long way to go in achieving true diversity. By spotlighting role models, featuring diverse speakers, and actively promoting our events to various communities, we are committed to building a more inclusive and diverse tech ecosystem.

Our mission is made possible by the generous support of our contributors, whose dedication and involvement are the driving forces behind our success. We offer a range of opportunities for those who share our passion and want to make a difference whether by subscribing, supporting, or sponsoring our mission. Your participation, in any form, directly helps us continue our work and expand our impact.

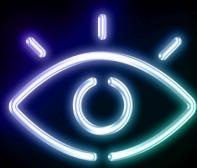
Our Meetup Groups



SCAN HERE TO
FIND OUT ALL
ABOUT SILICON
BRIGHTON'S
MEETUP GROUPS



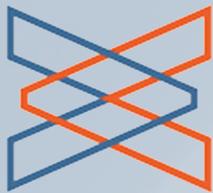
Do something new. Do something better.



We help you understand,
prioritise and accelerate the
activities that add most value
to your business.

Innovation & Data Products	Data Visualisation	Data Science & AI	Industry Expertise
Product & service design	Data modelling	Machine Learning (ML) and advanced statistics	Next generation insurance pricing
Data/ insight monetisation	Dashboard & report engineering	Generative AI	Clinical study end-to-end automation
Cost optimisation (e.g. propensity modelling)	Report automation	MLOps and Managed service	Clinical planning and enrolment
Revenue add (e.g. product recommendation)	Self-service BI	Financial and actuarial models (e.g. pricing, quotes)	Biostats MLOps and simulation engineering
Proof of Value and MVPs	RShiny and Plotly	Life sciences modelling (e.g. clinical trials, patient models, drug discovery) and package validation	Retail and hospitality dynamic pricing and optimisation
Data products & D/I/A/M- aaS	UI & UX design		Pharma regulatory compliance and reporting

We help customers build new data-led business capabilities, services and products. Got a challenge in mind? We're ready when you are. [ascent.io /data-ai](https://ascent.io/data-ai)



posit™

Turn Data Science into Business Results

Unlock the power of open-source data science with Posit. Deploy Jupyter notebooks, Plotly dashboards, and interactive applications built with R and Python frameworks like Shiny, Streamlit, Dash, and Flask - safely and securely across your enterprise.

Secure Python & R Deployment with Posit Connect. Deliver data-driven content swiftly and securely. From R & Python creations to actionable insights, fuel your business with the knowledge it needs to thrive.





Promoting the R language and leading initiatives in the R Community

- Supporting the R Foundation and the R Community
- Funding projects to enhance the R ecosystem and support its users
- Enabling the use of R in commercial environments, and fostering collaboration among companies investing in R



Scan to visit our website

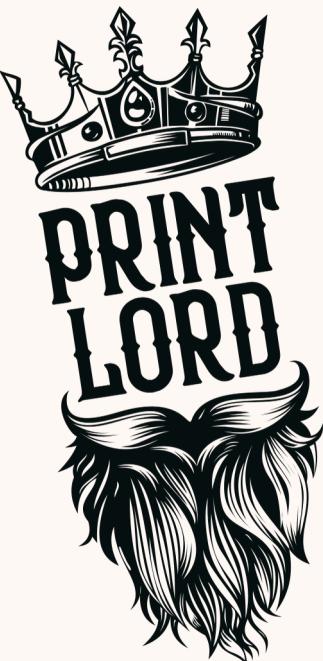


Featuring LatinR 2023 ❤️



We are tea blending experts, crafting exciting flavours with high-quality ingredients like herbs, fruits, chocolate, and even cake sprinkles!

Tea is our passion, and whether online, on social media, or in-store, we're here to share the joy of great tea.



UNVEILING THE MASTER OF PRINT & MARKETING MAJESTY

ALL HAIL THE PRINT LORD

Verily, Print Lord doth bask in the honor of having assisted in the creation of thy magnificent name badges for the EARL event. A privilege it was to lend our humble expertise to such a noble gathering.

May thy event be filled with merriment, knowledge, and the forging of lasting connections. And may thy name badges, crafted with utmost care and precision, serve as a symbol of thy distinguished presence.

Shouldst thou require any further assistance in the realm of print, hesitate not to summon Print Lord once more. We stand ever ready to serve.

Long live EARL!

www.printlord.co.uk

Meet Our Exhibitors

Jumping Rivers

Jumping Rivers are experts in R and Python. We are certified partners with both Posit and Anaconda and

can help you to make the most of your Posit installation through licensing support, infrastructure maintenance, Posit product training, or through our managed platform

the **DEVELOPER** Academy

The Developer Academy offers a chance for people to grow through live, online coding bootcamps focused on software development, data science, and game development. Students receive personalised support from instructors, coordinators, and career coaches to help them build portfolios and enhance soft skills to secure future job placements.

Meet Our Exhibitors



Inspire You offers wellbeing and business coaching for individuals and organisations, enhancing mental fitness and professional performance. Using the latest gadgets and tech, we provide bespoke services like therapeutic coaching, leadership management, and wellbeing workshops to help manage stress, anxiety, and improve lifestyles. Our tech-integrated methods ensure an innovative, effective approach, perfect for programmers! We're also seeking a tech company to partner on an exciting project to revolutionise wellbeing and professional development. Interested? Get in touch.

Would you like 200+ people to hear about your brand?

Sponsor EARL 2025!

Package prices vary

Contact: admin@datacove.co.uk



CLOCK TOWER SANCTUARY

Supporting young people experiencing homelessness in Brighton & Hove

We are over the moon that Datacove and Silicon Brighton chose us as charity partner for the EARL Conference 2024. Thank you so much for your incredible support.

"It's so much more than just a place to come and have food or a shower. The people here have helped me find strength that I'd forgot I had."



↑ Esther, 24 (she/her)





We are the only drop-in day centre in Brighton & Hove for 16-to-25 year olds experiencing homelessness.

We're based right in the heart of the city and supported by our amazing local community. We don't get any government or council funding.

If you would like to learn more about becoming a corporate partner, scan the QR code below. Thank you for your support.



Registered with
**FUNDRAISING
REGULATOR**

Charity Number:
1146777



thects.org.uk



01273 722353



info@thects.org.uk

TUESDAY 3RD SEPTEMBER

MORNING WORKSHOPS | 09:00 - 12:30

Andrie de Vries

Director of Product Strategy

Posit

An Introduction to Shiny for Python

Jaymin Mistry

Senior Data Scientist

Faculty.ai

Building Data Pipelines in Python

AFTERNOON WORKSHOPS | 13:30 - 17:00

Steph Locke

Technology Leader

Microsoft

Azure for the R Person

Dan Gibson

Founder

Personify AI

An Introduction to RAG in Python

DAY ONE CLOSURE

WEDNESDAY 4TH SEPTEMBER

SESSION ONE | KEYNOTE TALKS | 09:00 - 10:30

Andy Field, Professor and Author, University of Sussex

Narrowing the Gender Gap in Computing: Psychology, R, Invisibility Cloaks, the Pied Piper and a Trojan Horse

Christel Swift, Senior Principal Data Scientist, BBC

Race Across the Synthetic World

SESSION TWO | 11:00 - 12:30

Xinye Li

Ascent

R Centric End-to-End Solutioning

Kirsten McMillan and

Chris Newton

Dogs Trust

Estimation of the Size, Density, and Demographic Distribution of the UK Pet Dog Population

Andrie de Vries

Posit

Lessons Learnt from Project Management, Applied to Data Science

Nick Howlett

NHS

Improving Acute Hospital Flow Through Real-Time Stochastic Modelling of Daily Discharge Requirements for Onward Care

Romain Francios

Tada Data Company

From Tidy to Tada

Matt Thomas

British Red Cross

Where Data Meets Disaster: A Journey Through the British Red Cross' 'Humaniverse'

SESSION THREE | 13:30 - 15:00

Charlotte Osborne

Prolific10

How R Can Work to Support PPC Efforts

Anastasiia Kostiv

Barefootocean

Unleashing the Power of Integration: Enhancing Shiny Apps with React Native/Ionic Mobile App

Andrew Collier

Fathom Data

Building Effective Docker Images

Zac Nash

Fresh Egg

Unlocking the Secrets of Fish Behaviour with Python

Adam Gajtkowski

Booking.com

Improving Insights by Utilizing Causal Inference Methods

Sarah McDonald and

Mel Weedon

Dogs Trust

Analysis of Dog Demographics: Insights into Patterns of Licensed Dog Breeding and 'Return to Kennel' Probabilities in the UK

SESSION FOUR | 15:30 - 17:00

Adriana De Palma

Natural History Museum

Using R to Protect the Future of Biodiversity

Deepansh Khurana

Apppsilon

How I Built an API for My Life (and How You Can Too)

Jonathan Taylor and Jemma Sharman

Panlogic & Natural England

Explore: The Shiny App for Public Sector Decision Making

Dan Wakeling

Ricardo Energy & Environment

Digital Overhaul of the National Atmospheric Emissions Inventory's Road Transport Emissions Model for Scenario Modelling

Sean Burton

Azura Earth

Using R with Geospatial Data

Chris Holmes

FullFibre

Weaving Tomorrow's Networks: The Art and Science of Automated Fibre Optic

THURSDAY 5TH SEPTEMBER

SESSION ONE | KEYNOTE & LIGHTNING TALKS | 09:00 - 10:30

Hadley Wickham, Chief Scientist, Posit
R in Production

YiWen Hon and Tom Jemmett
Data Scientist and Senior Data Scientist, NHS
Using R and Python to Model Future Hospital Activity: The New Hospitals Programme Demand and Capacity Model

Neide Simões-Capela, Clinical Data Scientist, HCA Healthcare
Finding Opportunities to Improve the Working Life of Clinical Staff
Using R

Hansel Palencia, Data Scientist, DaVita International
Implementing Machine Learning Models in Clinical Practice: A Practical Example

SESSION TWO | 11:00 - 12:30

Amit Kohli
Access Social Care
Data is Useless

Hannah Frick
Posit
Tidymodels for Time-to-Event Data!

Dayo Oguntoyinbo
Amazon AWS
Leveraging Amazon Bedrock for your Enterprise Generative AI Solutions

David Lucy
December19
Using R to Measure the Value of Our Marketing Investments

Tom Wagstaff
Oxford Policy Management
Whisper It! Taking Advantage of OpenAI's Open Source Transcription Model

Timothy Wong
Vodafone
Using Linear Programming for Route Planning and Job Scheduling

THURSDAY 5TH SEPTEMBER

SESSION THREE | 13:30 - 15:00

Elizabeth Brown
Branding Science Group
Shiny for Python: A Call to the
Community

Ella Thompson and
Stefania Deligia
Edge Health
R for Strategic Forecasting in
Healthcare

Quazi Nafiul Islam
Sonar
From Eggs to Poetry: The Evolutionary
Saga of Python Packaging

Alex Glaser
UK Health Security Agency
Data Science During COVID Times

Stephen Wilkins
Professor
Solving the Mysteries of the Universe
with the Help of Python

Ellis Hughes
GSK
Driving Innovation and Collaboration

SESSION FOUR | KEYNOTE & LIGHTNING TALKS | 15:30 - 17:00

Amieroh Abrahams, Data Scientist, Jumping Rivers
Revolutionising Water Management: Exploring Advanced Sensor Analyses for
Enhanced Precision and Efficiency

Megan Bourne, Data Scientist, Levy
A Recipe for Success: Using R to Cook Up Catering Sales Forecasts

Abbie Brookes, Data Science Consultant, Datacove
Reviving User's Passion for the R Community Post-COVID

Steph Locke, Technology Specialist Manager, Microsoft
Keynote: Why [*]Ops Is THE Skill to Have on Your CV

DAY THREE CLOSURE | END OF EARL 2024 CONFERENCE

Our Keynote Speakers



Hadley Wickham, [Posit](#)

Chief Scientist

EARL welcomes Hadley Wickham's keynote, "[R in Production](#)", which gives a broad outline of the problems associated with putting R code into production, as well as a few pointers towards solutions.



Christel Swift, [BBC](#)

Senior Principal Data Scientist

EARL welcomes Christel Swift's keynote, "[Race Across the Synthetic World](#)" focused on marketing analytics. In a world of synthetic datasets, we tackle data integration challenges. Swift discusses using copulas, a multivariate modelling technique, to unify diverse media data for comprehensive audience insights.



Andy Field, [University of Sussex](#)

Statistician Professor and Author

Andy Field will deliver a keynote on "[Narrowing the Gender Gap in Computing: Psychology, R, Invisibility Cloaks, the Pied Piper, and a Trojan Horse](#)". He'll discuss how psychology and innovation can help close the gender gap in tech, inspiring more women to learn R and explore new career opportunities.



Steph Locke, [Microsoft](#)

Technology Specialist Manager

Stephanie Locke's closing keynote, "[Why \[*\]Ops is THE Skill to Have on Your CV](#)". As Microsoft's Digital & App Innovation Technology Specialists Manager, Steph will share insights on mastering communication, strategic thinking, and operations, enhancing your technical expertise.

Our Workshop Hosts



Andrie de Vries, Director of Product Strategy, **Posit**
An Introduction to Shiny for Python

Andrie will provide an introduction to coding a web application using Shiny for Python, with the new Shiny Express framework. This session will appeal to both Python users new to Shiny, and R users who are familiar with Shiny but want to apply their knowledge using Python.



Jaymin Mistry, Senior Data Scientist, **Faculty.ai**
Building Data Pipelines in Python

Jaymin will provide a brief history of open source data pipelining tools and common pitfalls, before helping you build a data pipeline with validation that will last. This session will appeal to anyone who handles data and has either been burnt (80% of people) or wishes to avoid being burnt (you in the future!) with ETL and data quality issues in a data science workflow.



Steph Locke, Technology Leader, **Microsoft**
Azure for the R Person

Join us for an immersive workshop designed for R enthusiasts looking to leverage the power of Microsoft Azure. This workshop will guide you through the essential tools and services Azure offers to enhance your R-based projects. Whether you're developing machine learning APIs, leveraging models as a service, or hosting applications, Steph has you covered.



Dan Gibson, Founder, **Personify AI**
An Introduction to RAG in Python

Dan will introduce you to Retrieval Augmented Generation (RAG) and take you through a guided exercise to build a simple RAG powered chatbot. This session is designed to be suitable for participants with basic Python skills, but also be a good overview for those who consider themselves capable Python developers, but haven't tried out RAG.

Our Speakers



Abbie Brookes
Data Science Consultant
Datacove



Adam Gajkowski
Data Scientist
Booking.com



Alex Glaser
Data Science Contractor
UK Health Security Agency



Amieroh Abrahams
Data Scientist
Jumping Rivers



Amit Kohli
Head of Data Insights
Access Social Care



Anastasiia Kostiv
Senior Software Developer
Barefootocean



Andrew Collier
Lead Data Scientist
Fathom Data



Andrie de Vries
Director of Product Strategy
Posit



Charlotte Osbourne
Director
Prolific10

Our Speakers



Chris Holmes
Head of Data & Analytics
FullFibre



Chris Newton
Data Officer
Dogs Trust



David Lucy
Managing Director
December19



Dayo Oguntoyinbo
Senior Data Scientist
Amazon AWS



Deepansh Khurana
R/Shiny Developer
Appsilon



Elizabeth Brown
Data Scientist
Branding Science Group



Ella Thompson
Analyst
Edge Health



Ellis Hughes
Data Science Leader
GSK



Dan Wakeling
Principal Consultant
Ricardo Energy &
Environment

Our Speakers



Jemma Sharman
Chief Scientist Directorate
Natural England



Hannah Frick
Software Engineer
Posit



Hansel Palencia
Manager, Data Scientist
DaVita International



Johnathan Taylor
CEO
Panlogic



Kirsten McMillan
Data Manager
Dogs Trust



Matt Thomas
Head of Strategic Insight
& Foresight
British Red Cross



Megan Bourne
Data Scientist
Levy



Mel Weedon
Research Officer
Dogs Trust



Neide Simões-Capela
Clinical Data Scientist
HCA Healthcare

Our Speakers



Nick Howlett
Senior Data Scientist
NHS



Adriana De Palma
Principal Researcher
Natural History Museum



Quazi Nafiul Islam
Developer Advocate
Sonar



Romain Francios
Data Scientist
Tada Data Company



Sarah McDonald
Data Officer
Dogs Trust



Sean Burton
Geospatial Data Consultant
Azura Earth



Stephen Wilkins
Professor
University of Sussex



Stefania Deligia
Lead Data Engineer
Edge Health



Timothy Wong
Senior Data Scientist
Vodafone

Our Speakers



Tom Jemmett
Senior Data Scientist
NHS



Tom Wagstaff
Principal Data Scientist
Oxford Policy Management



Xinye Li
Head of Data Science
Ascent



YiWen Hon
Data Scientist
NHS



Zac Nash
Senior Data Engineer
Fresh Egg

Our Chairs



Abbie Brookes



Andrew Collier



Dan Wallman



Fiona MacNeill



Jeremy Horne



Kitty Newman



Laura Mawer



Mo Kanjilal



Nigel Tart



Steve Rackley

OUR GRATITUDE

We extend our heartfelt thanks to everyone who has contributed to the success of EARL.

Our appreciation extends to The Grand, for their beautiful venue and excellent catering, and to the i360, for a memorable evening event.

A dedicated thank you, to Silicon Brighton, for their unwavering support and technical assistance, and to the Datacove team for organising this exceptional event.

We are deeply grateful to our generous sponsors, incredible volunteers, insightful speakers and exceptional chairs for their invaluable contributions.

To all who played a part, your efforts made EARL an unforgettable experience. We hope to see you again next year!

EARL Bingo

B I N G O					
1	Meet a keynote speaker	Share a tea / coffee with a new connection	Connect from different industry	Discuss R & Python integration	Reconnect with an old friend
2	Network with a statistician	Share a post with #EARLconf	Chat with a chair	Follow 10 speakers online	Jeremy mentions R > Py
3	Share project ideas	Join in on the Q&A sessions	 The Grand Hotel logo, featuring a building with a flag and the text "THE GRAND HOTEL".	Think about your own abstract for 2025	Collect 8 Hex Stickers
4	Exchange LinkedIn profiles	Give out your business card	Take a photo with an event host	Follow Datacove on socials	Find someone who doesn't code
5	Talk to a data scientist	Discuss a talk	Admire the views from the i360	Join a chat about AI	Join the EARL mailing list

If you achieve a line, please visit the front desk.
One completed line = one entry into the prize draw!

EARL Wordsearch



ANALYTICS ANDY ASCENT CHRISTEL
DATA COVE DATASCIENTIST DEVELOPER DPLYR
EARL GGPLOT HADLEY JEREMY
MACHINE LEARNING NUMPY PANDAS POSIT
PYTHON RCONSORTIUM SCIKIT LEARN SEABORN SHINY
SILICON BRIGHTON STEPH TIDYVERSE

Keep in Touch

Use the QR code below to visit
the Datacove Linktree.

Here you can find the Datacove and EARL socials,
Meetup groups and training courses.



Visit Our Website



EARL

conference

EARL 2024 | SEE YOU AGAIN IN 2025!

