**R Workshop for Business Analytics**

ARIZONA STATE UNIVERSITY

W. P. CAREY SCHOOL OF BUSINESS

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**Class Schedule:** March 1 (Friday), MCRD 170for Class A;

March 2 (Saturday), MCRD 256 for Class B;

**Why R?**

R is a free software for statistical computing and graphs supported by the R foundation for statistical computing and data analytics and also can be used as a programming language. The R language is widely used among statistician and data scientists for developing statistical solutions. R is used by many companies such as Google, IBM, MicroSoft, and many other companies.

**Workshop Objectives**

The workshop is designed with following objectives: (1) to introduce the software R software to students (assuming beginners), (2) to help students to learn and practice R by providing hands-on experiences (e.g., examples and in-class practices), (3) to learn fundamental business statistics to understand R applications.

Note, students are assumed to know all materials of R workshop before starting Marketing Analytics in Q4.

**Plan**

To achieve the workshop objectives, the workshop will have lecture, R demonstrations with examples, and R practices by students themselves. Considering main purposes of this workshop, we would like to allocate some time for practices by students. As my plan, we would approximately spend 20% of time to lecture, 30% of time to R demonstrations and 50% of time to students’ practice. At the beginning of the workshop, 3-4 students are grouped as a team and team members will discuss to solve practice problems together. Given different backgrounds of R or programming skills, I think group discussion is helpful for students’ efficient learning. Instructor will walk around classroom to help the practice problems during workshop.

1. Session 1: R introduction
2. Session 2: Data Processing with R
3. Session 3: Fundamental Business Statistics with R
4. Session 4: Basic Statistics (Statistical Testing) with R