R Training for Marketing

Session 2

During Session 2 we will be cover the fundamentals of the data science field and explore how to use R for data analytics. After the second session, you should have a good understanding of the field of data science and be able to apply simple linear regressions to data using R. In the remainder of the course, we will dive deeper into methods that can be used to extract more information from the data.

Step 1: Please go through the `executive's guide to AI` by McKinsey Analytics to have a general idea of what artificial intelligence and machine learning is about.

Step 2: There are two different tracks you can choose her. The first track is about statistical inference and is more basic. The second track focuses on linear regression models and should only be done if you are already familiar with statistical inference and have worked with linear regression models before.

Statistical Inference: Please go through the following `lecture notes` and afterwards complete the 'Statistical Inference' course from the `swirl` library by typing

```
install_course("Statistical_Inference")
```

in the Console. Afterwards, start `swirl` and select the 'Statistical Inference' course. Work your way through all lessons of the course.

Linear Regression: Please read through the following `tutorial for Linear Regressions in R`. After that complete the 'Regression Models' course from the `swirl` library by typing

```
install_course("Regression_Models")
```

in the Console. Afterwards, start `swirl` and select the 'Regression Models' course. Work your way through all lessons of the course.

We highly recommend you to test running some commands in your RStudio environment and if you have any questions, try Googling first and if that does not, please contact mathijs@tstudents.io.

Another excellent source to learn R is the `Quick-R website`. Today's class coincides with the `Statistics` chapter.