

# R Training for Marketing

## SESSION 1

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During Session 1 we will be cover the fundamentals of R and continue with exploring data. After the first session, you should have a good understanding of how to visualize data and make decisions based on graphical representations. 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 `ggplot2` tutorial on [r-statistics.co](http://r-statistics.co) to learn about plotting in R. Carefully read through the `ggplot2` Short Tutorial. Afterwards, scan through the `ggplot2` Tutorial 1 - Intro, `ggplot2` Tutorial 2 - Theme, `ggplot2` Tutorial 3 - Masterlist, and `ggplot2` Quickref. 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](mailto:mathijs@tstudents.io).

**Step 2:** Now that you are familiar with plotting in R, it is time to practice with visualizations. Please download the 'Exploratory Data Analysis' course from the `swirl` library by typing

```
install_course("Exploratory Data Analysis")
```

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

If you have any questions, please contact [mathijs@tstudents.io](mailto:mathijs@tstudents.io).