R Training for Marketing

The pre-session is intended as an introduction to R that teaches you the fundamentals of R as a statistical modeling language. After going through the tutorials, you should be familiar with RStudio, data types and the main features of R. During the first session, we will briefly summarize all the material you prepared and afterwards continue with specific applications in marketing.

Step 1: To get started, you need to initialize a working environment for R. Throughout this training we are going to be using RStudio. If you already have experience with RStudio and are using Windows then you can continue to step 2. Otherwise, please create an account at

<p align="center">https://rstudio.cloud/</p>

and use the cloud version of RStudio.

In case you use the cloud version of RStudio, make sure you export your files after each working session!

Note: The reason why we are using the cloud version of RStudio is because R has some compatibility issues with OSX. To avoid hardware issues and to keep the training the same for everyone, we chose to use the cloud version of RStudio.

Step 2: Now that everything is set up, you can start learning about R itself. Please go through the following tutorial to get an idea of the fundamentals of R:

<p align="center">http://r-statistics.co/R-Tutorial.html</p>

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.

Step 3: Now that you are familiar with the basics of R, it is time to practice. Learning how to code is like learning a language; it is going to require time and effort, and the best way to learn is by doing. Please install the library `swirl`, initialize the package by running `library(swirl)`, and start running the code by typing `swirl()` in the Console.

Enter your name and select the first course 'R Programming: The basics of programming in R' from the courses menu. Afterwards, continue with the 'R Programming' course. You should see the following overview of lessons:

1: Basic Building Blocks	9: Functions
2: Workspace and Files	10: lapply and sapply
3: Sequences of Numbers	11: vapply and tapply
4: Vectors	12: Looking at Data
5: Missing Values	13: Simulation
6: Subsetting Vectors	14: Dates and Times
7: Matrices and Data Frames	15: Base Graphics
8: Logic	

Please complete all but the 'vapply and tapply' lesson. The 'vapply and tapply' lesson is optional. You do not need to register your progress on Coursera.

If you have any questions, please contact mathijs@tstudents.io.