Chad (Chungil Chae)

2022-01-14

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Chapter 1

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1.1
              -2022 1 08 (SA) -2022 3 12 (SA)
18
19
                   10 ( )
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                   11:30 (room closing at 11:45 am)
21
        • Zoom URL
22
             - \ https://tamuc.zoom.us/j/94691565814?pwd=WmtsYyt3c1BSQmJ0bHdCQS9MRGVyQT09 \ ( \ \ ( \ \ ( \ \ ) \ \ ) \ \ ( \ \ ( \ \ ) \ \ ) \ \ ( \ \ \ ( \ \ ) \ \ ) \ \ ( \ \ \ ( \ \ ) \ \ ) \ \ ( \ \ \ ) \ \ )
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                  ) )
              - Meeting ID: 946 9156 5814
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              -30 \text{ (max)}
29
              -\ 45{\sim}50
                                / (examples, application, needs, etc). -
             -\ https://drive.google.com/drive/folders/1dyCazsp8dICExaByzMfAyrkwrDO546Zf?usp=sharing\ (
31
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6 CHAPTER 1.

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33
                                  - https://drive.google.com/drive/folders/1dyCazsp8dICExaByzMfAyrkwrDO546Zf?usp=sharing (
                                              ( )
                                                                           )
          1.2
          1.2.1
                                    Facilitators
                                   Texas A&M University-Commerce
                                                                                                                                                                                  1.217.493.5741 hrdswon@gmail.com (R . . Python
                                   Kean Univ. Wenzou
                                                                                                                                      86-133-2598-0138 chadchae@gmail.com
          1.2.2
                                    Participants
                                          8
42
          1.3
                    • R For Marketing Research and Analytics (Use R!) 2nd ed
                                  ref=dp_ob_title_bk
                    • Python for Marketing Research and Analytics 1st ed. 2020
47
                                  - https://www.amazon.com/Python-Marketing-Research-Analytics-Schwarz/dp/3030497194/
48
                                          ref = sr\_1\_3?crid = K9T2N4ZKQ4QD\&keywords = Python + for + Marketing + Research + and + Research 
                                          Analytics\&qid=1641325026\&s=books\&sprefix=python+for+marketing+research+and+analytics\%
50
                                          2Cstripbooks\%2C243\&sr{=}1{\text{-}}3
51
          1.4
53
                    • Week 1 (Jan 08) : Yoon & Chae
```

1.4.

```
- Overview of R, Expectations
55
           - (pp. 50, Chs 1 & 2, )
      • Week 2 (Jan 15):
57
           - Describing Data & Continuous Vars
58
           - (pp. 56, Chs 3&4)
59
      • Week 3 (Jan 22):
           - Comparing Groups & Tests
61
           - (pp. 40, Chs 5&6)
62
      • Week 4 (Jan 29) :No meeting, New Year Celebration
63
      • Week 5 (Feb 05):
           - Linear Models & Complexity (PCA)
65
           - (pp. 58, Chs 7&8)
      • Week 6 (Feb 12):
           - Additional LM (HLM/Baysian)
           - (pp. 40, Ch 9)
69
      • Week 7 (Feb 19):
           - CFA & SEM
71
           - (pp, 31, Ch 10)
72
      • Week 8 (Feb 26):
73
           - Segmentation
           - (pp, 40, Ch 11)
75
      • Week 9 (Mar 05) : [
76
           - Association Rule & Basket
77
           - (Ch 12\&13)
78
      • Week 10 (Mar 12):
79
           - Behavioral Sequences & Party
           - (pp. 27, Ch 14)
```

8 CHAPTER 1.

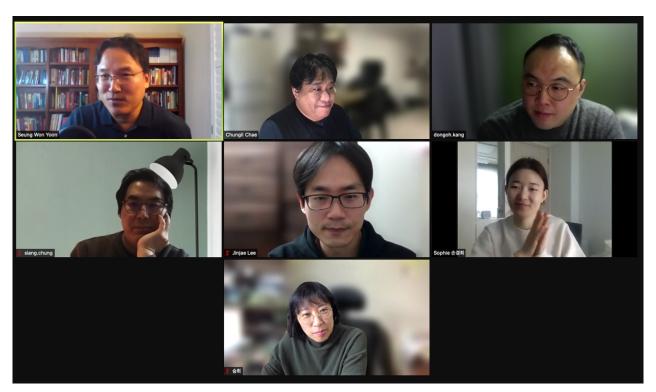
S2 Chapter 2

84 **2.1**

Session1 - Chapter1 & 2

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101 *
102 - 
103 * R
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105 - 
106 - 
107 • 2
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