

1

/

2

Chad (Chungil Chae)

3

2022-01-14

4

Contents

5	1	5
6	1.1	5
7	1.2	6
8	1.3	6
9	1.4	6
10	2 Session1 - Chapter1 & 2	9
11	2.1	9
12	2.2	9
13	2.3	10

Chapter 1

1.1

- :

- 2022 1 08 (SA) - 2022 3 12 (SA)

-

- 10 ()

- 11:30 (room closing at 11:45 am)

- Zoom URL

- <https://tamuc.zoom.us/j/94691565814?pwd=WmtsYyt3c1BSQmJ0bHdCQS9MRGVyQT09> (())

- Meeting ID: 946 9156 5814

- :

-

- :

- 30 (max) ()

- 45~50 / (examples, application, needs, etc). -

- <https://drive.google.com/drive/folders/1dyCazsp8dICEaByzMfAyrkwrDO546Zf?usp=sharing> (())

•

– <https://drive.google.com/drive/folders/1dyCazsp8dICEaByzMfAyrkwrDO546Zf?usp=sharing> ()

1.2

1.2.1 Facilitators

- Texas A&M University-Commerce / 1.217.493.5741 hrdswon@gmail.com (R . Python 5)
- Kean Univ. Wenzou 86-133-2598-0138 chadchae@gmail.com

1.2.2 Participants

8

1.3

- R For Marketing Research and Analytics (Use R!) 2nd ed
 - https://www.amazon.com/Marketing-Research-Analytics-Use-dp-3030143155/dp/3030143155/ref=dp_ob_title_bk
- Python for Marketing Research and Analytics 1st ed. 2020
 - https://www.amazon.com/Python-Marketing-Research-Analytics-Schwarz/dp/3030497194/ref=sr_1_3?crid=K9T2N4ZKQ4QD&keywords=Python+for+Marketing+Research+and+Analytics&qid=1641325026&s=books&sprefix=python+for+marketing+research+and+analytics%2Cstripbooks%2C243&sr=1-3

1.4

- :
- Week 1 (Jan 08) : Yoon & Chae

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

Chapter 2

Session1 - Chapter1 & 2

2.1

- Python

—

- R

— Chapter 1: Welcome to R

— Chapter 2: Basics of the R Language

2.2

-

— , ,

—

*

*

*

— ;

-

—

100 *

101 *

102 —

103 * R

104 •

105 —

106 —

107 • 2

108 **2.3**

