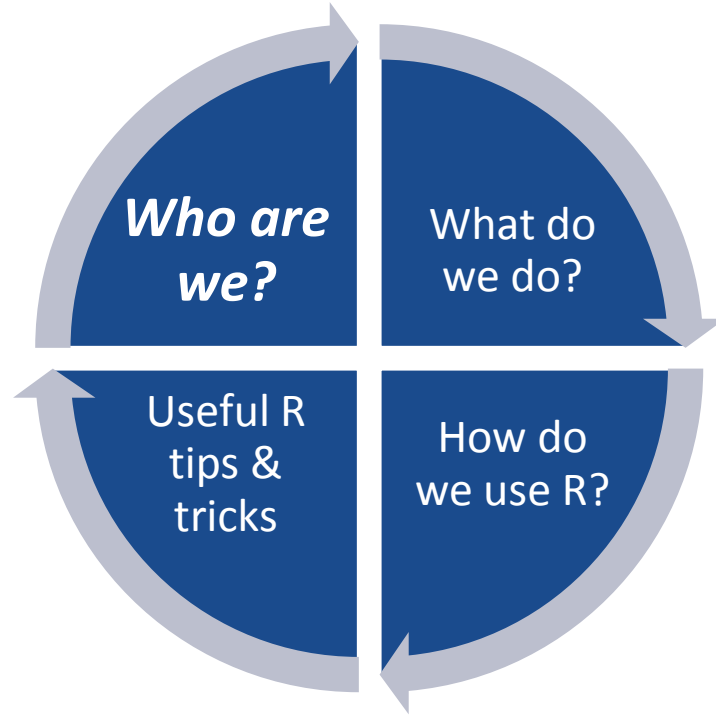


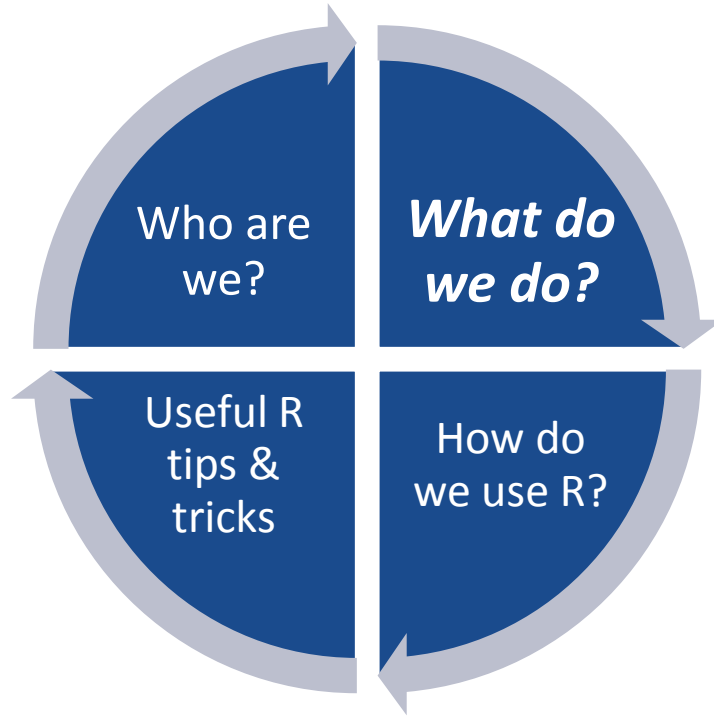
What's your price?

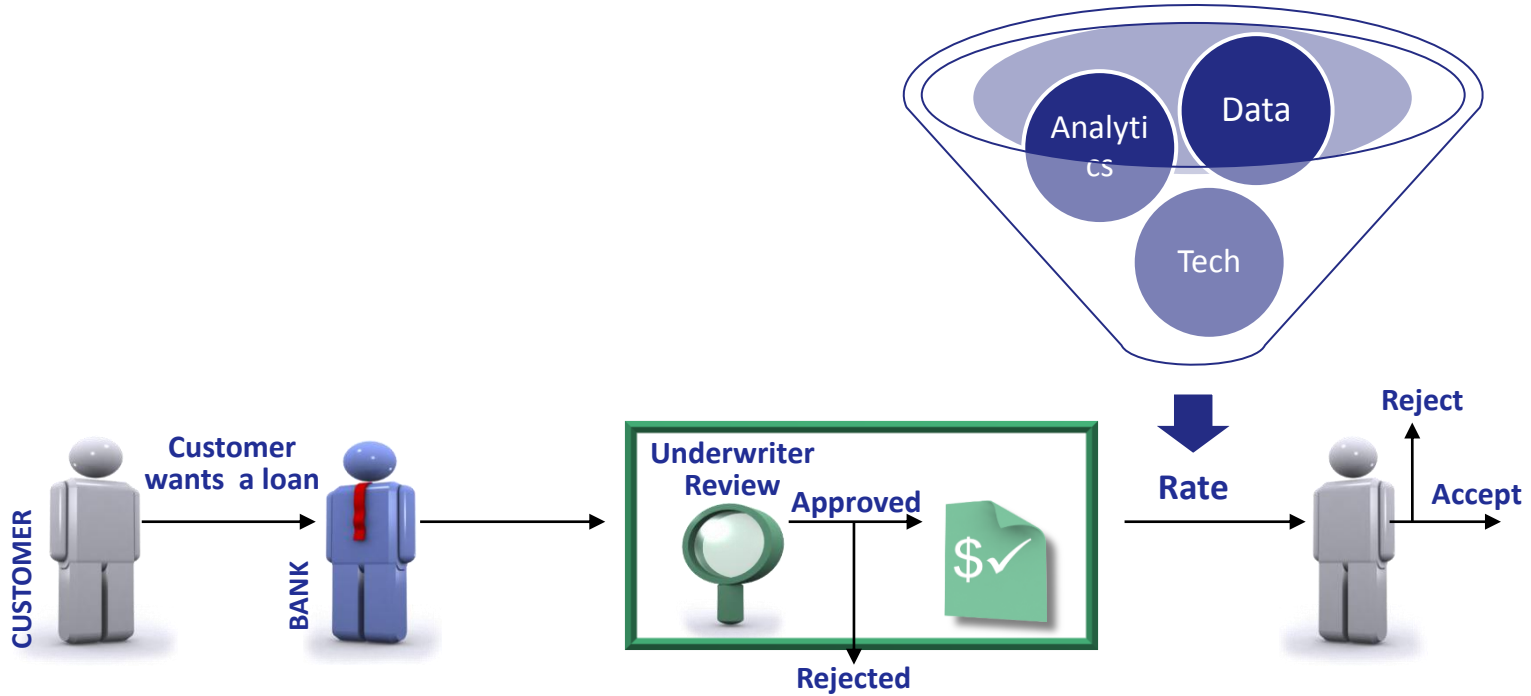
Predicting human behavior in Financial Services

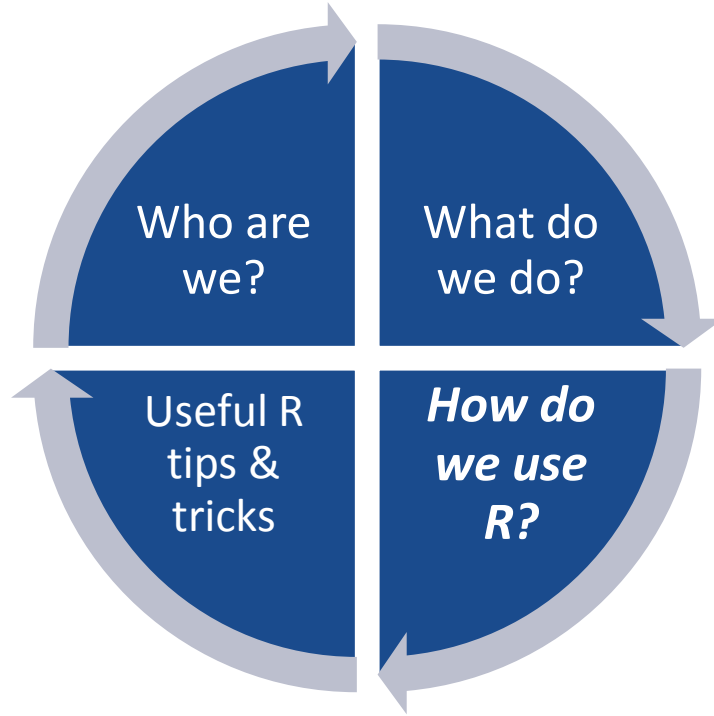
Caner Gocmen

caner.gocmen@nomissolutions.com



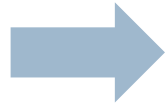






We use **R** in every step of our analytic workflow.

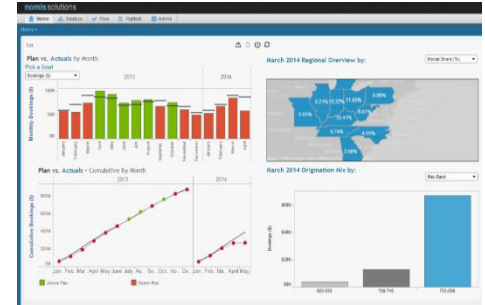
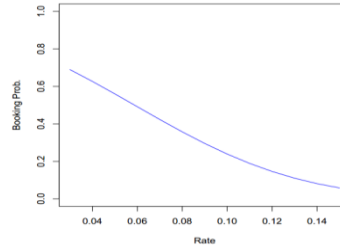
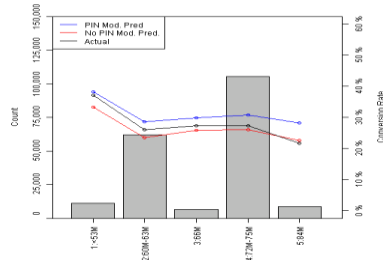
Data Acquisition &
Validation



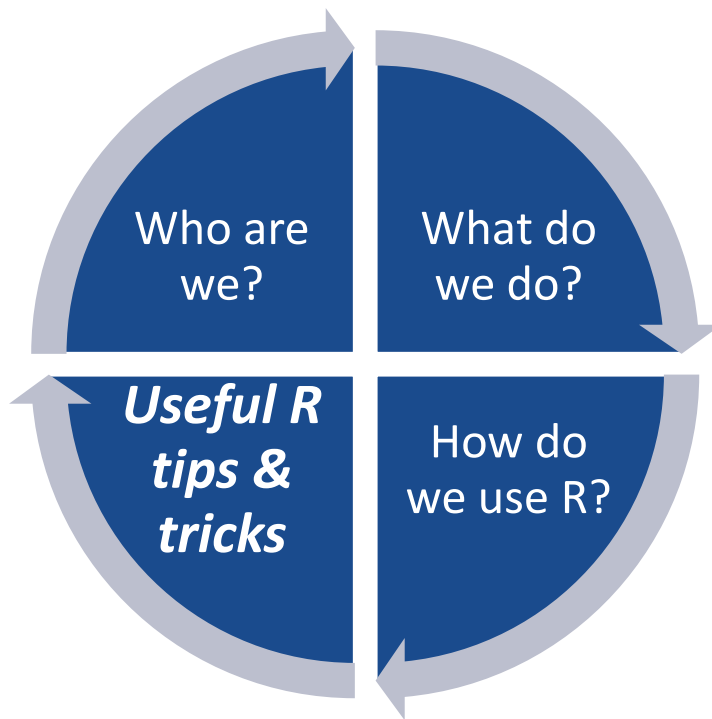
Model Building &
Validation



Model Handoff



- RStudio IDE – a lot of useful features and tools
- R Markdown & Sweave – dynamic report generation
- Shiny
- Tableau integration



1. Never read CSV files more than once
2. Replace R's internal BLAS library with a multi-threaded one
3. For large GLMs use speedglm or glmnet
 - Combined with #2, you can get 2-3X time savings on large GLMs
4. Use the cut2 function in the Hmisc package for convenience
5. Check out dplyr or data.table if you haven't done so