**Data-driven decision making and automation with R**

**4-6, May and 20-22, May**

Ability to extract value from business data is crucial in any competitive environment. However, the variety, volume and velocity at which data is being generated in 2020 may limit or block these attempts. In 3 days learn how to employ R programming language, RStudio, statistics and the elements of machine learning to automate data analysis and arrive at data-driven decisions that benefit your business.

You will learn:

* Visualize large volumes of data and explore it with simple yet powerful statistical techniques.
* Optimize budget spending by predicting customer behaviour.
* Automate complex analysis from data import to creation of PDF/HTML reports.
* Use clustering for marketing analytics.
* Optimize investment decisions with diversification.
* Automate competitor data collection with web scraping.
* Increase conversion rate of your website with [A/B testing](https://hbr.org/2017/09/the-surprising-power-of-online-experiments).
* Estimate uncertainty and distinguish statistically significant effects from random effects.

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| **Who is this course for?** | Analysts using high volumes of data to arrive at value-adding business conclusions. |
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| **Course format:** | 3 full days, instructor-led |
| **Practice-theory split:** | 80% practice and 20% theory |
| **Size of the group:** | Up to 10 persons |
| **Price:** | 400 EUR |
| **Where:** | Riga |
| **Language:** | English, Latvian or Russian, depending on the group |
| **Prerequisites:** | Experience in analysing high volumes of data in Excel or any other tool. Prior experience in programming is an advantage, but not essential. |

[**Book now.**](http://127.0.0.1:4321/courses/#book)

**Instructor**

Dmitrijs Kass, head of data science at Creamfinance and an independent data science consultant. Dmitrijs is also regularly teaching data analysis and visualization with R programming language for businesses and students at Physics, Mathematics and Optometry faculty of Latvian University. Dmitrijs is passionate about data science and enjoys sharing his practical experience and explaining complex concepts in simple ways that lead to understanding.

To add to the webpage (not in the poster) below all current content:

**Skills you will acquire**

* Application of descriptive statistics, confidence intervals and statistical tests.
* Application of selected topics in supervised and unsupervised machine learning.
* Application of A/B testing in accordance with sound principles.
* Data import and export, including SQL and web scraping.
* Advanced data cleaning, table manipulations and joins.
* Exploratory data analysis.
* Static and interactive visualization.
* Reproducible research and reporting with RMarkdown.
* R syntax, packages, coding style, data structures, loops, control flow, user-defined functions.

**Why R?**

R is a hugely popular, free open-source programming language and an environment that, along with Python, has become an industry standard for data science and machine learning. R and RStudio together offer great tools for a broad range of business and academic needs: from exploratory data analysis, reproducible research, statistics, machine learning, automated data processing and web scraping to building interactive reports and web applications.

**Are you a group of 4+?**

The course may be organized on a different day at your premises.

**Are you interested in a different topic, venue or date?**

The content may be tailored to your interests – please send a description of topics you would like to cover using this form.

**Testimonials**

The course on data analysis and visualization with R on 150+ business representatives and earned honourable reviews.