

# Why R Is Perfect for Web Analytics?

In this Video, we are going to take a look at...

- What is R
- Who uses R
- How can R be combined with Google Analytics

# R Is a Powerful Statistical Language That Is Perfectly Suited for Web Analytics

**R is free, powerful and has a thriving community.**

The development community will give you access to numerous packages, tools, and IDEs like RStudio, which make it easy to learn.

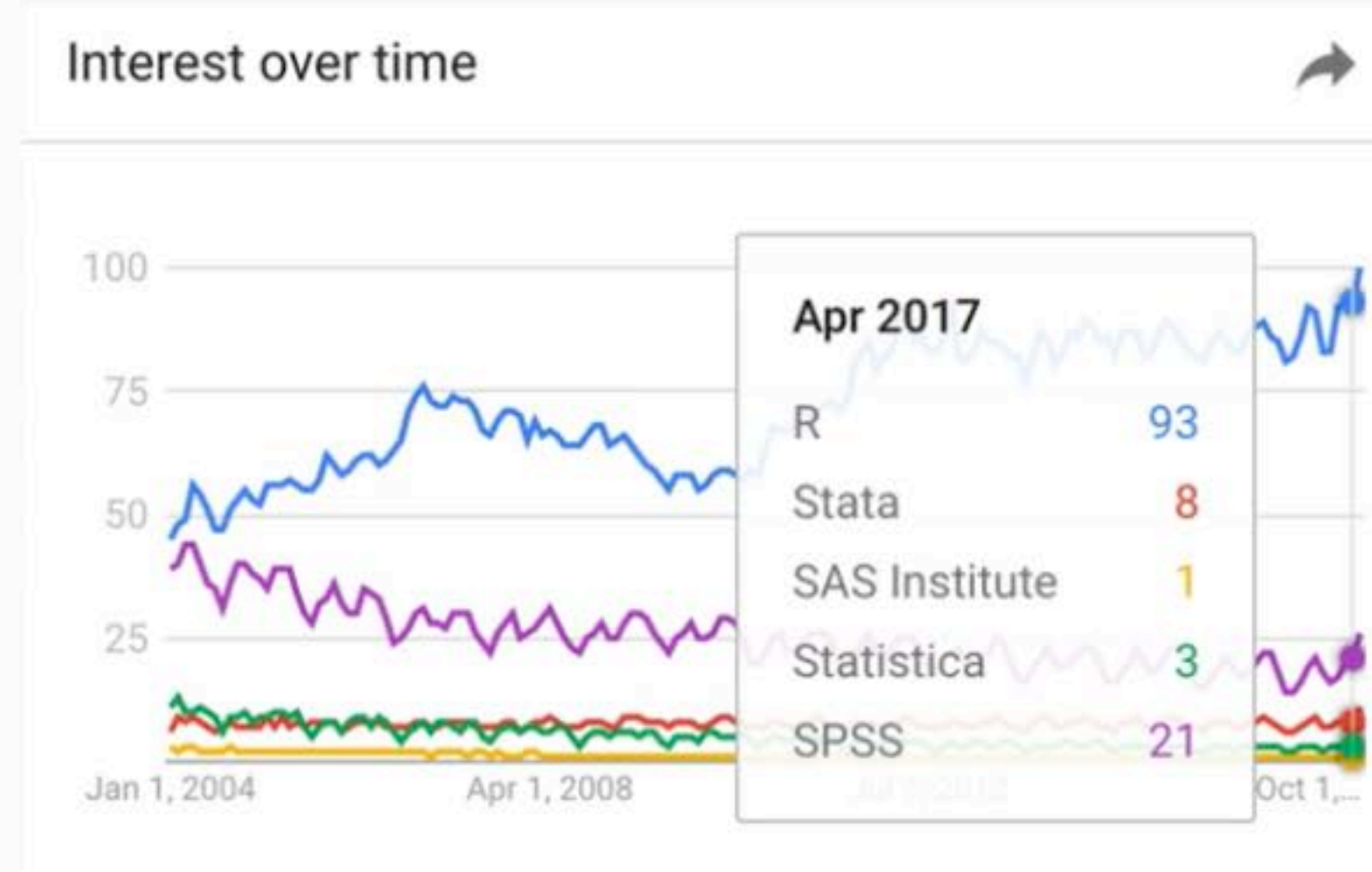


<https://www.r-project.org>

# R Is a Powerful Statistical Language That Is Perfectly Suited for Web Analytics

**R is already being used by analysts and data scientists around the world.**

- Used by companies like Facebook, Google, and the National Weather service
- Growth in R has increased dramatically over the last few years



Source: Google Trends



# R Is a Powerful Statistical Language That Is Perfectly Suited for Web Analytics

**R can be efficiently combined with Google Analytics.**

- Understand things beyond the Google Analytics Dashboard
- Gain deeper and customized insights that are right for you and your business

