

LA West **R** Users

June 27, 2019 @ Retina

Using GLRM on h2o to Predict Customer Lifetime Value

Corinne Powers

Are there any Globe Trotter Body Swappers to Figure
out Who's who in NBA Lineups?

Michael Tzen



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laocr.org

Announcements

- **Vote on July 31 meetup**
- Advanced R bookclub with R-Ladies
- Call for speakR (end of August & September)
- Host us!
- Resources
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July 31 Meeting

- **Jeremy Guinta proposed two talks. Let's vote!**
 - **dplyr vs. data.table**
 - **How to incorporate multiple string distance algorithms in machine learning process**

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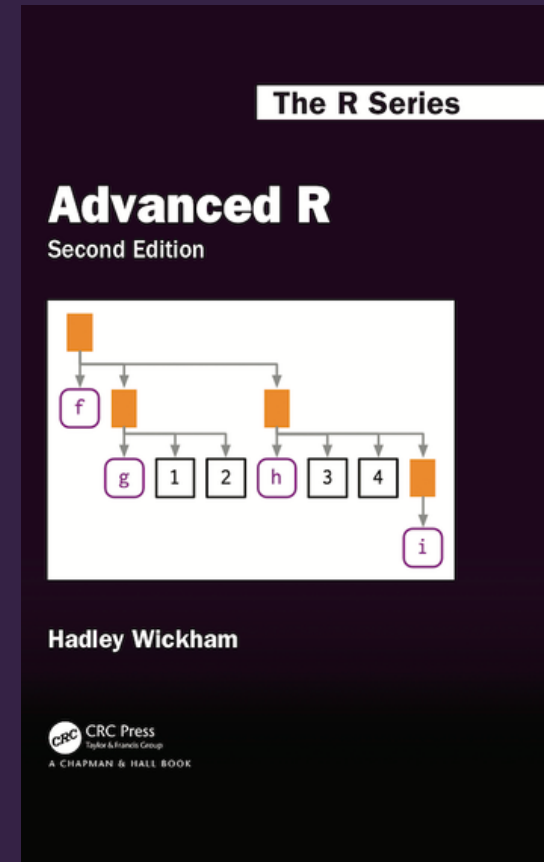


Advanced R bookclub with R-Ladies on ahem... **Sat Mornings**

Looking for **session leaders!**

Talk to me if you are interested

- 8/3 - Foundations
- 8/10 - Functional Programming
- 8/24 & 9/7 - OO Programming
- 9/21 & 10/5 - Metaprogramming
- 10/19 & 11/2 - Techniques



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Upcoming Data Events

- **7/8 - LA East R Users Meeting:**
 - Bayesian analysis with Stan & data.table
- **7/30 - OC R Users Meeting**
 - Shiny intro & LDA on cancer genes data
- **7/31 - LA West R Users Meeting**
 - Your pick & useR Recap
- **8/17 - Data Con LA**
- **Aug ~ Nov - Advanced R Book Club with R-Ladies**
- **12/3~5 - PyData LA**
 - Call for Papers (R talks are welcome)
 - Volunteers needed
 - Talk to Neal Fultz | Nathan Danielsen



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THANK YOU RETINA

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R E T I N A

Retina is a venture-backed startup located in Santa Monica, CA, that brings the power of artificial intelligence to the single most valuable metric for marketers: customer lifetime value.

Using insights from Retina, companies like Dollar Shave Club, Madison Reed, and other ecommerce disruptors have already recognized opportunities to optimize their marketing mix based on our highly accurate long-term customer value and cost per acquisition modeling.