



Practical Data Science with R (Paperback)

By Nina Zumel, John Mount

Manning Publications, United States, 2014. Paperback. Condition: New. Language: English . Brand New Book. ã DESCRIPTION Simply put, data science is the discipline of extracting meaning from data. While it can involve deep knowledge of statistics, mathematics, machine learning, and computer science, for most non-academics, data science looks like applying analysis techniques to answer key business questions. Practical Data Science with R lives up to its name. It explains basic principles without the theoretical mumbo-jumbo and jumps right to the real use cases faced while collecting, curating, and analyzing the data crucial to the success of businesses. Readers will apply the R programming language and statistical analysis techniques to carefully-explained examples based in marketing, business intelligence, and decision support, while learning how to create instrumentation, design experiments such as A/B tests, and accurately present data to audiences of all levels. ã RETAIL SELLING POINTS Demonstrations of need-to-know statistical ideas Covers all aspects of the project lifecycle Data science for the motivated business professional AUDIENCE Written for the business analyst, technical consultant or technical director- no formal statistics or mathematics background is required. Readers should be comfortable with quantitative thinking plus light scripting or programming. Some familiarity with R is a...



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