TITLE

DATE

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SECTION 1

BULLETS

- 1
  - 1.1 *italic*
- 2
  - 2.1 *bold*

QUOTE

> $Box1

TWO COLUMN

Left

Right

MATH

Some inline math like $\beta \times \gamma$ and:

$$\alpha = 1 + 1 + 1$$
$$= 3$$

SECTION 2

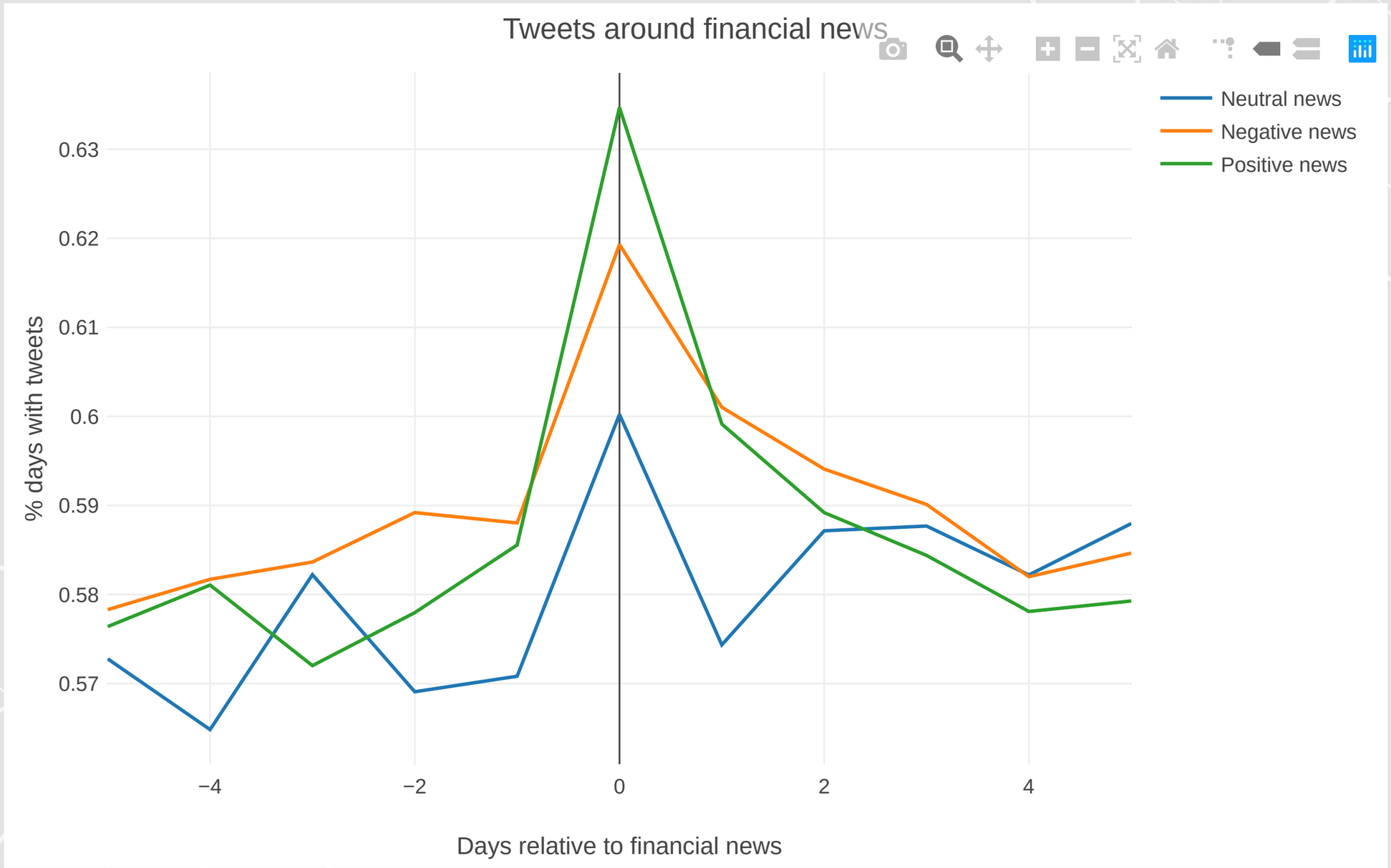
DATA: with percentage bars

Name	All	Financial	NonFinancial	NonBusiness
Text	19.00%	17.00%	17.00%	23.00%
Media	11.00%	4.00%	10.00%	15.00%
Link	53.00%	66.00%	56.00%	46.00%
Both	17.00%	12.00%	17.00%	16.00%

DATA: frequency

Name	Percent
M&A	6.60%
Dividends	2.50%
Financial	8.00%
Mgmt Forecast	2.70%
Executive	4.40%
Awards	0.56%
Contract	3.20%
Analyst Forecast	0.90%
Insider trade	15.70%
10-K	0.46%

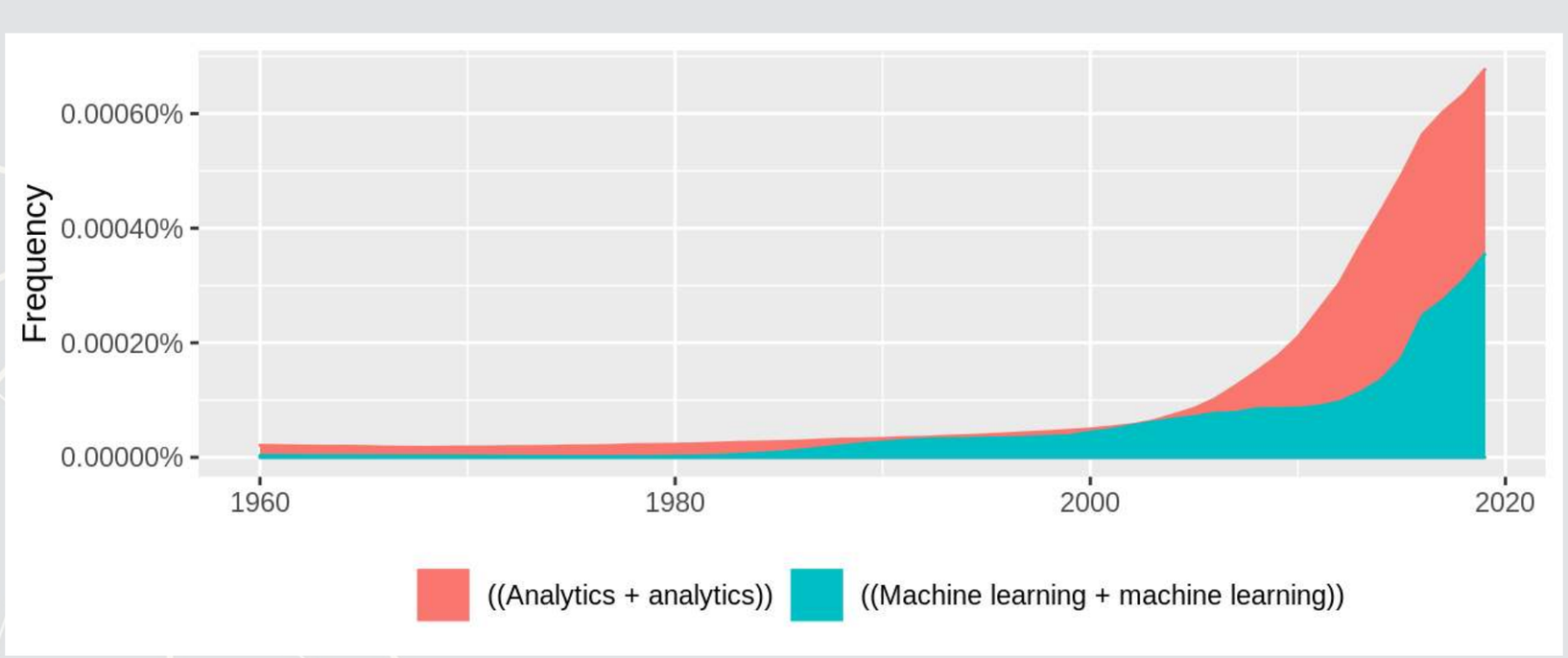
DATA: plotly.js



What is analytics?

> Simply put: Answering questions using data

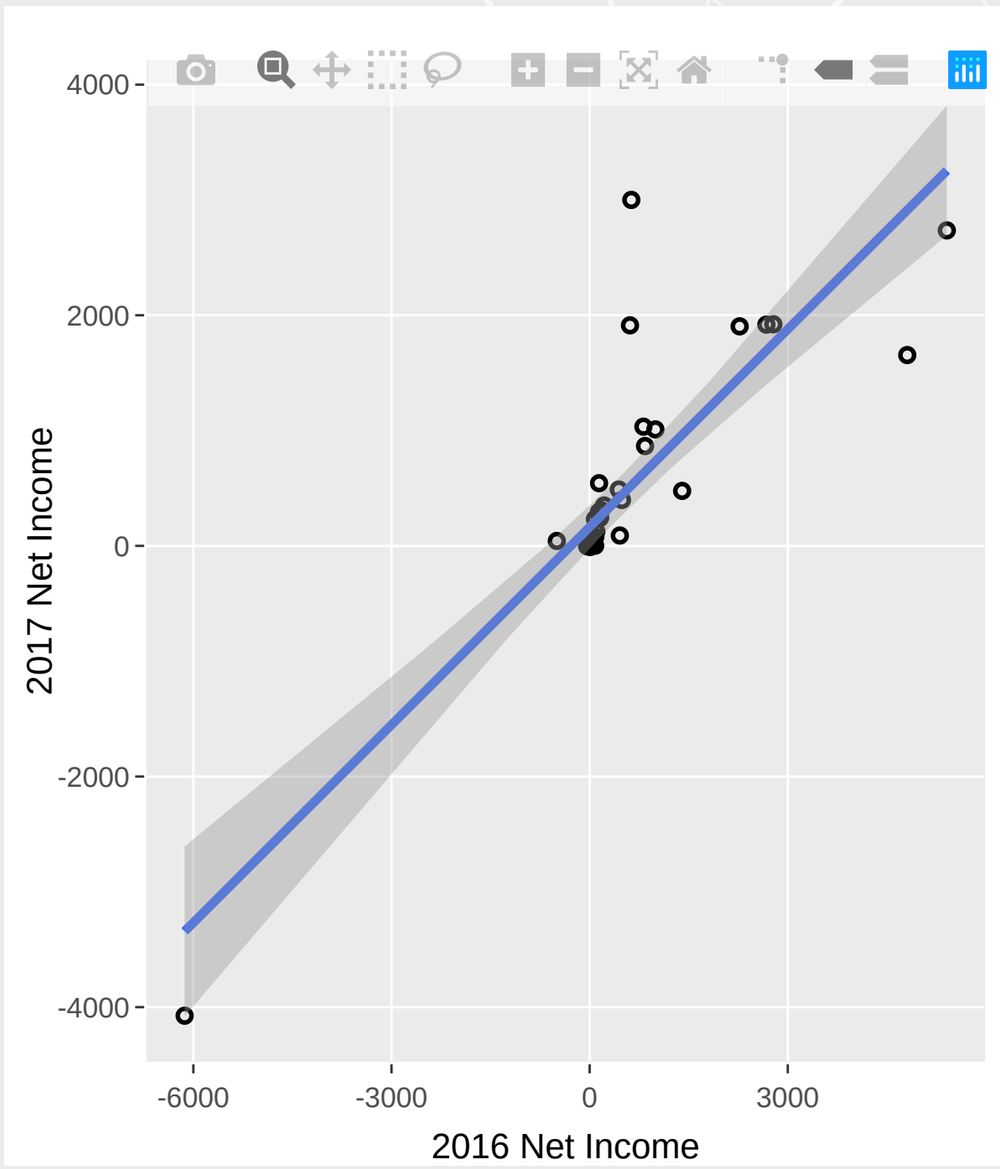
- Additional layers we can add to the definition:
  - Answering questions using *a lot of* data
  - Answering questions using data *and statistics*
  - Answering questions using data *and computers*



Made using `seancarmody/ngramr`

GRAPH: gpplot2 + ggplotly

- Past company earnings predicts future company earnings
  - Some earnings are stable over time (Ohlsson model)
  - Correlation: 0.8628805



GRAPHS: replacing animation

- Ice cream revenue predicts pool drownings in the US
  - ???
  - Correlation is… only 0.0502886
  - What about units sold?
    - Correlation is negative!!!
    - -0.720783
  - What about price?
    - Correlation is 0.7872958

> This is where the “educated” comes in

SECTION: Coding

What do individuals use analytics for?

- A great package for machine learning in python is `gensim`
- R:

```
# Addition uses '+'
1 + 1
```

```
## [1] 2
```

```
# Subtraction uses '-'
2 - 1
```

```
## [1] 1
```

Packages used for these slides

- kableExtra
- knitr
- revealjs

Custom code

```
# List custom routines here
```