

Comprehensive Introduction to Business Analytics using R

Length: 4 Days

Summary: The course is hands-on and aims to enhance the skills of participants in understanding, interpretation and analysis of data using statistical, analytical and probabilistic techniques. The course covers some of the common machine learning techniques. Scenarios and hands-on analysis of data from various industries including Marketing, Finance, Human Resources, Sales and Software Services are part of this course.

COURSE CONTENT

1: UNDERSTANDING BUSINESS ANALYTICS

- Importance of data in business
- Framework of business analytics

2: BASICS OF R PROGRAMMING

- Basics of R
- Introduction to R libraries
- Data structures and data types in R
- Operators, control structures and functions in R
- Programming in R

3: DATA CLEANING

- Reading data
- Cleaning and Preprocessing data

4: DATA VISUALIZATION

- Charts and exploratory graphs
- Plots using ggplot2

5: SUPERVISED LEARNING

- Classification techniques – decision tree and random forest
- Regression – Simple, multiple and logistic regression
- KNN (K Nearest Neighbors)

6: UNSUPERVISED LEARNING

- Clustering techniques
- Association Rule Learning

7: TEXT ANALYTICS

8: SOCIAL MEDIA ANALYSIS