



R for Business Analytics

By Ajay Ohri

Springer. Hardcover. Book Condition: New. Hardcover. 328 pages. R for Business Analytics looks at some of the most common tasks performed by business analysts and helps the user navigate the wealth of information in R and its 4000 packages. With this information the reader can select the packages that can help process the analytical tasks with minimum effort and maximum usefulness. The use of Graphical User Interfaces (GUI) is emphasized in this book to further cut down and bend the famous learning curve in learning R. This book is aimed to help you kick-start with analytics including chapters on data visualization, code examples on web analytics and social media analytics, clustering, regression models, text mining, data mining models and forecasting. The book tries to expose the reader to a breadth of business analytics topics without burying the user in needless depth. The included references and links allow the reader to pursue business analytics topics. This book is aimed at business analysts with basic programming skills for using R for Business Analytics. Note the scope of the book is neither statistical theory nor graduate level research for statistics, but rather it is for business analytics practitioners. Business analytics (BA) refers to the...



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