



# Practical Data Science with R

By Nina Zumel, John Mount

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**Practical Data Science with R** By Nina Zumel, John Mount

## Summary

*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 you'll face as you collect, curate, and analyze the data crucial to the success of your business. You'll apply the R programming language and statistical analysis techniques to carefully explained examples based in marketing, business intelligence, and decision support.

Purchase of the print book includes a free eBook in PDF, Kindle, and ePub formats from Manning Publications.

## About the Book

Business analysts and developers are increasingly collecting, curating, analyzing, and reporting on crucial business data. The R language and its associated tools provide a straightforward way to tackle day-to-day data science tasks without a lot of academic theory or advanced mathematics.

*Practical Data Science with R* shows you how to apply the R programming language and useful statistical techniques to everyday business situations. Using examples from marketing, business intelligence, and decision support, it shows you how to design experiments (such as A/B tests), build predictive models, and present results to audiences of all levels.

This book is accessible to readers without a background in data science. Some familiarity with basic statistics, R, or another scripting language is assumed.

## What's Inside

- Data science for the business professional
- Statistical analysis using the R language
- Project lifecycle, from planning to delivery
- Numerous instantly familiar use cases
- Keys to effective data presentations

## About the Authors

**Nina Zumel** and **John Mount** are cofounders of a San Francisco-based data science consulting firm. Both hold PhDs from Carnegie Mellon and blog on statistics, probability, and computer science at win-vector.com.

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11. Producing effective presentations

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## **Editorial Review**

### About the Author

**Nina Zumel** co-founded Win-Vector, a data science consulting firm in San Francisco. She holds a PH.D. in robotics from Carnegie Mellon and was a content developer for EMC's Data Science and Big Data Analytics Training Course. Nina also contributes to the Win-Vector Blog, which covers topics in statistics, probability, computer science, mathematics and optimization.

**John Mount** co-founded Win-Vector, a data science consulting firm in San Francisco. He has a Ph.D. in computer science from Carnegie Mellon and over 15 years of applied experience in biotech research, online advertising, price optimization and finance. He contributes to the Win-Vector Blog, which covers topics in statistics, probability, computer science, mathematics and optimization.

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