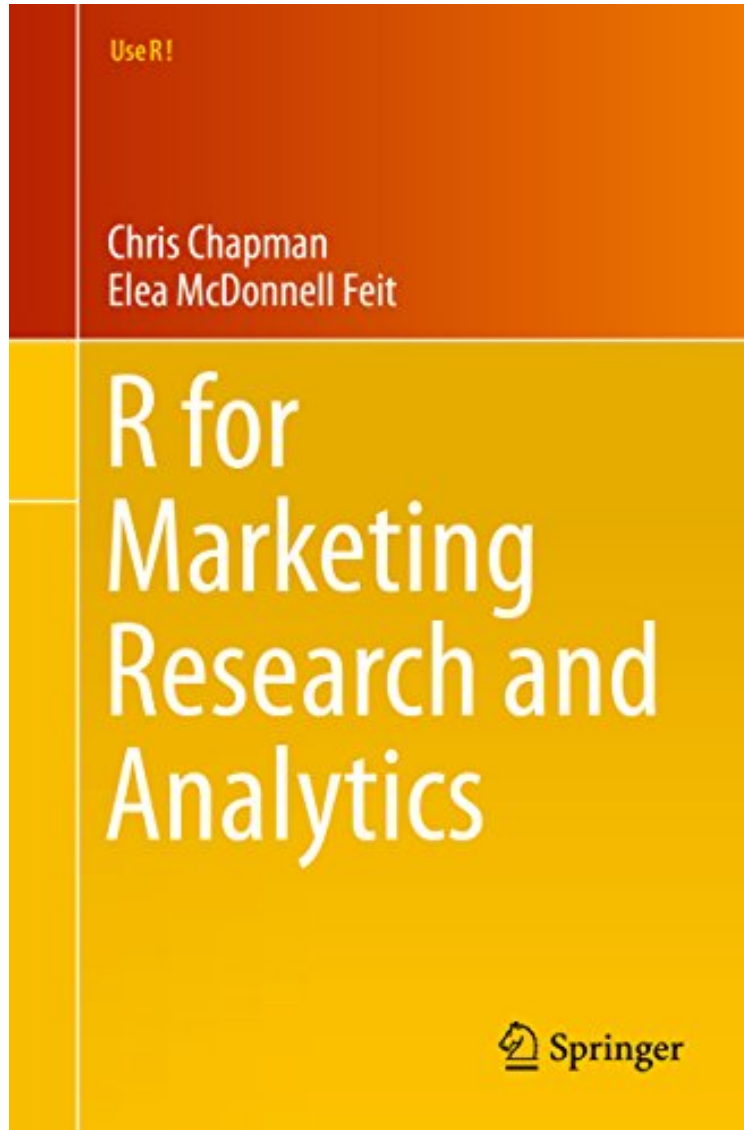


(Ebook pdf) R for Marketing Research and Analytics (Use R!)

## R for Marketing Research and Analytics (Use R!)

*Christopher N. Chapman, Elea McDonnell Feit*  
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**Christopher N. Chapman, Elea McDonnell Feit : R for Marketing Research and Analytics (Use R!)** before purchasing it in order to gage whether or not it would be worth my time, and all praised R for Marketing Research and Analytics (Use R!):

15 of 15 people found the following review helpful. Extremely practical straightforwardBy PreetIf yoursquo;re a marketing student or a marketing/analytics professional and you want to learn R, then this book is perfect for you because it covers R specifically for marketing research analytics. While many how to code books may be difficult to read or comprehend, this particular book is engaging and comprehensible.The book is easy to comprehend because it uses detailed graphics and clearly designed blocks of code to help you learn R. You will learn hundreds of commands

and their specific applications. You're not just reading code from the book and typing it out, instead the book helps you understand every line of code you write by teaching you the functions/outputs of every command. This style of teaching will help R become more intuitive to you as you progress through the book. The modern take on R makes this text highly engaging because it uses examples of modern day research techniques like

- Analyzing data from social media platforms
- Analyzing customer survey responses

The book will teach you how to perform data analysis with R as well. You'll run dozens of statistical models that will help you derive information from large datasets. Not only that, but you will visualize your data by creating interactive graphs such as

- Quantile plots
- Scatter-plot matrices
- Correlation plots

Learning R will take time for you if you're completely new to coding. This is why the first three chapters will teach you the fundamentals of R. It may seem tedious to you, however it's essential to learn these basics in order to understand the following chapters. Fortunately, the first few chapters are short and engaging, so you will breeze through it in no time and perform the codes in later chapters. So if you're interested in R for marketing research analytics, then I highly recommend reading this book. It's straightforward, engaging, comprehensible, and you'll distinguish yourself from your peers in the job market. Investing in this book is a great investment in your future careers as marketing researchers analysts.

5 of 5 people found the following review helpful. Fantastic Book. Highest Recommendation. By Stat User This is a fantastic book. I give it highest ratings for two types of people. For people who know R and need to do a new advanced market research technique, the later chapters (chapter 7 and on) are excellent. For me, this is THE text for someone who is new to R and needs to do advanced market research techniques because the first six chapters prepare you so well for the multivariate techniques. The book does not use RATTLE. Taken as a whole (first 6 chapters and the later ones) it will take someone with no R experience and give that person a read map for data prep and analysis. It covers advanced topics in a friendly, easy to read and practical manner. A great book for a novice or advanced practitioner.

1 of 1 people found the following review helpful. A most excellent intro to using R for marketing analytics By Jeff Minich A most excellent intro to using R for marketing analytics. I did a graduate program in analytics and most of the texts related to R were an absolute slog. This book makes learning key functions in R, and their applications, almost effortless with simple step by step guidance and repetition so that by the end you start to think in the language of R! I sincerely hope the authors write a follow-up text to delve deeper into advanced topics in marketing analytics. This book is a phenomenal starting point for anyone looking to apply R to their marketing analytics toolkit.

This book is a complete introduction to the power of R for marketing research practitioners. The text describes statistical models from a conceptual point of view with a minimal amount of mathematics, presuming only an introductory knowledge of statistics. Hands-on chapters accelerate the learning curve by asking readers to interact with R from the beginning. Core topics include the R language, basic statistics, linear modeling, and data visualization, which is presented throughout as an integral part of analysis. Later chapters cover more advanced topics yet are intended to be approachable for all analysts. These sections examine logistic regression, customer segmentation, hierarchical linear modeling, market basket analysis, structural equation modeling, and conjoint analysis in R. The text uniquely presents Bayesian models with a minimally complex approach, demonstrating and explaining Bayesian methods alongside traditional analyses for analysis of variance, linear models, and metric and choice-based conjoint analysis. With its emphasis on data visualization, model assessment, and development of statistical intuition, this book provides guidance for any analyst looking to develop or improve skills in R for marketing applications.

A very welcome addition to the Use R! series and the marketing research and business analytics world. I can wholeheartedly recommend it for the described audiences and beyond and will certainly use this book in class and consulting.

-- Thomas Rusch, Journal of Statistical Software, October 2015

R for Marketing Research and Analytics provides an excellent introduction to the R statistical package for marketing researchers. This is a must-have book for anyone who seriously pursues analytics in the field of marketing. R is the software gold-standard in the research industry, and this book provides an introduction to R and shows how to run the analysis. Topics range from graphics and exploratory methods to confirmatory methods including structural equation modeling, all illustrated with data. A great contribution to the field!

-- Greg Allenby, Helen C. Kurtz Chair in Marketing, The Ohio State University

R for Marketing Research and Analytics is the perfect book for those interested in driving success for their business and for students looking to get an introduction to R. While many books take a purely academic approach, Chapman (Google) and Feit (formerly of GM and the Modellers) know exactly what is needed for practical marketing problem solving.

-- Eric Bradlow, Chairperson, Wharton Marketing Department, and Co-Director, Wharton Customer Analytics Initiative

Chris Chapman's and Elea Feit's engaging and authoritative book nicely fills a gap in the literature. At last we have an accessible book that presents core marketing research methods using the tools and vernacular of modern data science. The book will enable marketing researchers to up their game by adopting the R statistical computing environment. And data scientists with an interest in marketing problems now have a reference that speaks to them in their language.

-- James Guszczka, Chief Data Scientist, Deloitte - US

With this guide, anyone interested in R can begin using it confidently in a short period of time for analysis, visualization, and for more

advanced analytics procedures. R for Marketing Research and Analytics is the perfect guide and reference text for the casual and advanced user alike.

— Matt Valle, Executive Vice President, Global Key Account Management - GfK "R for Marketing Research and Analytics is the perfect book for those interested in driving success for their business and for students looking to get an introduction to R. While many books take a purely academic approach, Chapman (Google) and Feit (Formerly of GM and the Modellers) know exactly what is needed for practical marketing problem solving. I am an expert R user, yet had never thought about a textbook that provides the soup-to-nuts way that Chapman and Feit: show how to load a data set, explore it using visualization techniques, analyze it using statistical models, and then demonstrate the business implications. It is a book that I wish I had written." Eric Bradlow, K.P. Chao Professor, Chairperson, Wharton Marketing Department and Co-Director, Wharton Customer Analytics Initiative

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— James Guszczka, Chief Data Scientist, Deloitte - US "Finally a highly accessible guide for getting started with R. Feit and Chapman have applied years of lessons learned to developing this easy-to-use guide, designed to quickly build a strong foundation for applying R to sound analysis. The authors succeed in demystifying R by employing a likeable and practical writing style, along with sensible organization and comfortable pacing of the material. In addition to covering all the most important analysis techniques, the authors are generous throughout in providing tips for optimizing R's efficiency and identifying common pitfalls. With this guide, anyone interested in R can begin using it confidently in a short period of time for analysis, visualization, and for more advanced analytics procedures. R for Marketing Research and Analytics is the perfect guide and reference text for the casual and advanced user alike."

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From the Back Cover This book is a complete introduction to the power of R for marketing research practitioners. The text describes statistical models from a conceptual point of view with a minimal amount of mathematics, presuming only an introductory knowledge of statistics. Hands-on chapters accelerate the learning curve by asking readers to interact with R from the beginning. Core topics include the R language, basic statistics, linear modeling, and data visualization, which is presented throughout as an integral part of analysis. Later chapters cover more advanced topics yet are intended to be approachable for all analysts. These sections examine logistic regression, customer segmentation, hierarchical linear modeling, market basket analysis, structural equation modeling, and conjoint analysis in R. The text uniquely presents Bayesian models with a minimally complex approach, demonstrating and explaining Bayesian methods alongside traditional analyses for analysis of variance, linear models, and metric and choice-based conjoint analysis. With its emphasis on data visualization, model assessment, and development of statistical intuition, this book provides guidance for any analyst looking to develop or improve skills in R for marketing applications.