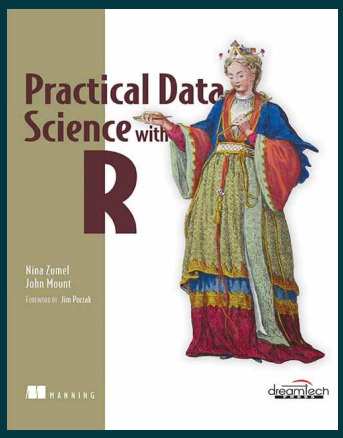
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Practical Data Science with R

By Nina Zumel, John Mount

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Description

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.

About the Author

Nina Zumel, John Mount

Nina Zumel and John Mount are cofounders of a San Francisco-based data science consulting

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