

Introduction to R for data analysis and business analytics

November 29 to December 1, 2018

University of Geneva – Uni Mail | 9:00 am to 6:00 pm

CONTINUING EDUCATION FOR PROFESSIONALS



How to process, analyze, and display business-relevant data using R from the ground up

R is one of the most popular and fastest growing languages for statistical analyses and business analytics. Unlike proprietary software such as SPSS, SAS, or MatLab, R is free, open source, and gives you access to the latest statistical techniques from its unparalleled community of developers. For these reasons, R is often the language of choice by researchers and data scientists working in companies such as Google, Apple, and Facebook.

Audience and requirements

Professional who wants to process, analyze, or display data, either in an academic or industry setting. No prior programming experience is required.

Program | November 29 – December 1, 2018

Day 1	The essentials of the R language and programming
Day 2	How to use data, combine multiple data sets and conduct common statistical analyses, including t-tests, ANOVAs, and regression
Day 3	How to make striking visualizations and produce elegant reports communicating the results of your analyses

Lecturers

- **Prof. Benjamin Scheibehenne**, Cognition and Consumer Behavior, GSEM, University of Geneva
- **Dr Dirk Wulff**, Researcher specialized in decision-making and formal models of cognition, University of Basel
- **Dr Nathaniel Phillips**, Data and decision scientist specialized in machine learning, statistical inference, and the R programming language, Roche

A certificate of attendance will be issued to all participants.

Tuition fees

3-day workshop (lunch included): CHF 1'250.-

Special price for current participants and alumni of GSEM Executive Programs: CHF 1'000.-

Direction

Prof. Thomas Straub, GSEM, University of Geneva

Location

University of Geneva, Uni Mail

40 bd du Pont-d'Arve – 1211 Genève 4

Day 1 + Day 2 am: Room M 5383 | Day 2 pm + Day 3: Room M 5389

Contact: workshop-gsem@unige.ch

Application (before November 23): info.gsem-exec.ch/r