

Hi there,

Hope you are enjoying the course so far!

Not so long ago I interviewed Dr. Wilson Pok on the SDS Podcast. Wilson is a Nano Physics researcher who turned into a Data Scientist and uses R Programming (as well as Python) to deliver incredible analytics in the space of Marketing. This is the best place to start if you would like to get a boost of inspiration for learning R Programming :)

Link:

<https://www.superdatascience.com/3>

1. Some of the things you will learn in this podcast:
  - Academia vs professional career
  - Data science in Marketing
  - Defining the business problem
  - Thinking scientifically about business problems
  - Bayesian inference
  - Randomized control trials vs A/B tests
  - Isolating effects of marketing campaigns
  - Driving change into business
  - Data literacy and creating data advocates
  - Model deterioration
  - Data pipelines
  - R modelling libraries
  - A surprising Python IDE
  - Facebook analytics insights blog

See you in class!

Sincerely,

Kirill Eremenko