



# Masterclass: R PROGRAMMING FOR DATA ANALYTICS

## INTRODUCTION

In this Masterclass, students will learn data analytics with R programming. They can gain expertise in R programming, Data Manipulation, Exploratory Data Analysis, Data Visualisation, Data Mining, Regression, Sentiment Analysis and use R Studio for real-life case studies from retail industries and social media.

## COURSE-LEARNING OUTCOMES (CLO)

- Acquire the knowledge of the basics of Data Analytics and R Programming
- Select and utilise R packages and techniques to organise and visualise data
- Apply knowledge and develop programmes for data visualisation, and import data

## WHO CAN ATTEND THIS MASTERCLASS?

This is open to all undergraduate students

## CERTIFICATION

Certificate of Completion in Masterclass R Programming for Data Analytics.

## COURSE OUTLINE

1. Introduction to Data Analytics
2. R – Environment Setup
3. R – Data Types
4. R – Decision-Making
5. Data Import Techniques
6. Exploratory Data Analysis (EDA)
7. Data Visualisation in R

