



At the end of the course, participants will be able to:

- Run the fundamentals of R programming language essential to managing data (“tidyverse” package)
- Perform text mining from Twitter using R programming
- Run sentiment analysis and interpret the results
- Run one-way analysis of variance (ANOVA) and interpret the results

## Course outline

### Course objectives

The most important skill set required for data analytics is data processing and wrangling—transforming, restructuring, and cleaning data sets in preparation for analysis of interests.

This introductory course to the certificate programme will guide participants through data processing and wrangling using the “tidy verse” package.

- Participants will learn how to manage and manipulate data with the R programming language, as well as collect data from social media platforms such as Twitter and a web-search volume indicator, or Google Trends.
- Participants will also be able to conduct a sentiment analysis to gain insights that will help make managerial decisions in a competitive environment.

#### Course details

1 week

Certificated by Singapore Management University (SMU)

#### Who should attend

Managers, Data Analysts, Professionals, Executives involved in the analysis, interpretation and presentation of data for decision making across various business functions such as marketing, customer service, corporate communications; or Data Scientists who are familiar with basics in R programming and would want to learn how to perform web scraping from multiple webpages using packages in R

#### Pre-requisites

Participants need to complete the basic data analytics modules.

#### Tools

R Programming

#### Model of training

Classroom, Field trip

