



ÁNÁLISIS DE DATOS CON R. UNA APLICACION A LA INVESTIGACION DE MERCADOS

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Esic Editorial, 2018. soft. Condition: New. Manual dirigido a estudiantes, docentes y profesionales que tengan interés en las aplicaciones de R al mundo del marketing y específicamente a la investigación de mercados. El manual cubre de una forma divulgativa los principales tópicos de los cursos de investigación de mercados, tanto en grado como en posgrado, siguiendo un ejemplo contrastado durante años en el aula. Desde un punto de vista empresarial, aparte del uso directo del código aportado y su fácil adaptación a otros casos, permite una excelente expresión gráfica de los resultados, imposible de concebir con otros programas. El enfoque del texto es el de «aprender haciendo» y se recomienda ir ejecutando el código en RStudio a la vez que se avanza a lo largo del libro. En éste, se recogen de manera sistemática los métodos más comunes usados en la realización de un informe de resultados de investigación de mercados profesional: métodos descriptivos, de análisis bivariante, análisis factorial, técnicas de segmentación o cluster y métodos de regresión, todos ellos realizados con código R, pero pensados para ser entendidos por personas, explicándose en detalle cada línea de código para su perfecta comprensión. R es una herramienta de código abierto, cada...



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