

## Advanced Analytics with R and Tableau (Paperback)

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## ADVANCED ANALYTICS WITH R AND TABLEAU (PAPERBACK)



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Packt Publishing Limited, United Kingdom, 2017. Paperback. Condition: New. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Leverage the power of advanced analytics and predictive modeling in Tableau using the statistical powers of R About This Book \* A comprehensive guide that will bring out the creativity in you to visualize the results of complex calculations using Tableau and R \* Combine Tableau analytics and visualization with the power of R using this step-by-step guide \* Wondering how R can be used with Tableau? This book is your one-stop solution. Who This Book Is For This book will appeal to Tableau users who want to go beyond the Tableau interface and deploy the full potential of Tableau, by using R to perform advanced analytics with Tableau. A basic familiarity with R is useful but not compulsory, as the book will start off with concrete examples of R and will move quickly into more advanced spheres of analytics using online data sources to support hands-on learning. Those R developers who want to integrate R in Tableau will also benefit from this book. What You Will Learn \* Integrate Tableau s analytics with the industry-standard, statistical prowess of R. \* Make R function calls in Tableau, and visualize R functions with Tableau using RServe. \* Use the CRISP-DM methodology to create a roadmap for analytics investigations. \* Implement various supervised and unsupervised learning algorithms in R to return values to Tableau. \* Make quick, cogent, and data-driven decisions for your business using advanced analytical techniques such as forecasting, predictions, association rules, clustering, classification, and other advanced Tableau/R calculated field functions. In Detail Tableau and R offer accessible analytics by allowing a combination of easy-to-use data visualization along with industry-standard, robust statistical computation. Moving from data visualization into deeper, more advanced...

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