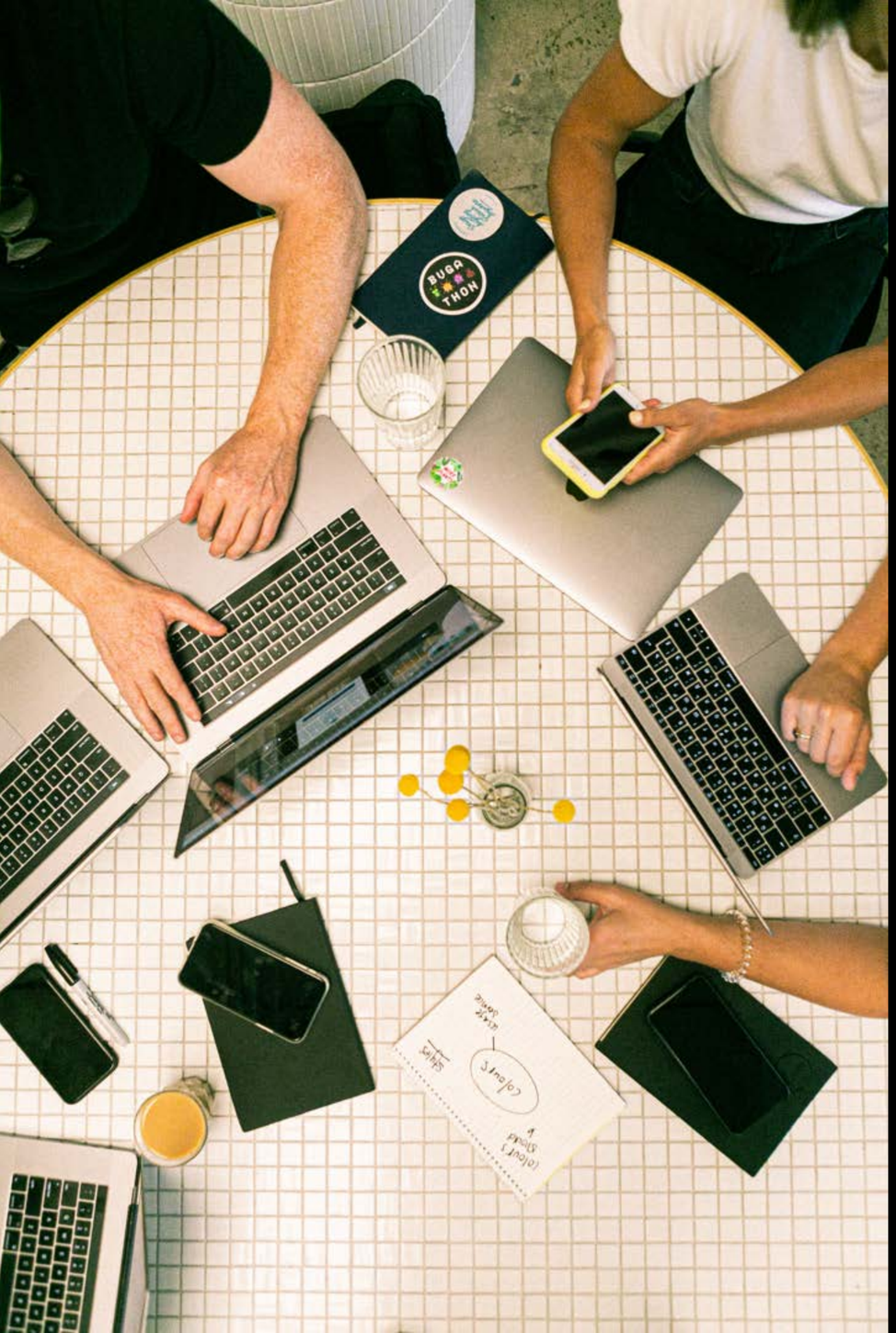

What they forgot to teach you about **starting a business with R**

David Keyes
R for the Rest of Us

R for the Rest of Us

Learn to use the most powerful tool for working with data, **even if you've never coded before.**

Start Free Course

How to
sell your work

Quick question

Technical people are
allergic to marketing

AI Best: Get Audible on Summer Prime Day with Free Trial!
#BigData #Analytics #DataScience #AI #MachineLearning #IoT
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geni.us/GPAudible

What you **think marketing is**

What **marketing actually is**

Go to where
your ideal
clients are
and be helpful
- Paul Minors

R for the Rest of Us

@rfortherest Follows you

You don't need a PhD in statistics or years of coding experience to learn R, the most powerful tool for data analysis and visualization. Made by @dgkeyes.

Science & Technology · Portland, OR · rfortherestofus.com · Joined January 2018

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R for the Rest of Us Retweeted

Nick HK @nickchk · Jun 14

I've updated my Data Wrangling in the Tidyverse course material and am uploading a 17-part video series. This assumes little previous R knowledge (although some). Covers tidying, manipulating variables, cleaning factors, dates, and strings. Enjoy!

youtube.com

Introduction - Data Wrangling in the Tidyverse, Ep 1

This video series covers the basics of data wrangling using the tidyverse, aimed at my data communications class. I assume som...

4 · 116 · 612

Show this thread

R for the Rest of Us @rfortherest · Jul 11

Among other things, {gtextras} has themes so you can make tables that look like they come from, say, FiveThirtyEight, the New York Times, etc.

> **Tom Mock** @thomas_mock · Jun 13
>
> I'm so very excited to announce the first CRAN release of {gtExtras}!
>
> Read a summary of the package at: themockup.blog/posts/2022-06-...
>
> Download from CRAN:

Share your knowledge for free **with no strings attached**

- Wes Bos

How to Use Git/GitHub with R

David
February 13, 2021

1 Comment

Using Git and GitHub alongside RStudio has the power to revolutionize how you work in R. But getting everything set up can be a challenge. Join me as I walk through everything you need to do in order to use Git and GitHub alongside RStudio.

But first, some background ...

What is Git? What is GitHub?

I remember when I was starting out learning R, Git and GitHub were things I had heard about, but only vaguely understood. I had a sense that they were about collaboration and sharing code, but beyond that ... 🤷

So ... what are Git and GitHub? First of all, they are two separate things:

1. Git is open source software for version control. Using Git, you can do things like see all previous versions of code you've ever created in a project.
2. GitHub is the most popular service (others include GitLab and BitBucket) for collaborating on code using Git.

Giving away
your work for
free is like
compressing
a spring ...

... that **releases**
when you finally
put something
up for sale
- *Adam Wathan*

Hi friend,

I'm delighted to announce that **registration is now open for R in 3 Months**.

Here's the tl/dr:

- The **Spring 2022 cohort starts Thursday, March 17**
- The **cost is $949** (but you can get $50 off by signing up before March 1), 50% off in countries with lower GDPs
- There is a **scholarship program** for folks unable to afford the cost

Learn More About R in 3 Months

Lesson 1

Go deep
not broad

Don’t try to speak to
everyone

No one
will listen

Find your
people

R for the Rest of Us

Think you know what an R user looks like? **I'm probably not what you have in mind.**

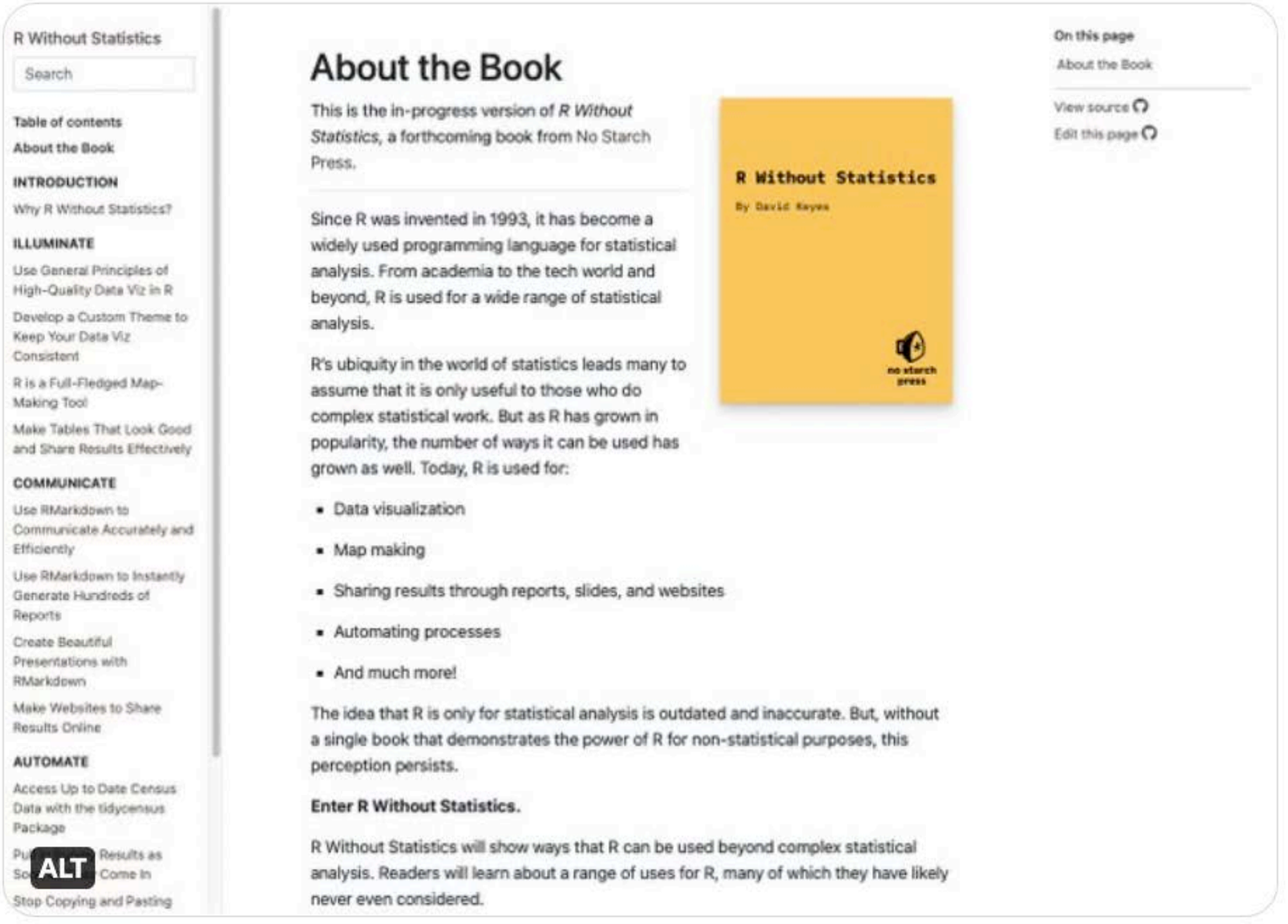
I'm not a hardcore quant (my PhD is in anthropology). I'm not a coder **ready to jump on you for any small mistake**.

I want to help others **avoid the pain** that I went through learning R.

Turn people off

David Keyes @dgkeyes · Mar 3

Well hello there



Luis Anunciacao
@Neuropsic

Replying to @dgkeyes

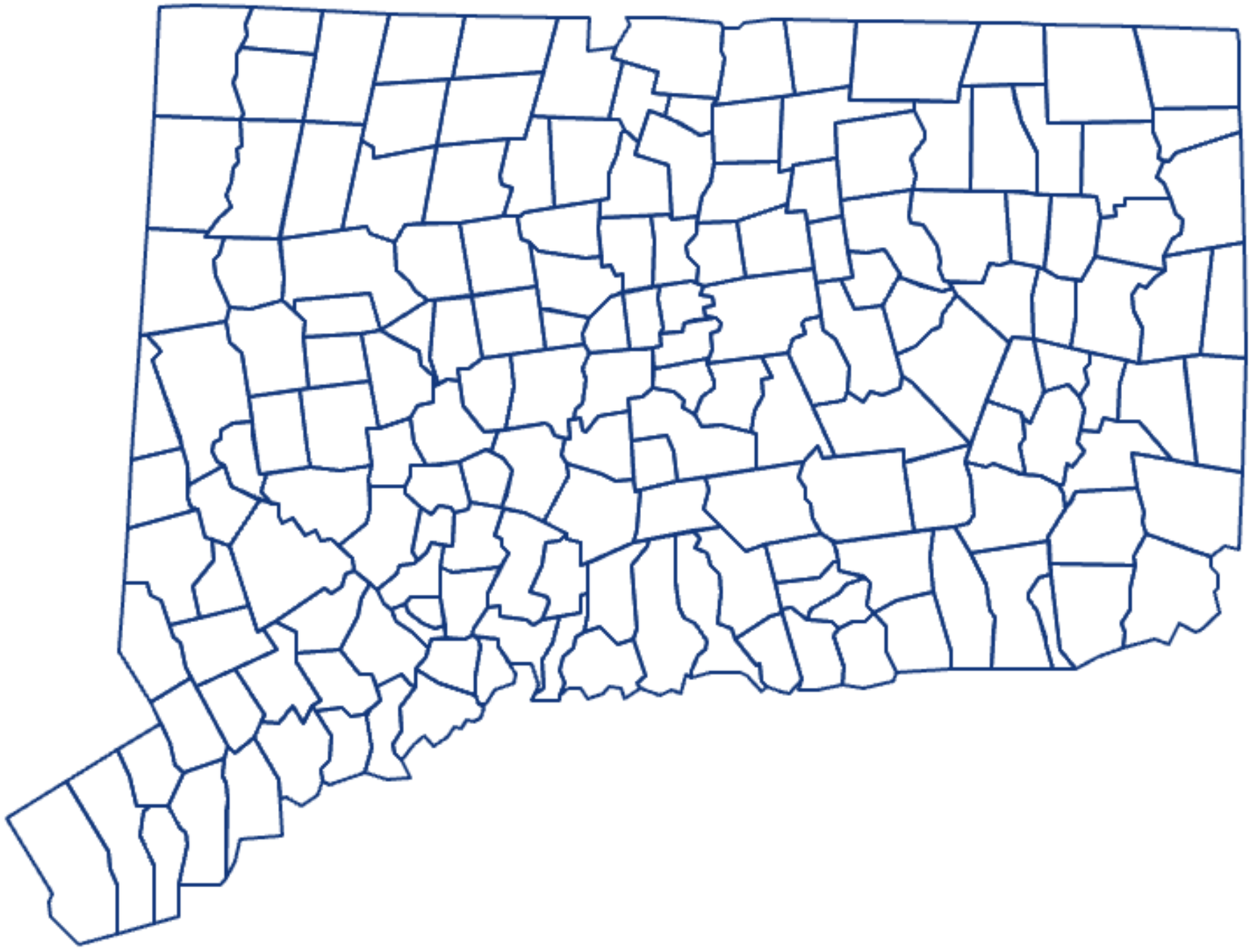
Amazing! Just a marketing tip: this label "without statistics" will create a huge! barrier among statisticians and scholars. I understand you'll not focus on (pure) math things, but of course, you'll have o address some key points of stats, right?

Lesson 2

Focus on **results**

It’s not about the **tools**

It's about
getting to the goal



2020 Housing Data Profiles

HARTFORD

PARTNERSHIP FOR STRONG COMMUNITIES

KEY FINDINGS

Housing

39% of housing is subsidized

65% of households rent their home

81% of housing units are in multifamily buildings

Affordability

22% of households spend between 30% and 50% of their income on housing

28% of households spend more than half of their income on housing

$23.65 the hourly wage needed to afford a 2-bedroom apartment

Population

30 the median age of residents

85% of residents are people of color (BIPOC)

+0.3% projected population change from 2020 to 2040

HOW TO READ THIS REPORT

Throughout this report, a series of graphs like the one below are used to show how **Hartford** compares to other towns in the state on a variety of measures.

ABOUT THE HOUSING DATA PROFILES

The Partnership for Strong Communities' Housing Data Profiles are a free resource to help Connecticut residents, developers, legislators, municipal officials, and others make data-informed decisions. Profiles are available for every town and county in the state. To learn more, please visit **pschousing.org** or **housingprofiles.pschousing.org** to view the interactive version of the profiles.

DATA NOTES

Data comes from the 2014-2018 American Community Survey unless stated otherwise. Percentages may differ slightly or not sum to exactly 100% due to rounding.

SINGLE-FAMILY HOMES AS PERCENT OF ALL HOMES

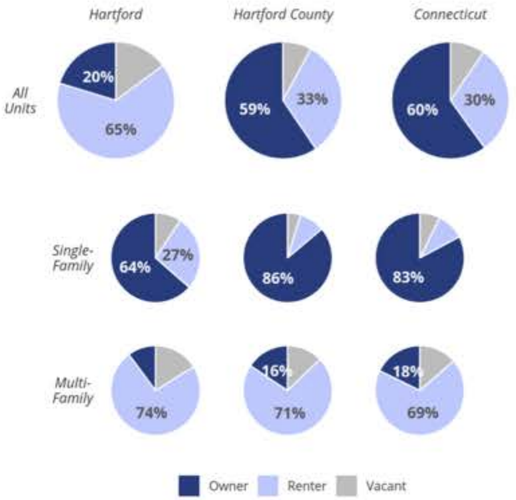
19%

PERCENT OF ALL HOMES OCCUPIED BY OWNERS

20%

Overall, 64% of Connecticut's occupied housing stock is comprised of single-family housing, while 35% is multifamily housing (2+ units in structure). Most single-family homes are occupied by homeowners, while most multifamily units are occupied by renters.

In Hartford, 19% of occupied homes are single-family, and 81% are multi-family. Owners live in 64% of Hartford's 10,178 single-family homes, and renters live in 74% of its 43,680 multifamily homes.



CHANGE IN BUILDING PERMITS, 1990-2017

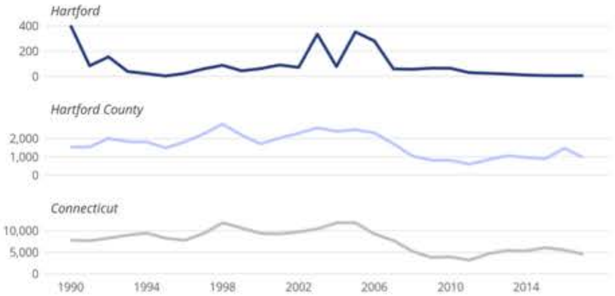
-99%

Growth is slow in the state, which has seen a 42% decrease in building permits between 1990 and 2017.

In Hartford, there were 405 building permits issued in 1990, compared to 5 issued in 2017, representing a 99% decrease.

Number of building permits per year, 1990-2017

Note: y axis varies between locations



Source: Connecticut Department of Economic and Community Development

Communicate More Effectively and Efficiently

High-quality data visualization, workflow improvements, and custom packages to enable your organization to communicate more effectively and more efficiently.

Let's Talk

Lesson 3

Make your client **the hero**

ORSIMPACT

2020 CENSUS
STATE-BY-STATE REPORTS

MINNESOTA
August 2021

Census data determines the allocation of federal and other funds to vital social programs, guides redistricting, and informs research. Therefore, an accurate census that captures historically undercounted populations[1] is crucial for our democracy. Since 2016, a collaborative of philanthropic funders has worked to align and pool funding to build and strengthen the infrastructure needed to support a fair and accurate count.

The Democracy Funders Collaborative's Census Subgroup, which is the steering committee for the census funder collaborative, engaged ORS Impact as a partner to develop state-level reports that provide an overview of philanthropic efforts to promote the 2020 Census within and across the 50 states, as well as the District of Columbia and Puerto Rico. This report provides a summary of census efforts for the State of Minnesota based on review of secondary data, and interviews with key actors involved (n=4).

[1]We have opted to use the term "historically undercounted populations" in our narrative, but the term is interchangeable with "hard to count," which we use when our informants opted to do so.

State Overview

MINNESOTA

OVERVIEW GOING INTO 2020 CENSUS

5,527,358
TOTAL POPULATION

151,840
TOTAL POPULATION LIVING IN HISTORICALLY UNDERCOUNTED CENSUS TRACTS

HISTORICALLY UNDERCOUNTED TRACTS BY COUNTY

Tribal lands
Non-HTC regions
Return mail rate
0-60%
61-65%
66-70%
71-73%
Mail rates not applicable

Special update/enumeration method used for counting as mail return rates are not applicable

Population

Past analyses of Census data have consistently shown differences in self-response rates based on household or individual characteristics, indicating that certain populations are at higher risk of being undercounted. The following graphs show the distribution of selected populations within the state that have historically been more likely to be undercounted. Data for all maps and graphs provided by CUNY Graduate Center via the Census 2020 Hard to Count/Response Rate map at www.CensusHardToCountMaps2020.us.

HOUSEHOLDS

Percent of total number of households in the state that have the following characteristics:

2% LIMITED ENGLISH PROFICIENCY (LEP)
13% NO INTERNET ACCESS n = 2,167,801
28% RENTERS (VS. HOMEOWNERS)

INDIVIDUALS

Percent of total number of individuals in the state that have characteristics of historically undercounted populations:

American Indian 2%
Asian 6%
Black 7%
Hispanic 5%
Native Hawaiian 0 <1%

6% < 5 YEARS OLD
8% BORN OUTSIDE OF THE US n = 5,527,358
10% LOW-INCOME POPULATIONS

2

The 52 reports that came out of this project have helped ORS Impact and the Democracy Funders Network **to achieve their goals — and more.**

The reports are attractive and communicate effectively, and were completed **without the agonizing manual work** that Juan and his team feared might be required.

Lesson 4

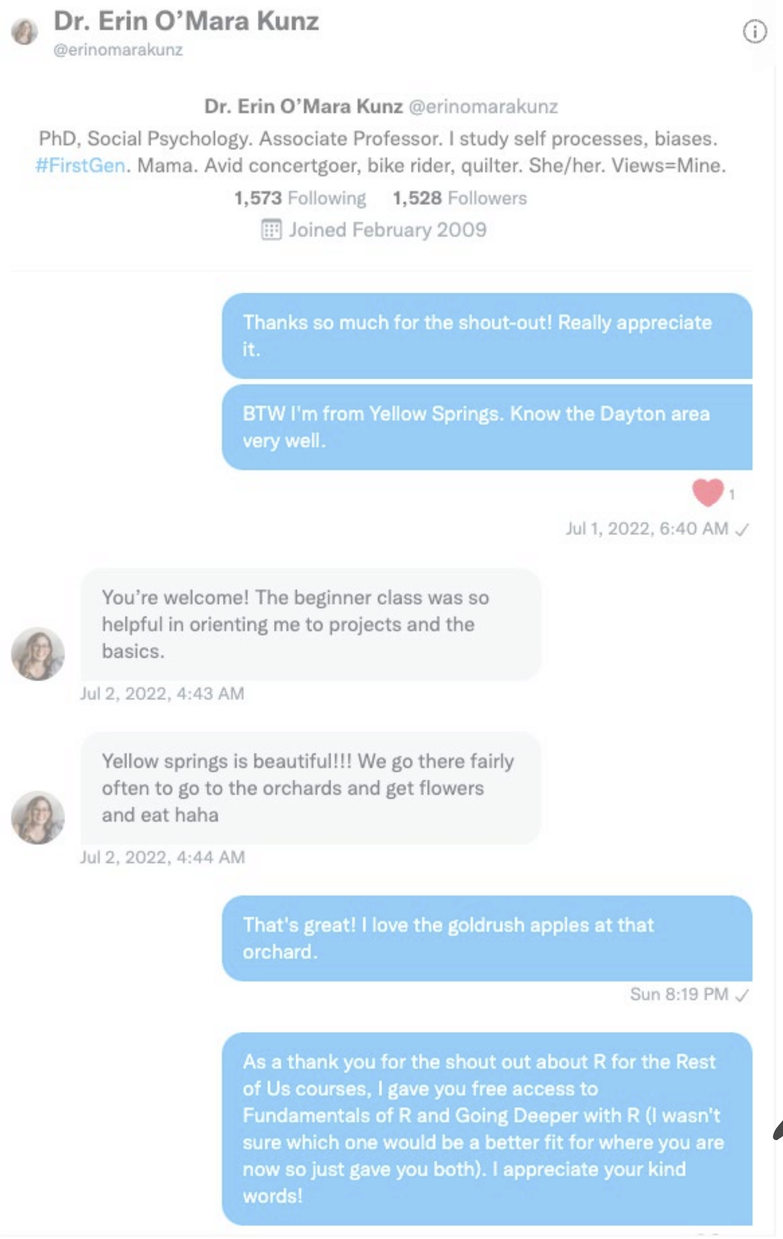
Relationships matter more than technical skills

Your clients will come from **people you know**

Dr. Erin O'Mara Kunz
@erinomarakunz

I needed to start at the beginning, like how to open R studio beginning. So I pivoted to taking a free beginner video course w/ @dgkeyes, @rfortherest free course "Getting started with R"... This was a nice starting point to learn some basics; I definitely recommend it... 3/n

6:24 AM · Jun 30, 2022 · Twitter for iPad



As a thank you for the shout out about R for the Rest of Us courses, I gave you free access to Fundamentals of R and Going Deeper with R (I wasn't sure which one would be a better fit for where you are now so just gave you both). I appreciate your kind words!

You are
not me

How to **sell your work** without **selling your soul**

Learn more

dgkeyes.com/rbusiness