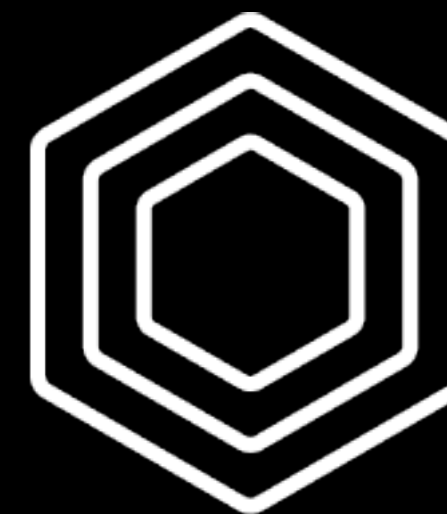




What they forgot to teach you about **starting a business with R**

David Keyes
R for the Rest of Us



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R for the Rest of Us

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

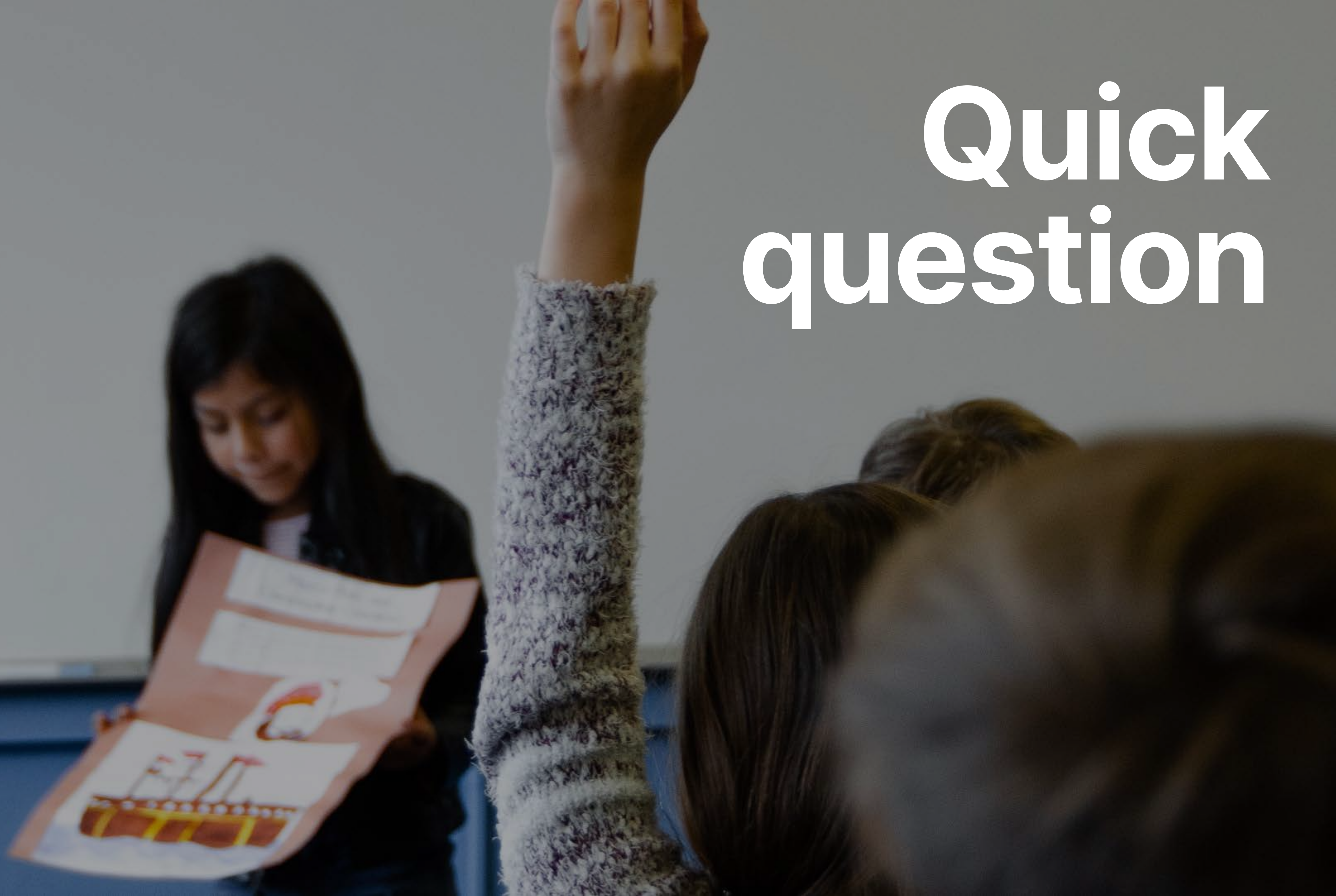
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How to **sell your work**



Quick question





Technical people are
allergic to marketing

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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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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



A man in a dark suit and striped shirt is seen from behind, speaking into a microphone and gesturing towards a large, diverse audience seated in a hall. The audience is blurred, emphasizing the speaker's perspective. The text "Don't try to speak to everyone" is overlaid in white on the left side of the image.

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



R Without Statistics

Search

Table of contents

About the Book

INTRODUCTION

Why R Without Statistics?

ILLUMINATE

Use General Principles of High-Quality Data Viz in R

Develop a Custom Theme to Keep Your Data Viz Consistent

R is a Full-Fledged Map-Making Tool

Make Tables That Look Good and Share Results Effectively

COMMUNICATE

Use RMarkdown to Communicate Accurately and Efficiently

Use RMarkdown to Instantly Generate Hundreds of Reports

Create Beautiful Presentations with RMarkdown

Make Websites to Share Results Online

AUTOMATE

Access Up to Date Census Data with the tidycensus Package

Put Results as So Come In

Stop Copying and Pasting

About the Book

This is the in-progress version of *R Without Statistics*, a forthcoming book from No Starch Press.

Since R was invented in 1993, it has become a widely used programming language for statistical analysis. From academia to the tech world and beyond, R is used for a wide range of statistical analysis.

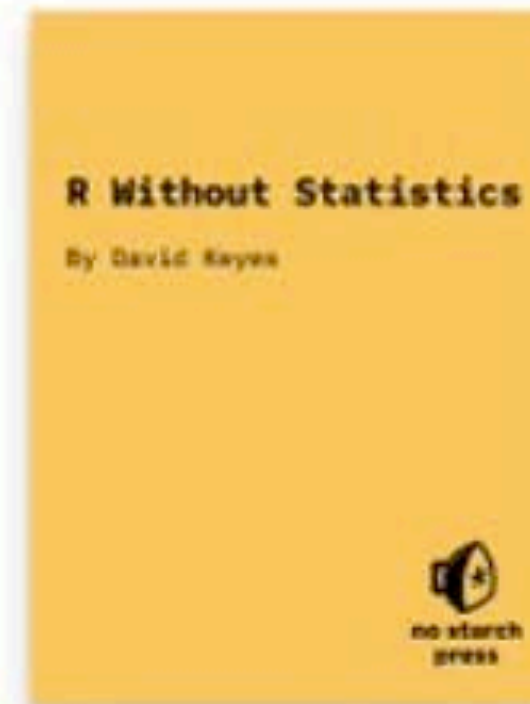
R's ubiquity in the world of statistics leads many to assume that it is only useful to those who do complex statistical work. But as R has grown in popularity, the number of ways it can be used has grown as well. Today, R is used for:

- Data visualization
- Map making
- Sharing results through reports, slides, and websites
- Automating processes
- And much more!

The idea that R is only for statistical analysis is outdated and inaccurate. But, without a single book that demonstrates the power of R for non-statistical purposes, this perception persists.

Enter R Without Statistics.

R Without Statistics will show ways that R can be used beyond complex statistical analysis. Readers will learn about a range of uses for R, many of which they have likely never even considered.



On this page

About the Book

View source

Edit this page



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 to address some key points of stats, right?

Lesson 2

Focus on **results**

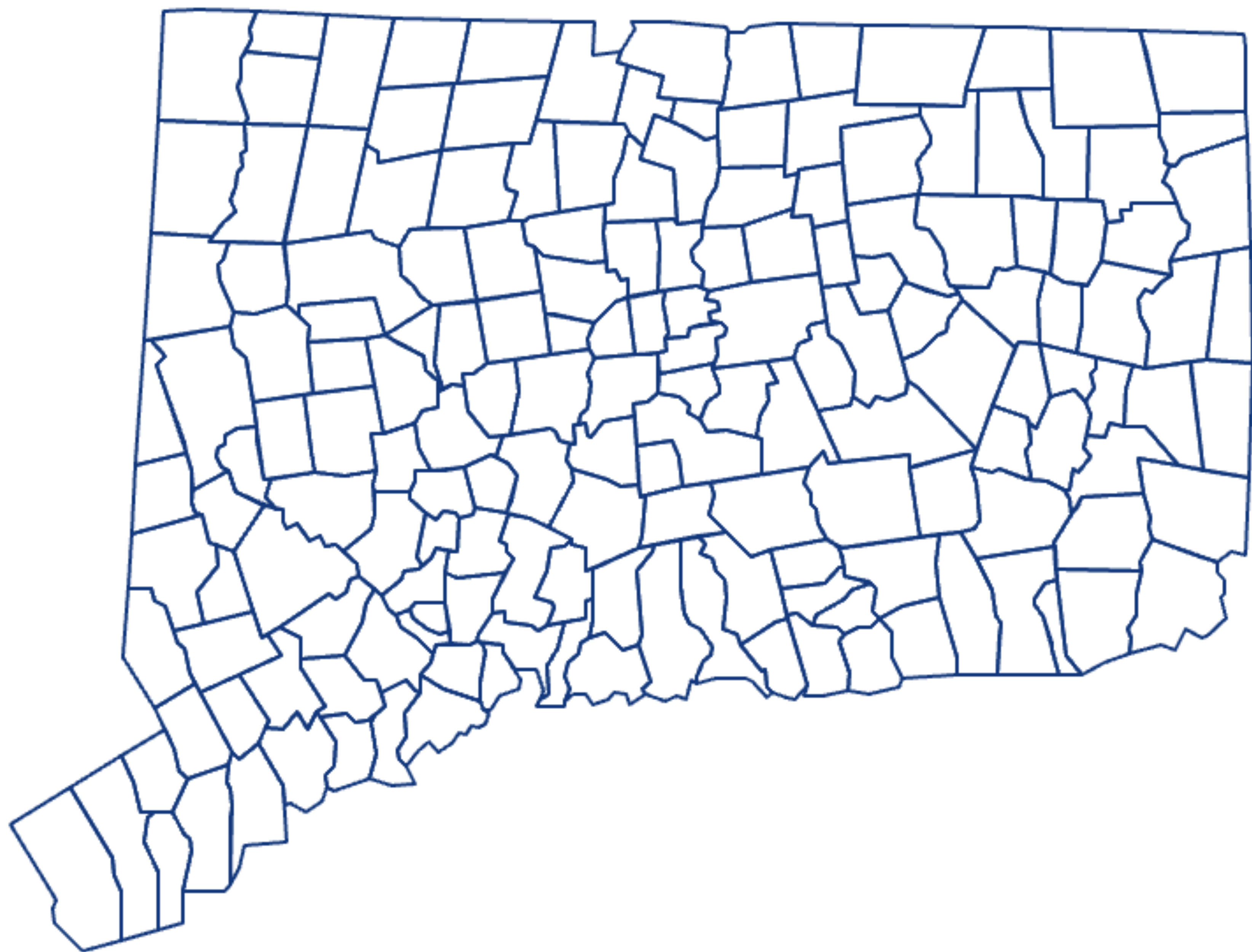




It's not about
the **tools**



It's about
**getting to
the goal**





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%

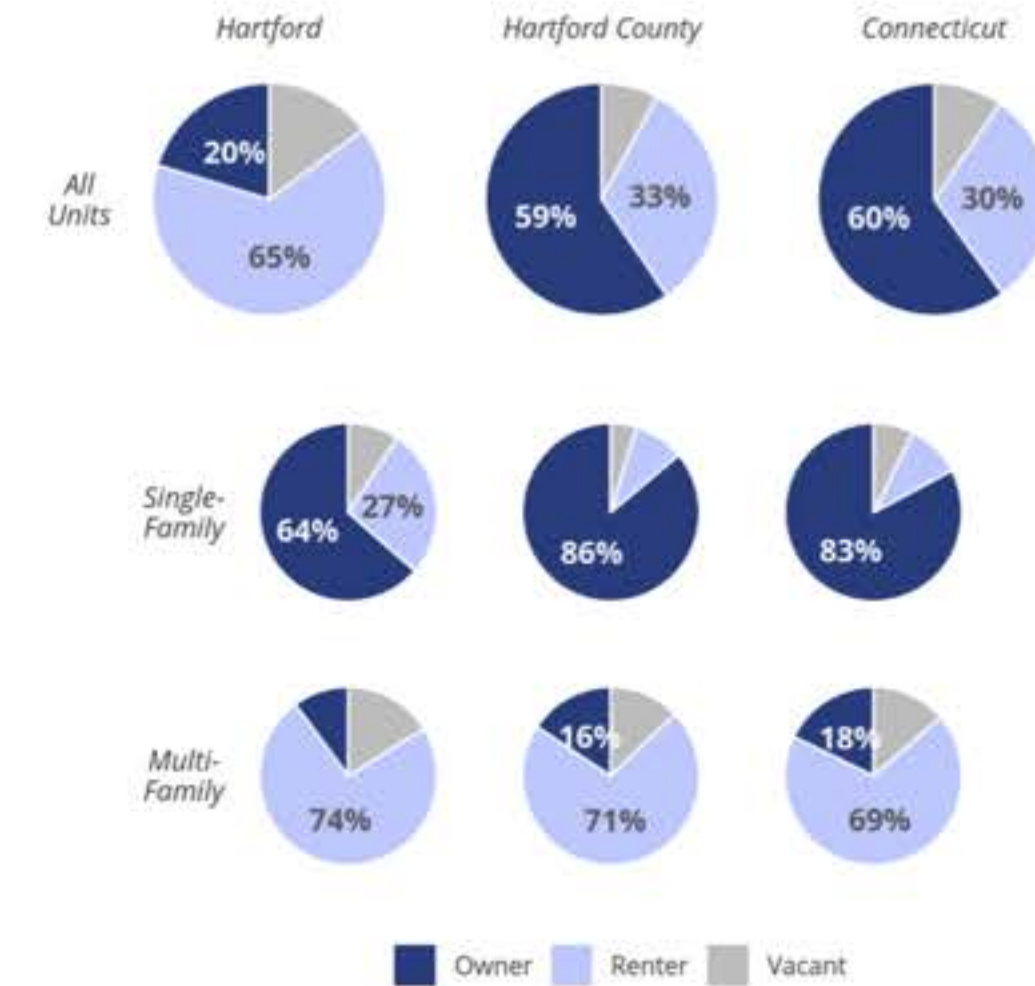


PERCENT OF ALL HOMES OCCUPIED BY OWNERS

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 multifamily. 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

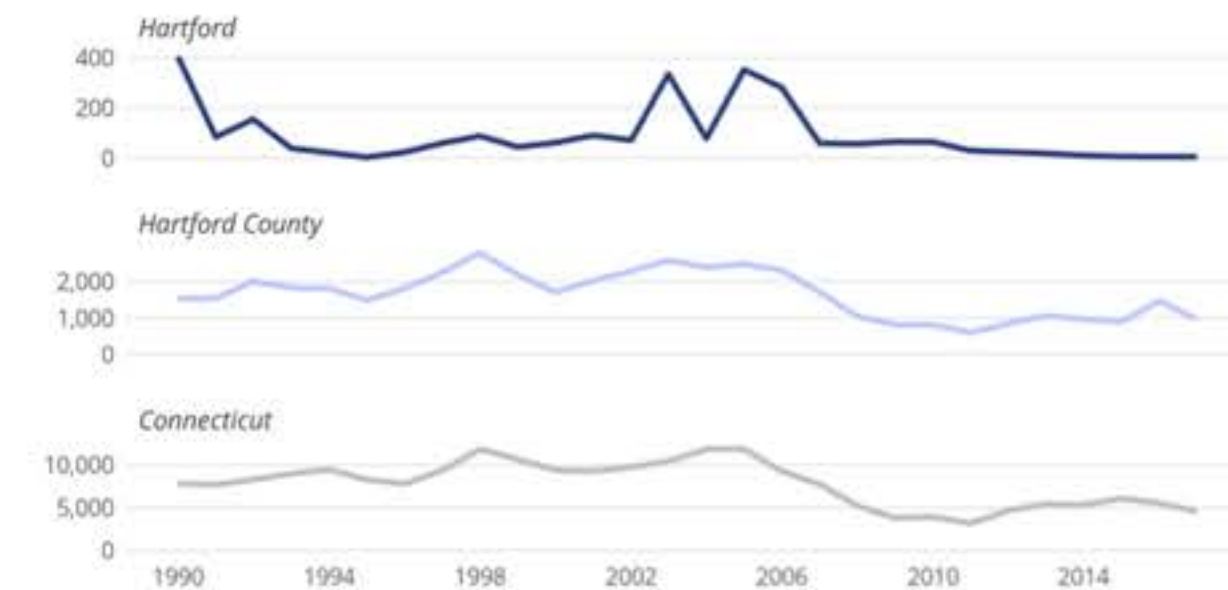
-99%

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



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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





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 populations¹ 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).

¹We 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



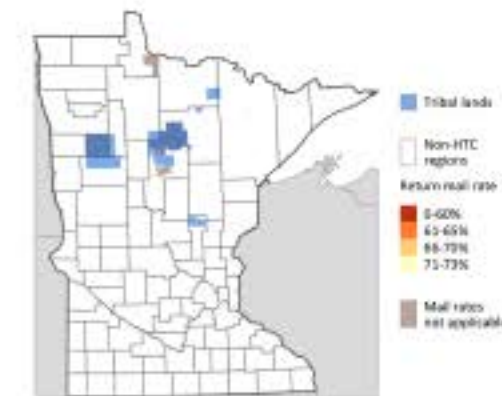
MINNESOTA

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



Special question on census 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:



INDIVIDUALS

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



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



A glowing neon sign is displayed inside a dark, rectangular box. The neon is shaped into a complex, abstract pattern of loops and curves, resembling a stylized figure or a network. The sign is illuminated from within, casting a bright white glow. The background is dark, making the neon stand out. On the right side of the image, there is white text overlaid on the dark background.

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

 **Dr. Erin O'Mara Kunz**
@erinomarakunz



Dr. Erin O'Mara Kunz @erinomarakunz

PhD, Social Psychology. Associate Professor. I study self processes, biases.
#FirstGen. Mama. Avid concertgoer, bike rider, quilter. She/her. Views=Mine.

1,573 Following 1,528 Followers

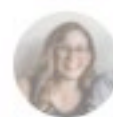
Joined February 2009

Thanks so much for the shout-out! Really appreciate it.

BTW I'm from Yellow Springs. Know the Dayton area very well.



Jul 1, 2022, 6:40 AM ✓



You're welcome! The beginner class was so helpful in orienting me to projects and the basics.

Jul 2, 2022, 4:43 AM



Yellow springs is beautiful!!! We go there fairly often to go to the orchards and get flowers and eat haha

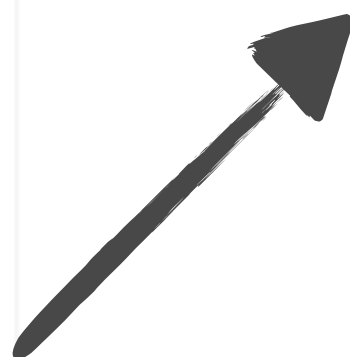
Jul 2, 2022, 4:44 AM

That's great! I love the goldrush apples at that orchard.

Sun 8:19 PM ✓

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!

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You are
not me



How to
sell your work
without
selling your soul





Learn more
dgkeyes.com/rbusiness