



INSIGHT
PHILANTHROPY
RESULTS

EXPLORE

PD25

New Depths

August 19-22, 2025

Hilton Baltimore Inner Harbor Hotel, Baltimore, Maryland

A Non-Expert's Guide

GETTING STARTED WITH R FOR DATA SCIENCE

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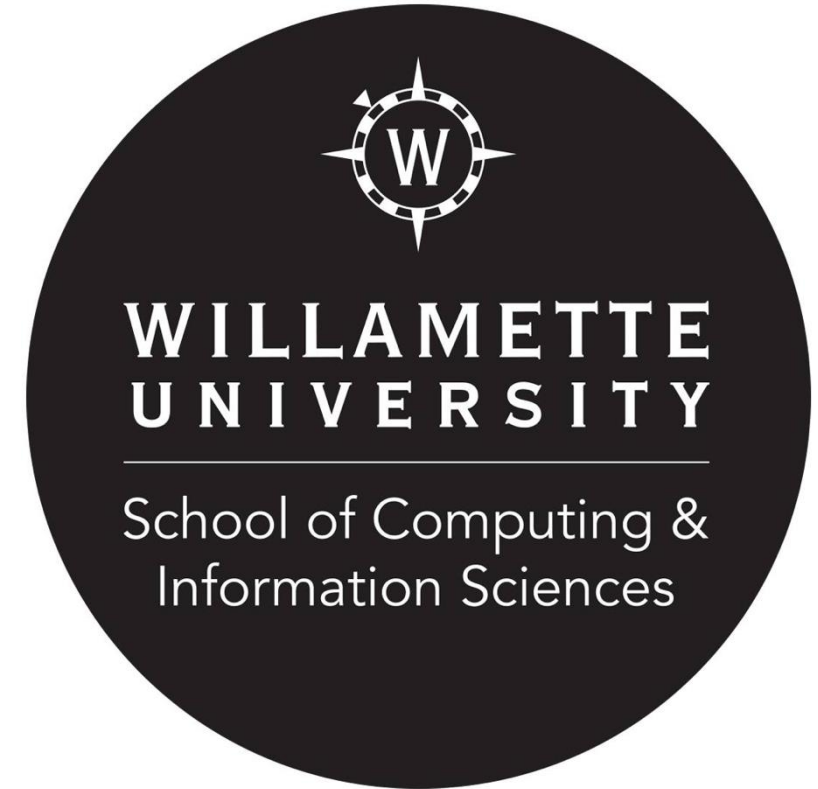
While you're waiting, complete your
session evaluations in the mobile app!

AGENDA

1. Introduction
2. A Familiar Story
3. What are R and RStudio?
4. Why R for data science?
5. Overview of RStudio
6. Excel -> R translation
7. Demos in RStudio
8. Getting Started with R
9. Q&A
10. Session Ratings

ABOUT ME

- Liberal Arts major
- 18 years of fundraising
- MA Philanthropy Studies
- Learner
- Not a programmer
- MS Data Science (in progress)



A FAMILIAR STORY

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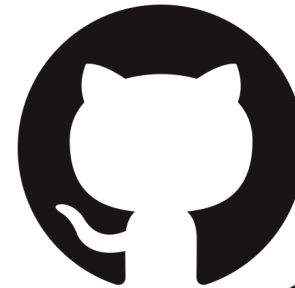
WHAT ARE R AND RSTUDIO?

#rstats

- Programming language
- Syntax of commands vs. point/click
- Similar to Python

RStudio

- Integrated Development Environment
- One of several options to run R:
 - VS Code
 - Google Colab
 - Xcode
 - GitHub Codespace



WHY R FOR PROSPECT DEVELOPMENT?

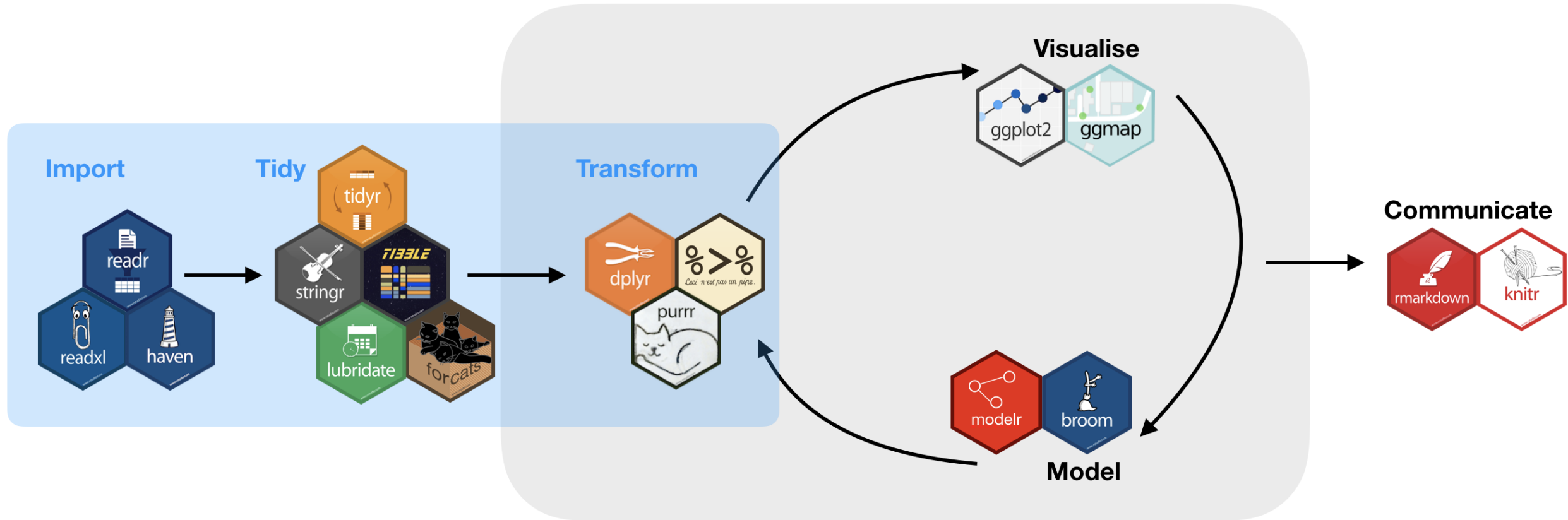
1. Reproducibility
2. Scalability
3. Automation
4. Advanced Capabilities



OVER TO RSTUDIO!

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EXCEL -> R



EXCEL -> R

Excel

- spreadsheet
- formula
 - =MEAN(A2:A2000)
- filtering
- sort
- hide columns
- add column
- pivot tables
- seeing all of your data

R

- data.frame or tibble
- function
 - mean(dataframe\$column)
- filter()
- arrange()
- select()
- mutate(formula)
- group_by() + summarize()
- print(), head(), unique()

OVER TO RSTUDIO!

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GETTING STARTED WITH R

1. Go to posit.co to download R and RStudio
2. [R for Data Science](#) by Hadley Wickham – free!!!
3. [Data Science for Fundraising](#) by A. Nandeshwar & R. Devine – also free!!!
4. [Datacamp](#)
5. [Stack Overflow](#)
6. IRL groups like [R Ladies](#) or Cascadia



Q&A

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THANK YOU!

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