

Package ‘radiant.multivariate’

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Type Package

Title Multivariate Menu for Radiant: Business Analytics using R and Shiny

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Description The Radiant Multivariate menu includes interfaces for perceptual mapping, factor analysis, cluster analysis, and conjoint analysis. The application extends the functionality in radiant.data.

Depends R (>= 3.3.0),
radiant.data (>= 0.6)

Imports shiny (>= 0.14),
dplyr (>= 0.5),
ggplot2 (>= 2.0.0),
gridExtra (>= 2.0.0),
scales (>= 0.4.0),
magrittr (>= 1.5),
psych (>= 1.6.6),
car (>= 2.1.1),
MASS (>= 7.3),
wordcloud (>= 2.5),
import (>= 1.1.0),
Gmedian (>= 1.2.3),
methods

Suggests testthat (>= 1.0.0),
covr (>= 1.2.0)

URL <https://github.com/radiant-rstats/radiant.multivariate>, <https://radiant-rstats.github.io/docs>

BugReports <https://github.com/radiant-rstats/radiant.multivariate/issues>

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LazyData true

RoxygenNote 5.0.1

R topics documented:

carpet	2
city	3

city2	3
clean_loadings	4
computer	4
conjoint	5
full_factor	6
hclus	7
kclus	8
mds	9
movie	10
mp3	10
plot.conjoint	11
plot.full_factor	11
plot.hclus	12
plot.kclus	13
plot.mds	14
plot.pmap	15
plot.pre_factor	16
pmap	17
pre_factor	18
radiant.multivariate	18
radiant.multivariate-deprecated	19
retailers	19
shopping	20
store.full_factor	20
store.kclus	21
summary.conjoint	22
summary.full_factor	22
summary.hclus	23
summary.kclus	24
summary.mds	25
summary.pmap	25
summary.pre_factor	26
the_table	27
toothpaste	28
tpbrands	28

Index 29

carpet	<i>Carpet cleaners</i>
--------	------------------------

Description

Carpet cleaners

Usage

data(carpet)

Format

A data frame with 18 rows and 5 variables

Details

Rankings reflect the evaluation of 18 alternative carpet cleaners by one respondent. Description provided in `attr(carpet,"description")`

city	<i>City distances</i>
------	-----------------------

Description

City distances

Usage

```
data(city)
```

Format

A data frame with 45 rows and 3 variables

Details

Distance in miles between nine cities in the USA. The dataset is used to illustrate multi-dimensional scaling (MDS). Description provided in `attr(city,"description")`

city2	<i>City distances 2</i>
-------	-------------------------

Description

City distances 2

Usage

```
data(city2)
```

Format

A data frame with 78 rows and 3 variables

Details

Distance in miles between 12 cities in the USA. The dataset is used to illustrate multi-dimensional scaling (MDS). Description provided in `attr(city2,"description")`

clean_loadings	<i>Sort and clean loadings</i>
----------------	--------------------------------

Description

Sort and clean loadings

Usage

```
clean_loadings(floadings, cutoff = 0, fsort = FALSE, dec = 8)
```

Arguments

floadings	Data frame with loadings
cutoff	Show only loadings with (absolute) values above cutoff (default = 0)
fsort	Sort factor loadings
dec	Number of decimals to show

Details

See https://radiant-rstats.github.io/docs/multivariate/full_factor.html for an example in Radiant

Examples

```
result <- full_factor("diamonds",c("price","carat","table","x","y"))
clean_loadings(result$floadings, TRUE, .5, 2)
```

computer	<i>Perceptions of computer (re)sellers</i>
----------	--

Description

Perceptions of computer (re)sellers

Usage

```
data(computer)
```

Format

A data frame with 5 rows and 8 variables

Details

Perceptions of computer (re)sellers. The dataset is used to illustrate perceptual maps. Description provided in attr(computer,"description")

conjoint	<i>Conjoint analysis</i>
----------	--------------------------

Description

Conjoint analysis

Usage

```
conjoint(dataset, rvar, evar, reverse = FALSE, data_filter = "")
```

Arguments

dataset	Dataset name (string). This can be a dataframe in the global environment or an element in an <code>r_data</code> list from Radiant
rvar	The response variable (e.g., profile ratings)
evar	Explanatory variables in the regression
reverse	Reverse the values of the response variable ('rvar')
data_filter	Expression entered in, e.g., Data > View to filter the dataset in Radiant. The expression should be a string (e.g., "price > 10000")

Details

See <https://radiant-rstats.github.io/docs/multivariate/conjoint.html> for an example in Radiant

Value

A list with all variables defined in the function as an object of class `conjoint`

See Also

[summary.conjoint](#) to summarize results

[plot.conjoint](#) to plot results

Examples

```
result <- conjoint("mp3", rvar = "Rating", evar = "Memory:Shape")
result <- mp3 %>% conjoint(rvar = "Rating", evar = "Memory:Shape")
```

full_factor	<i>Factor analysis (PCA)</i>
-------------	------------------------------

Description

Factor analysis (PCA)

Usage

```
full_factor(dataset, vars, method = "PCA", nr_fact = 1,
  rotation = "varimax", data_filter = "")
```

Arguments

dataset	Dataset name (string). This can be a dataframe in the global environment or an element in an <code>r_data</code> list from Radiant
vars	Variables to include in the analysis
method	Factor extraction method to use
nr_fact	Number of factors to extract
rotation	Apply varimax rotation or no rotation ("varimax" or "none")
data_filter	Expression entered in, e.g., Data > View to filter the dataset in Radiant. The expression should be a string (e.g., "price > 10000")

Details

See https://radiant-rstats.github.io/docs/multivariate/full_factor.html for an example in Radiant

Value

A list with all variables defined in the function as an object of class `full_factor`

See Also

`summary.full_factor` to summarize results

`plot.full_factor` to plot results

Examples

```
result <- full_factor("diamonds",c("price","carat","table","x","y"))
result <- full_factor("diamonds",c("price","carat","table","x","y"), method = "maxlik")
result <- diamonds %>% full_factor(c("price","carat","table","x","y"), method = "maxlik")
```

hclus	<i>Hierarchical cluster analysis</i>
-------	--------------------------------------

Description

Hierarchical cluster analysis

Usage

```
hclus(dataset, vars, distance = "sq.euclidian", method = "ward.D",  
       max_cases = 1000, data_filter = "")
```

Arguments

dataset	Dataset name (string). This can be a dataframe in the global environment or an element in an <code>r_data</code> list from Radiant
vars	Vector of variables to include in the analysis
distance	Distance
method	Method
max_cases	Maximum number of cases allowed (default is 1000)
data_filter	Expression entered in, e.g., Data > View to filter the dataset in Radiant. The expression should be a string (e.g., "price > 10000")

Details

See <https://radiant-rstats.github.io/docs/multivariate/hclus.html> for an example in Radiant

Value

A list of all variables used in `hclus` as an object of class `hclus`

See Also

[summary.hclus](#) to summarize results

[plot.hclus](#) to plot results

Examples

```
result <- hclus("shopping", vars = "v1:v6")
```

kclus

K-clustering

Description

K-clustering

Usage

```
kclus(dataset, vars, fun = "mean", hc_init = TRUE,  
      distance = "sq.euclidian", method = "ward.D", seed = 1234,  
      nr_clus = 2, data_filter = "")
```

Arguments

dataset	Dataset name (string). This can be a dataframe in the global environment or an element in an <code>r_data</code> list from Radiant
vars	Vector of variables to include in the analysis
fun	Function to use: "mean" or "median"
hc_init	Use centers from hclus as the starting point
distance	Distance for hclus
method	Method for hclus
seed	Random see to use for k-clustering if <code>hc_init</code> is FALSE
nr_clus	Number of clusters to extract
data_filter	Expression entered in, e.g., Data > View to filter the dataset in Radiant. The expression should be a string (e.g., "price > 10000")

Details

See <https://radiant-rstats.github.io/docs/multivariate/kclus.html> for an example in Radiant

Value

A list of all variables used in kclus as an object of class kclus

See Also

[summary.kclus](#) to summarize results

[plot.kclus](#) to plot results

[store.kclus](#) to add cluster membership to the selected dataset

Examples

```
result <- kclus("shopping", c("v1:v6"))
```

mds	(Dis)similarity based brand maps (MDS)
-----	--

Description

(Dis)similarity based brand maps (MDS)

Usage

```
mds(dataset, id1, id2, dis, method = "metric", nr_dim = 2, seed = 1234,  
      data_filter = "")
```

Arguments

dataset	Dataset name (string). This can be a dataframe in the global environment or an element in an <code>r_data</code> list from Radiant
id1	A character variable or factor with unique entries
id2	A character variable or factor with unique entries
dis	A numeric measure of brand dissimilarity
method	Apply metric or non-metric MDS
nr_dim	Number of dimensions
seed	Random seed
data_filter	Expression entered in, e.g., Data > View to filter the dataset in Radiant. The expression should be a string (e.g., "price > 10000")

Details

See <https://radiant-rstats.github.io/docs/multivariate/mds.html> for an example in Radiant

Value

A list of all variables defined in the function as an object of class `mds`

See Also

[summary.mds](#) to summarize results

[plot.mds](#) to plot results

Examples

```
result <- mds("city", "from", "to", "distance")  
summary(result)  
result <- mds("diamonds", "clarity", "cut", "price")  
summary(result)
```

movie

Conjoint data for Movie theaters

Description

Conjoint data for Movie theaters

Usage

```
data(movie)
```

Format

A data frame with 18 rows and 6 variables

Details

Rankings reflect the evaluation of 18 alternative movie theaters by one respondent. Description provided in `attr(movie,"description")`

mp3

Conjoint data for MP3 players

Description

Conjoint data for MP3 players

Usage

```
data(mp3)
```

Format

A data frame with 18 rows and 6 variables

Details

Ratings reflect the evaluation of 18 alternative MP3 players by one respondent. Description provided in `attr(mp3,"description")`

plot.conjoint	<i>Plot method for the conjoint function</i>
---------------	--

Description

Plot method for the conjoint function

Usage

```
## S3 method for class 'conjoint'
plot(x, plots = "pw", scale_plot = FALSE,
     shiny = FALSE, ...)
```

Arguments

x	Return value from conjoint
plots	Show either the part-worth ("pw") or importance-weights ("iw") plot
scale_plot	Scale the axes of the part-worth plots to the same range
shiny	Did the function call originate inside a shiny app
...	further arguments passed to or from other methods

Details

See <https://radiant-rstats.github.io/docs/multivariate/conjoint.html> for an example in Radiant

See Also

[conjoint](#) to generate results
[summary.conjoint](#) to summarize results

Examples

```
result <- conjoint(dataset = "mp3", rvar = "Rating", evar = "Memory:Shape")
plot(result, scale_plot = TRUE)
plot(result, plots = "iw")
```

plot.full_factor	<i>Plot method for the full_factor function</i>
------------------	---

Description

Plot method for the full_factor function

Usage

```
## S3 method for class 'full_factor'
plot(x, shiny = FALSE, ...)
```

Arguments

x	Return value from <code>full_factor</code>
shiny	Did the function call originate inside a shiny app
...	further arguments passed to or from other methods

Details

See https://radiant-rstats.github.io/docs/multivariate/full_factor.html for an example in Radiant

See Also

`full_factor` to calculate results
`plot.full_factor` to plot results

Examples

```
result <- full_factor("diamonds", c("price", "carat", "table"))
plot(result)
result <- full_factor("computer", "high_end:business")
summary(result)
```

plot.hclus

Plot method for the hclus function

Description

Plot method for the hclus function

Usage

```
## S3 method for class 'hclus'
plot(x, plots = c("scree", "change"), cutoff = 0.05,
     shiny = FALSE, ...)
```

Arguments

x	Return value from <code>hclus</code>
plots	Plots to return. "change" shows the percentage change in within-cluster heterogeneity as respondents are grouped into different number of clusters, "dendro" shows the dendrogram, "scree" shows a scree plot of within-cluster heterogeneity
cutoff	For large datasets plots can take time to render and become hard to interpret. By selection a cutoff point (e.g., 0.05 percent) the initial steps in hierarchical cluster analysis are removed from the plot
shiny	Did the function call originate inside a shiny app
...	further arguments passed to or from other methods

Details

See <https://radiant-rstats.github.io/docs/multivariate/hclus.html> for an example in Radiant

See Also

[hclus](#) to generate results

[summary.hclus](#) to summarize results

Examples

```
result <- hclus("shopping", vars = c("v1:v6"))
plot(result, plots = c("change", "scree"), cutoff = .05)
plot(result, plots = "dendro", cutoff = 0)
shopping %>% hclus(vars = c("v1:v6")) %>% plot
```

plot.kclus	<i>Plot method for kclus</i>
------------	------------------------------

Description

Plot method for kclus

Usage

```
## S3 method for class 'kclus'
plot(x, plots = "density", shiny = FALSE, ...)
```

Arguments

x	Return value from kclus
plots	One of "density", "bar", or "scatter")
shiny	Did the function call originate inside a shiny app
...	further arguments passed to or from other methods

Details

See <https://radiant-rstats.github.io/docs/multivariate/kclus.html> for an example in Radiant

See Also

[kclus](#) to generate results

[summary.kclus](#) to summarize results

[store.kclus](#) to add cluster membership to the selected dataset

Examples

```
result <- kclus("shopping", vars = c("v1:v6"))
plot(result)
shopping %>% kclus(, vars = c("v1:v6")) %>% plot
```

plot.mds

Plot method for the mds function

Description

Plot method for the mds function

Usage

```
## S3 method for class 'mds'
plot(x, rev_dim = "", fontsz = 1.3, ...)
```

Arguments

x	Return value from mds
rev_dim	Flip the axes in plots
fontsz	Font size to use in plots
...	further arguments passed to or from other methods

Details

See <https://radiant-rstats.github.io/docs/multivariate/mds.html> for an example in Radiant

See Also

[mds](#) to calculate results
[summary.mds](#) to plot results

Examples

```
result <- mds("city", "from", "to", "distance")
plot(result)
plot(result, rev_dim = 1:2)
plot(result, rev_dim = 1:2, fontsz = 2)
```

`plot.pmap`*Plot method for the pmap function*

Description

Plot method for the pmap function

Usage

```
## S3 method for class 'pmap'  
plot(x, plots = "", scaling = 2.1, fontsz = 1.3, ...)
```

Arguments

<code>x</code>	Return value from pmap
<code>plots</code>	Components to include in the plot ("brand", "attr"). If data on preferences is available use "pref" to add preference arrows to the plot
<code>scaling</code>	Arrow scaling in the brand map
<code>fontsz</code>	Font size to use in plots
<code>...</code>	further arguments passed to or from other methods

Details

See <https://radiant-rstats.github.io/docs/multivariate/pmap.html> for an example in Radiant

See Also

[pmap](#) to calculate results
[summary.pmap](#) to plot results

Examples

```
result <- pmap("computer", "brand", "high_end:business")  
plot(result, plots = "brand")  
plot(result, plots = c("brand", "attr"))  
plot(result, plots = c("brand", "attr"))  
plot(result, scaling = 1, plots = c("brand", "attr"))  
result <- pmap("computer", "brand", "high_end:dated",  
              pref = c("innovative", "business"))  
plot(result, plots = c("brand", "attr", "pref"))
```

plot.pre_factor	<i>Plot method for the pre_factor function</i>
-----------------	--

Description

Plot method for the pre_factor function

Usage

```
## S3 method for class 'pre_factor'
plot(x, plots = c("scree", "change"), cutoff = 0.2,
     shiny = FALSE, ...)
```

Arguments

x	Return value from pre_factor
plots	Plots to return. "change" shows the change in eigenvalues as variables are grouped into different number of factors, "scree" shows a scree plot of eigenvalues
cutoff	For large datasets plots can take time to render and become hard to interpret. By selection a cutoff point (e.g., eigenvalues of .8 or higher) factors with the least explanatory power are removed from the plot
shiny	Did the function call originate inside a shiny app
...	further arguments passed to or from other methods

Details

See https://radiant-rstats.github.io/docs/multivariate/pre_factor.html for an example in Radiant

See Also

[pre_factor](#) to calculate results
[summary.pre_factor](#) to summarize results

Examples

```
result <- pre_factor("diamonds", c("price", "carat", "table"))
plot(result)
plot(result, plots = c("change", "scree"), cutoff = .05)
```

pmap

Attribute based brand maps

Description

Attribute based brand maps

Usage

```
pmap(dataset, brand, attr, pref = "", nr_dim = 2, data_filter = "")
```

Arguments

dataset	Dataset name (string). This can be a dataframe in the global environment or an element in an <code>r_data</code> list from Radiant
brand	A character variable with brand names
attr	Names of numeric variables
pref	Names of numeric brand preference measures
nr_dim	Number of dimensions
data_filter	Expression entered in, e.g., Data > View to filter the dataset in Radiant. The expression should be a string (e.g., "price > 10000")

Details

See <https://radiant-rstats.github.io/docs/multivariate/pmap.html> for an example in Radiant

Value

A list of all variables defined in the function as an object of class `pmap`

See Also

`summary.pmap` to summarize results

`plot.pmap` to plot results

Examples

```
result <- pmap("computer", "brand", "high_end:business")
```

pre_factor	<i>Evaluate if data are appropriate for PCA / Factor analysis</i>
------------	---

Description

Evaluate if data are appropriate for PCA / Factor analysis

Usage

```
pre_factor(dataset, vars, data_filter = "")
```

Arguments

dataset	Dataset name (string). This can be a dataframe in the global environment or an element in an <code>r_data</code> list from Radiant
vars	Variables to include in the analysis
data_filter	Expression entered in, e.g., Data > View to filter the dataset in Radiant. The expression should be a string (e.g., "price > 10000")

Details

See https://radiant-rstats.github.io/docs/multivariate/pre_factor.html for an example in Radiant

Value

A list with all variables defined in the function as an object of class `pre_factor`

See Also

[summary.pre_factor](#) to summarize results

[plot.pre_factor](#) to plot results

Examples

```
result <- pre_factor("diamonds",c("price","carat","table"))
```

radiant.multivariate	<i>radiant.multivariate</i>
----------------------	-----------------------------

Description

radiant.multivariate

Launch Radiant in the default browser

Usage

```
radiant.multivariate()
```

Details

See <https://radiant-rstats.github.io/docs> for documentation and tutorials

radiant.multivariate-deprecated

Deprecated function(s) in the radiant.multivariate package

Description

These functions are provided for compatibility with previous versions of radiant. They will eventually be removed.

Usage

```
save_factors(...)
```

Arguments

... Parameters to be passed to the updated functions

Details

save_factors is now a synonym for [store.full_factor](#)
 save_membership is now a synonym for [store.kclus](#)
 kmeans_clus is now a synonym for [kclus](#)
 hier_clus is now a synonym for [hclus](#)

retailers

Perceptions of retailers

Description

Perceptions of retailers

Usage

```
data(retailers)
```

Format

A data frame with 6 rows and 10 variables

Details

Consumer evaluations for a set of retailers in the Chicago area on 7 attributes. The dataset is used to illustrate perceptual maps. Description provided in `attr(retailers,"description")`

shopping	<i>Shopping attitudes</i>
----------	---------------------------

Description

Shopping attitudes

Usage

```
data(shopping)
```

Format

A data frame with 20 rows and 7 variables

Details

Attitudinal data on shopping for 20 consumers. Description provided in attr(shopping, "description")

store.full_factor	<i>Store factor scores to active dataset</i>
-------------------	--

Description

Store factor scores to active dataset

Usage

```
## S3 method for class 'full_factor'
store(object, ..., name = "")
```

Arguments

object	Return value from full_factor
...	Additional arguments
name	Name of factor score variables

Details

See https://radiant-rstats.github.io/docs/multivariate/full_factor.html for an example in Radiant

See Also

[full_factor](#) to generate results
[summary.full_factor](#) to summarize results
[plot.full_factor](#) to plot results

Examples

```
full_factor(shopping, "v1:v6", nr_fact = 3) %>%  
  store %>%  
  head
```

store.kclus

Add a cluster membership variable to the active dataset

Description

Add a cluster membership variable to the active dataset

Usage

```
## S3 method for class 'kclus'  
store(object, ..., name = "")
```

Arguments

object	Return value from kclus
...	Additional arguments
name	Name of cluster membership variable

Details

See <https://radiant-rstats.github.io/docs/multivariate/kclus.html> for an example in Radiant

See Also

[kclus](#) to generate results
[summary.kclus](#) to summarize results
[plot.kclus](#) to plot results

Examples

```
kclus(shopping, vars = c("v1:v6")) %>% store %>% head
```

summary.conjoint	<i>Summary method for the conjoint function</i>
------------------	---

Description

Summary method for the conjoint function

Usage

```
## S3 method for class 'conjoint'
summary(object, mc_diag = FALSE, dec = 3, ...)
```

Arguments

object	Return value from conjoint
mc_diag	Shows multicollinearity diagnostics.
dec	Number of decimals to show
...	further arguments passed to or from other methods

Details

See <https://radiant-rstats.github.io/docs/multivariate/conjoint.html> for an example in Radiant

See Also

[conjoint](#) to generate results
[plot.conjoint](#) to plot results

Examples

```
result <- conjoint("mp3", rvar = "Rating", evar = "Memory:Shape")
summary(result, mc_diag = TRUE)
mp3 %>% conjoint(rvar = "Rating", evar = "Memory:Shape") %>% summary(., mc_diag = TRUE)
```

summary.full_factor	<i>Summary method for the full_factor function</i>
---------------------	--

Description

Summary method for the full_factor function

Usage

```
## S3 method for class 'full_factor'
summary(object, cutoff = 0, fsort = FALSE, dec = 2,
  ...)
```

Arguments

object	Return value from full_factor
cutoff	Show only loadings with (absolute) values above cutoff (default = 0)
fsort	Sort factor loadings
dec	Number of decimals to show
...	further arguments passed to or from other methods

Details

See https://radiant-rstats.github.io/docs/multivariate/full_factor.html for an example in Radiant

See Also

[full_factor](#) to calculate results

[plot.full_factor](#) to plot results

Examples

```
result <- full_factor("diamonds",c("price","carat","depth","table","x"))
summary(result)
summary(result, cutoff = 0, fsort = FALSE)
summary(result, cutoff = 0, fsort = TRUE)
summary(result, cutoff = .5, fsort = TRUE)
diamonds %>% full_factor(c("price","carat","depth","table","x")) %>% summary
diamonds %>% full_factor(c("price","carat","depth","table","x")) %>% summary(cutoff = .5)
```

summary.hclus

Summary method for the hclus function

Description

Summary method for the hclus function

Usage

```
## S3 method for class 'hclus'
summary(object, ...)
```

Arguments

object	Return value from hclus
...	further arguments passed to or from other methods

Details

See <https://radiant-rstats.github.io/docs/multivariate/hclus.html> for an example in Radiant

See Also

[hclus](#) to generate results

[plot.hclus](#) to plot results

Examples

```
result <- hclus("shopping", vars = c("v1:v6"))
summary(result)
```

summary.kclus	<i>Summary method for kclus</i>
---------------	---------------------------------

Description

Summary method for kclus

Usage

```
## S3 method for class 'kclus'
summary(object, dec = 2, ...)
```

Arguments

object	Return value from kclus
dec	Number of decimals to show
...	further arguments passed to or from other methods

Details

See <https://radiant-rstats.github.io/docs/multivariate/kclus.html> for an example in Radiant

See Also

[kclus](#) to generate results

[plot.kclus](#) to plot results

[store.kclus](#) to add cluster membership to the selected dataset

Examples

```
result <- kclus("shopping", vars = c("v1:v6"))
summary(result)
shopping %>% kclus(vars = c("v1:v6"), nr_clus = 3) %>% summary
```

summary.mds*Summary method for the mds function*

Description

Summary method for the mds function

Usage

```
## S3 method for class 'mds'  
summary(object, dec = 2, ...)
```

Arguments

object	Return value from mds
dec	Rounding to use for output (default = 2). +1 used for stress measure
...	further arguments passed to or from other methods

Details

See <https://radiant-rstats.github.io/docs/multivariate/mds.html> for an example in Radiant

See Also

[mds](#) to calculate results
[plot.mds](#) to plot results

Examples

```
result <- mds("city", "from", "to", "distance")  
summary(result)  
summary(result, dec = 2)  
city %>% mds("from", "to", "distance") %>% summary
```

summary.pmap*Summary method for the pmap function*

Description

Summary method for the pmap function

Usage

```
## S3 method for class 'pmap'  
summary(object, cutoff = 0, dec = 2, ...)
```

Arguments

object	Return value from pmap
cutoff	Show only loadings with (absolute) values above cutoff (default = 0)
dec	Rounding to use for output
...	further arguments passed to or from other methods

Details

See <https://radiant-rstats.github.io/docs/multivariate/pmap.html> for an example in Radiant

See Also

[pmap](#) to calculate results
[plot.pmap](#) to plot results

Examples

```
result <- pmap("computer", "brand", "high_end:business")
summary(result)
summary(result, cutoff = .3)
result <- pmap("computer", "brand", "high_end:dated", pref = c("innovative", "business"))
summary(result)
computer %>% pmap("brand", "high_end:dated", pref = c("innovative", "business")) %>%
  summary
```

summary.pre_factor	<i>Summary method for the pre_factor function</i>
--------------------	---

Description

Summary method for the pre_factor function

Usage

```
## S3 method for class 'pre_factor'
summary(object, dec = 2, ...)
```

Arguments

object	Return value from pre_factor
dec	Rounding to use for output
...	further arguments passed to or from other methods

Details

See https://radiant-rstats.github.io/docs/multivariate/pre_factor.html for an example in Radiant

See Also

[pre_factor](#) to calculate results

[plot.pre_factor](#) to plot results

Examples

```
result <- pre_factor("diamonds", c("price", "carat", "table"))
summary(result)
diamonds %>% pre_factor(c("price", "carat", "table")) %>% summary
result <- pre_factor("computer", "high_end:business")
summary(result)
```

the_table	<i>Function to calculate the PW and IW table for conjoint</i>
-----------	---

Description

Function to calculate the PW and IW table for conjoint

Usage

```
the_table(model, dat, evar)
```

Arguments

model	Tidied model results (broom) output from conjoint passed on by summary.conjoint
dat	Conjoint data
evar	Explanatory variables used in the conjoint regression

Details

See <https://radiant-rstats.github.io/docs/multivariate/conjoint.html> for an example in Radiant

See Also

[conjoint](#) to generate results

[summary.conjoint](#) to summarize results

[plot.conjoint](#) to plot results

Examples

```
result <- conjoint(dataset = "mp3", rvar = "Rating", evar = "Memory:Shape")
the_table(result$model, result$dat, result$evar)
```

toothpaste	<i>Toothpaste attitudes</i>
------------	-----------------------------

Description

Toothpaste attitudes

Usage

```
data(toothpaste)
```

Format

A data frame with 60 rows and 10 variables

Details

Attitudinal data on toothpaste for 60 consumers. Description provided in `attr(toothpaste,"description")`

tpbrands	<i>Toothpaste brands</i>
----------	--------------------------

Description

Toothpaste brands

Usage

```
data(tpbrands)
```

Format

A data frame with 45 rows and 4 variables

Details

Perceived (dis)similarity of a set of toothpaste brands. The dataset is used to illustrate multi-dimensional scaling (MDS). Description provided in `attr(tpbrands,"description")`

Index

*Topic **datasets**

- carpet, [2](#)
 - city, [3](#)
 - city2, [3](#)
 - computer, [4](#)
 - movie, [10](#)
 - mp3, [10](#)
 - retailers, [19](#)
 - shopping, [20](#)
 - toothpaste, [28](#)
 - tpbrands, [28](#)
-
- carpet, [2](#)
 - city, [3](#)
 - city2, [3](#)
 - clean_loadings, [4](#)
 - computer, [4](#)
 - conjoint, [5](#), [11](#), [22](#), [27](#)
-
- full_factor, [6](#), [12](#), [20](#), [23](#)
-
- hclus, [7](#), [12](#), [13](#), [19](#), [23](#), [24](#)
 - hier_clus
 - (radiant.multivariate-deprecated), [19](#)
-
- kclus, [8](#), [13](#), [19](#), [21](#), [24](#)
 - kmeans_clus
 - (radiant.multivariate-deprecated), [19](#)
-
- mds, [9](#), [14](#), [25](#)
 - movie, [10](#)
 - mp3, [10](#)
-
- plot.conjoint, [5](#), [11](#), [22](#), [27](#)
 - plot.full_factor, [6](#), [11](#), [12](#), [20](#), [23](#)
 - plot.hclus, [7](#), [12](#), [24](#)
 - plot.kclus, [8](#), [13](#), [21](#), [24](#)
 - plot.mds, [9](#), [14](#), [25](#)
 - plot.pmap, [15](#), [17](#), [26](#)
 - plot.pre_factor, [16](#), [18](#), [27](#)
 - pmap, [15](#), [17](#), [26](#)
 - pre_factor, [16](#), [18](#), [26](#), [27](#)
-
- radiant.multivariate, [18](#)
 - radiant.multivariate-deprecated, [19](#)
 - radiant.multivariate-deprecated-package
 - (radiant.multivariate-deprecated), [19](#)
 - radiant.multivariate-package
 - (radiant.multivariate), [18](#)
 - retailers, [19](#)
-
- save_factors
 - (radiant.multivariate-deprecated), [19](#)
 - save_membership
 - (radiant.multivariate-deprecated), [19](#)
 - shopping, [20](#)
 - store.full_factor, [19](#), [20](#)
 - store.kclus, [8](#), [13](#), [19](#), [21](#), [24](#)
 - summary.conjoint, [5](#), [11](#), [22](#), [27](#)
 - summary.full_factor, [6](#), [20](#), [22](#)
 - summary.hclus, [7](#), [13](#), [23](#)
 - summary.kclus, [8](#), [13](#), [21](#), [24](#)
 - summary.mds, [9](#), [14](#), [25](#)
 - summary.pmap, [15](#), [17](#), [25](#)
 - summary.pre_factor, [16](#), [18](#), [26](#)
-
- the_table, [27](#)
 - toothpaste, [28](#)
 - tpbrands, [28](#)