Rolling averages

```r
short_term_mean <- rollify(~mean(.x, na.rm = TRUE), window = 5)
long_term_mean  <- rollify(~mean(.x, na.rm = TRUE), window = 50)

mutate(FB,
  short_mean = short_term_mean(adjusted),
  long_mean  = long_term_mean(adjusted)
)
```

mean() becomes
a rolling mean

```
# A tibble: 1,008 x 4
   date          adjusted    short_mean   long_mean
   <date>        <dbl>      <dbl>         <dbl>
 1 2013-01-02     28.0       NA            NA
 2 2013-01-03     27.8       NA            NA
 3 2013-01-04     28.8       NA            NA
 4 2013-01-07     29.4       NA            NA
 5 2013-01-08     29.1       28.6          NA
 6 2013-01-09     30.6       29.1          NA
 7 2013-01-10     31.3       29.8          NA
 8 2013-01-11     31.7       30.4          NA
 9 2013-01-14     31.0       30.7          NA
10 2013-01-15     30.1       30.9          NA
```

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