Google Search Analytics

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R Markdown

This is an R Markdown document. Markdown is a simple formatting syntax for authoring HTML, PDF, and MS Word documents. For more details on using R Markdown see http://rmarkdown.rstudio.com.

When you click the **Knit** button a document will be generated that includes both content as well as the output of any embedded R code chunks within the document. You can embed an R code chunk like this: #install.packages("gtrendsR")

```
library(ggplot2)
library(scales)

library(gtrendsR)
```

```
## Warning: package 'gtrendsR' was built under R version 4.1.2
```

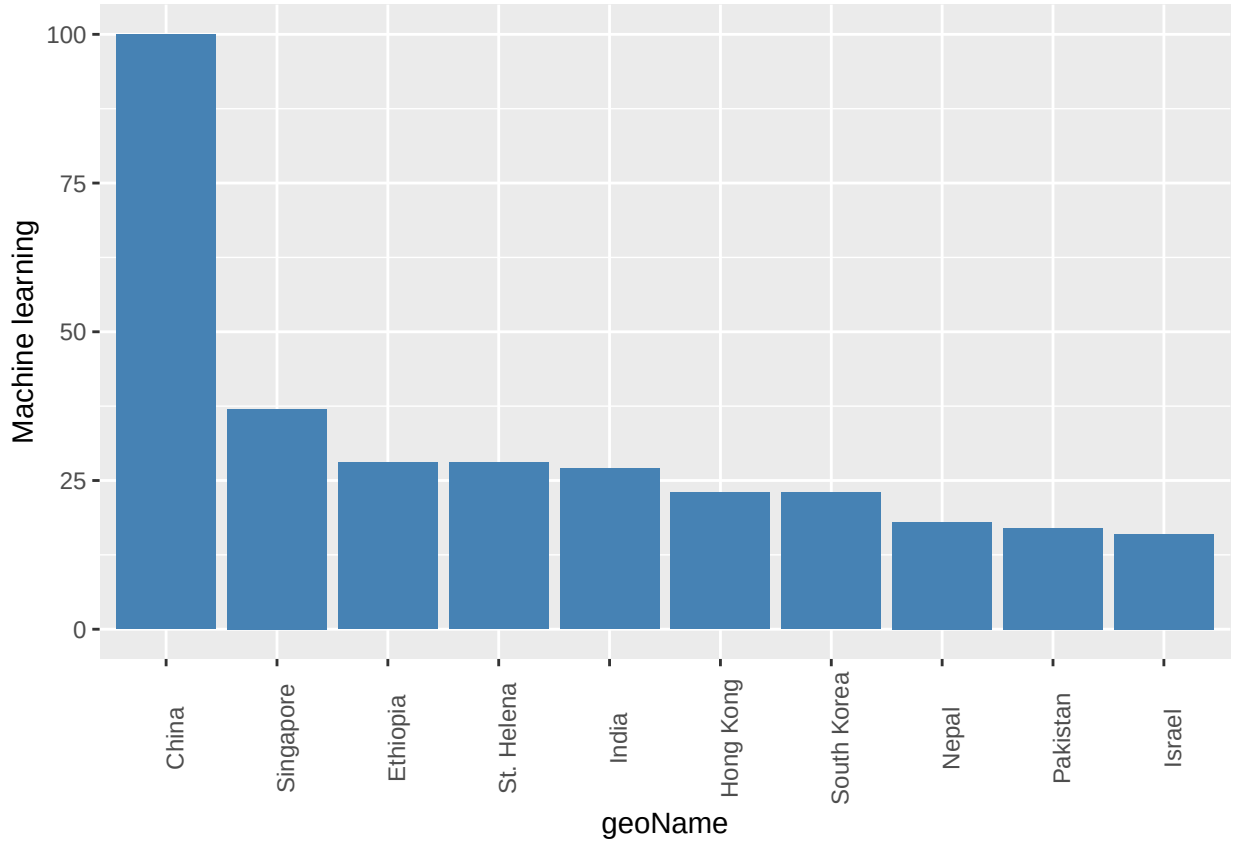
Including Plots

You can also embed plots, for example:

```
data_set = gtrends(keyword = "Machine Learning")$interest_by_country
data_set = data_set[-c(3:5)]
data_set = na.omit(data_set)
head(data_set,10)
```

```
##       location hits
## 1        China  100
## 2    Singapore   37
## 4   St. Helena   28
## 5     Ethiopia   28
## 6        India   27
## 7  South Korea   23
## 8    Hong Kong   23
## 9        Nepal   18
## 11    Pakistan   17
## 12      Israel   16
```

```
data_setTemp= head(data_set,10)
ggplot(data_setTemp, aes(x=reorder(location,-hits), y=hits)) +
  geom_bar(stat="identity", fill="steelblue")+ labs(x = "geoName", y = "Machine learning", color = "Leg
theme(axis.text.x = element_text(angle = 90))
```




```
data_set = gtrends(keyword = "Machine Learning")$interest_over_time
data_set = data_set[-c(3:7)]
head(data_set,10)
```

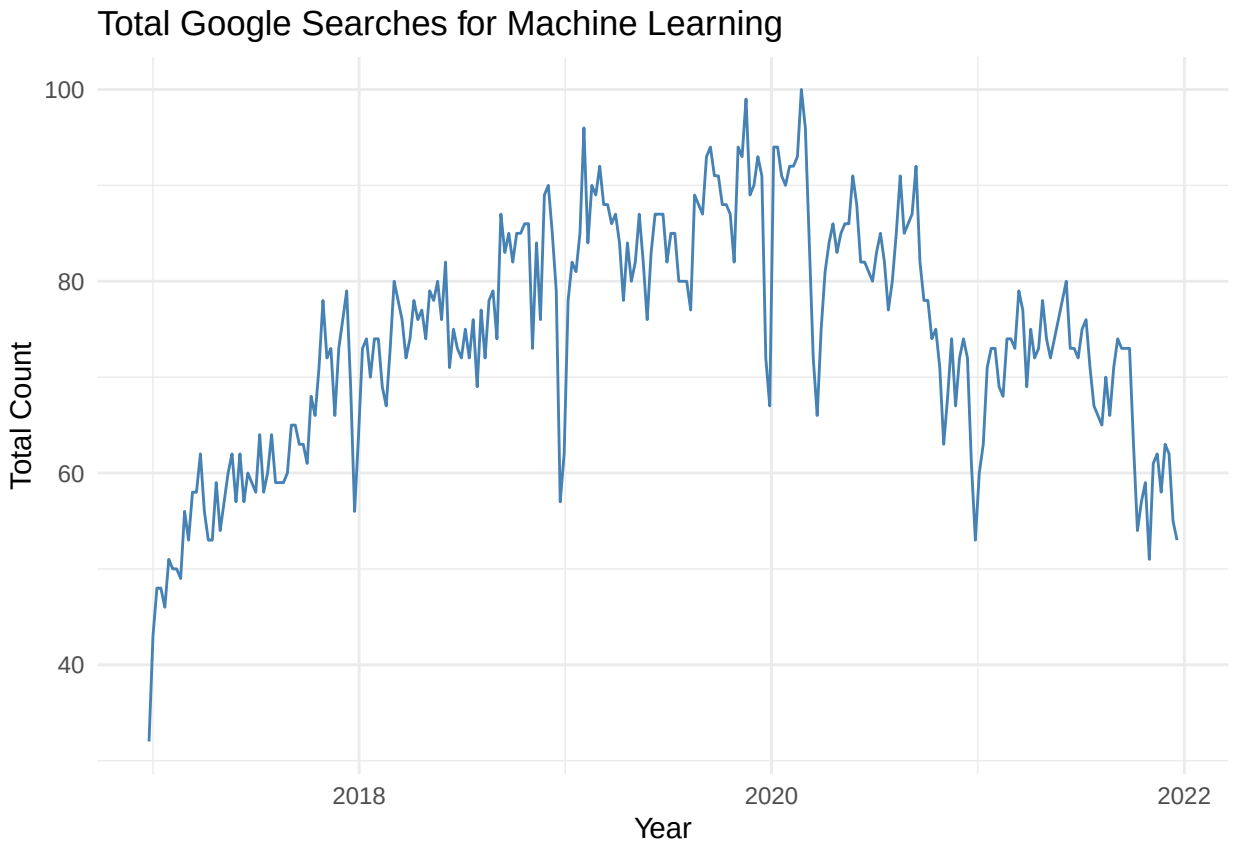
```
##          date hits
## 1  2016-12-25   32
## 2  2017-01-01   43
## 3  2017-01-08   48
## 4  2017-01-15   48
## 5  2017-01-22   46
## 6  2017-01-29   51
## 7  2017-02-05   50
## 8  2017-02-12   50
## 9  2017-02-19   49
## 10 2017-02-26   56
```

```
tail(data_set,1)
```

```
##           date hits
## 261 2021-12-19   53
```

```
data_setTemp=data_set
ggplot(data_setTemp, aes(x=date, y=hits)) +
  geom_line(stat="identity",  color="steelblue")+
```

```
labs(title="Total Google Searches for Machine Learning",  x = "Year",   y = "Total Count",  color = "
theme_minimal()
```



Note that the `echo = FALSE` parameter was added to the code chunk to prevent printing of the R code that generated the plot.