Package 'marketeR'

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Version 0.5

Title A Web Analytics Toolbox for Digital Marketers

Description Provides a web analytics toolbox for marketers using Google Analytics.

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Depends R (>= 3.2.1), RGoogleAnalytics

Imports forecast, lubridate, timeDate, zoo, plyr, dplyr, grid, scales, ggplot2, ggthemes, rmarkdown, knitr

License GPL (>= 2)

URL https://github.com/naileakim/marketeR

BugReports https://github.com/naileakim/marketeR/issues

RoxygenNote 5.0.1

NeedsCompilation no

R topics documented:

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forecast   *KPIs forecasts*

Description

The `forecast` function makes forecasts for your website KPIs for the next 3 months, using time-series.

Usage

```
forecast(kpi, website, export = FALSE)
```

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Arguments

`kpi`	A Google Analytics metric, such as `ga:metrics`.
`website`	The unique Google Analytics table ID of the form `ga:XXXXXXX`, where `XXXXXXX` is the Analytics view (profile) ID for which the query will retrieve the data.
`export`	If the export option is set as "TRUE", both raw data & graphics will be exported in the current working directory.

Note

The black part is the past website traffic data; the blue part is the graphical representation of the forecast.

Examples

```
## Not run:
forecast(kpi = "ga:sessions", website = "ga:XXXXXXX", export = FALSE)
## End(Not run)
```

`report`	*Automatic reports*

Description

The `report` function returns a report presenting your website KPIs during the last month, and their evolution over a one year period.

Usage

```
report(website)
```

Arguments

`website`	The unique Google Analytics table ID of the form `ga:XXXXXXX`, where `XXXXXXX` is the Analytics view (profile) ID for which the query will retrieve the data.

Note

The output file will be generated in your working directory. Don't know where is your working directory ? Type 'getwd()' in the R console.

Examples

```
## Not run:
report(website = "ga:XXXXXXX")
## End(Not run)
```

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weekperf   *Weekly KPIs assessment*

Description

The `weekperf` function returns a plot designed to assess your website KPIs during the past 7 days.

Usage

```
weekperf(kpi, website, export = FALSE)
```

Arguments

kpi	A Google Analytics metric, such as `ga:metrics`.
website	The unique Google Analytics table ID of the form `ga:XXXXXXX`, where `XXXXXXX` is the Analytics view (profile) ID for which the query will retrieve the data.
export	If the export option is set as "TRUE", both raw data & graphics will be exported in the current working directory.

Note

The triangles are representing the results of the past 7 days. Their color may vary according to the mean (green is > mean, red is < mean). The mean is represented by the letter `m`.

Examples

```
## Not run:
weekperf(kpi = "ga:sessions", website = "ga:XXXXXXX", export = TRUE)
## End(Not run)
```