

- → change value of levels
- → add /remove levels
- → combine / collapse levels
- → change order of levels

- → <u>Slides</u>
- → Code & Data
- → RStudio Cloud
- → Online Course
- → Blog Post

Function	Description
fct_count()	Return count/frequency of levels/categories
<pre>fct_unique()</pre>	Return unique level/category labels of a factor
fct_match()	Test for presence of levels in a factor

Channel	Count
(Other)	6073
Affiliates	7388
Direct	39853
Display	3375
Organic Search	139668
Paid Search	4395
Referral	35615
Social	8031

sort = TRUE

Channel	Count
Organic Search	139668
Direct	39853
Referral	35615
Social	8031
Affiliates	7388
(Other)	6073
Paid Search	4395
Display	3375



Function	Description
<pre>fct_collapse()</pre>	Collapse factor levels
fct_recode()	Change factor levels
<pre>fct_lump_min()</pre>	Lump factor levels with count lesser than specified value
fct_lump_n()	Lump all levels except the top n levels
fct_lump_prop()	Lump factor levels with count lesser than specified proportion
<pre>fct_lump_lowfreq()</pre>	Lump together least frequent levels
fct_other()	Replace levels with Other level
fct_anon()	Anonymize factor levels

Channel	Count
(Other)	6073
Affiliates	7388
Direct	39853
Display	3375
Organic Search	139668
Paid Search	4395
Referral	35615
Social	8031

Search = c(Paid, Organic)

Channel	Count
(Other)	6073
Affiliates	7388
Direct	39853
Display	3375
Search	144063
Referral	35615
Social	8031

Channel	Count
(Other)	6073
Affiliates	7388
Direct	39853
Display	3375
Organic Search	139668
Paid Search	4395
Referral	35615
Social	8031

Search = "Paid Search"

Search = "Organic Search"

Channel	Count
(Other)	6073
Affiliates	7388
Direct	39853
Display	3375
Search	144063
Referral	35615
Social	8031

Channel	Count
(Other)	6073
Affiliates	7388
Direct	39853
Display	3375
Organic Search	139668
Paid Search	4395
Referral	35615
Social	8031

Lump < 5000

Channel	Count
(Other)	6073
Affiliates	7388
Direct	39853
Organic Search	139668
Referral	35615
Social	8031
Other	7770

Channel	Count
(Other)	6073
Affiliates	7388
Direct	39853
Display	3375
Organic Search	139668
Paid Search	4395
Referral	35615
Social	8031

Retain top 3 Channels

Channel	Count
Direct	39853
Organic Search	139668
Referral	35615
Other	29262

Channel	Count
(Other)	6073
Affiliates	7388
Direct	39853
Display	3375
Organic Search	139668
Paid Search	4395
Referral	35615
Social	8031

Lump < 2% Traffic

Channel	Count
(Other)	6073
Affiliates	7388
Direct	39853
Organic Search	139668
Referral	35615
Social	8031
Other	7770

Channel	Count
(Other)	6073
Affiliates	7388
Direct	39853
Display	3375
Organic Search	139668
Paid Search	4395
Referral	35615
Social	8031

Retain specific Channels

Channel	Count
Direct	39853
Organic Search	139668
Referral	35615
Other	29262

Channel	Count
(Other)	6073
Affiliates	7388
Direct	39853
Display	3375
Organic Search	139668
Paid Search	4395
Referral	35615
Social	8031

Drop specific channels

Channel	Count
(Other)	6073
Affiliates	7388
Direct	39853
Organic Search	139668
Referral	35615
Social	8031
Other	7770

Channel	Count
(Other)	6073
Affiliates	7388
Direct	39853
Display	3375
Organic Search	139668
Paid Search	4395
Referral	35615
Social	8031

Anonymize

Channel	Count
ch_1	7388
ch_2	139668
ch_3	8031
ch_4	4395
ch_5	35615
ch_6	3375
ch_7	39853
ch_8	6073



Function	Description
<pre>fct_expand()</pre>	Add additional levels to a factor
fct_drop()	Drop unused factor levels
<pre>fct_explicit_na()</pre>	Make missing values explicit

Channel	Count
(Other)	6073
Affiliates	7388
Direct	39853
Display	3375
Organic Search	139668
Paid Search	4395
Referral	35615
Social	8031

Add new channel

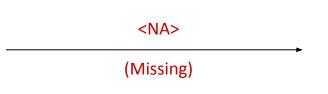
Channel	Count
(Other)	6073
Affiliates	7388
Direct	39853
Display	3375
Organic Search	139668
Paid Search	4395
Referral	35615
Social	8031
Blog	0

Channel	Count
(Other)	6073
Affiliates	7388
Direct	39853
Display	3375
Organic Search	139668
Paid Search	4395
Referral	35615
Social	8031
Blog	0

Drop Blog Channel

Channel	Count
(Other)	6073
Affiliates	7388
Direct	39853
Display	3375
Organic Search	139668
Paid Search	4395
Referral	35615
Social	8031

Gender	Count
female	40565
male	61617
<na></na>	142216



Gender	Count
female	40565
male	61617
(Missing)	142216



Function	Description
fct_relevel()	Reorder factor levels
fct_shift()	Shift factor levels
<pre>fct_infreq()</pre>	Reorder factor levels by frequency
fct_rev()	Reverse order of factor levels
fct_inorder()	Reorder factor levels by first appearance
<pre>fct_shuffle()</pre>	Randomly shuffle factor levels

Channel	Count
(Other)	6073
Affiliates	7388
Direct	39853
Display	3375
Organic Search	139668
Paid Search	4395
Referral	35615
Social	8031

fct_relevel(channel, "Organic Search")

Channel	Count
Organic Search	139668
(Other)	6073
Affiliates	7388
Direct	39853
Display	3375
Paid Search	4395
Referral	35615
Social	8031

Channel	Count
(Other)	6073
Affiliates	7388
Direct	39853
Display	3375
Organic Search	139668
Paid Search	4395
Referral	35615
Social	8031

Referral is the third level

Channel	Count
(Other)	6073
Affiliates	7388
Referral	35615
Direct	39853
Display	3375
Organic Search	139668
Paid Search	4395
Social	8031

Channel	Count
(Other)	6073
Affiliates	7388
Direct	39853
Display	3375
Organic Search	139668
Paid Search	4395
Referral	35615
Social	8031

Display is the last level

Channel	Count
(Other)	6073
Affiliates	7388
Direct	39853
Organic Search	139668
Paid Search	4395
Referral	35615
Social	8031
Display	3375

Channel	Count
(Other)	6073
Affiliates	7388
Direct	39853
Display	3375
Organic Search	139668
Paid Search	4395
Referral	35615
Social	8031

fct_infreq(channel)

Channel	Count
Organic Search	139668
Direct	39853
Referral	35615
Social	8031
Affiliates	7388
(Other)	6073
Paid Search	4395
Display	3375

Channel	Count
(Other)	6073
Affiliates	7388
Direct	39853
Display	3375
Organic Search	139668
Paid Search	4395
Referral	35615
Social	8031

fct_inorder(channel)

Channel	Count
Organic Search	139668
Direct	39853
Referral	35615
Affiliates	7388
(Other)	6073
Social	8031
Display	3375
Paid Search	4395

Channel	Count
(Other)	6073
Affiliates	7388
Direct	39853
Display	3375
Organic Search	139668
Paid Search	4395
Referral	35615
Social	8031

fct_rev(channel)

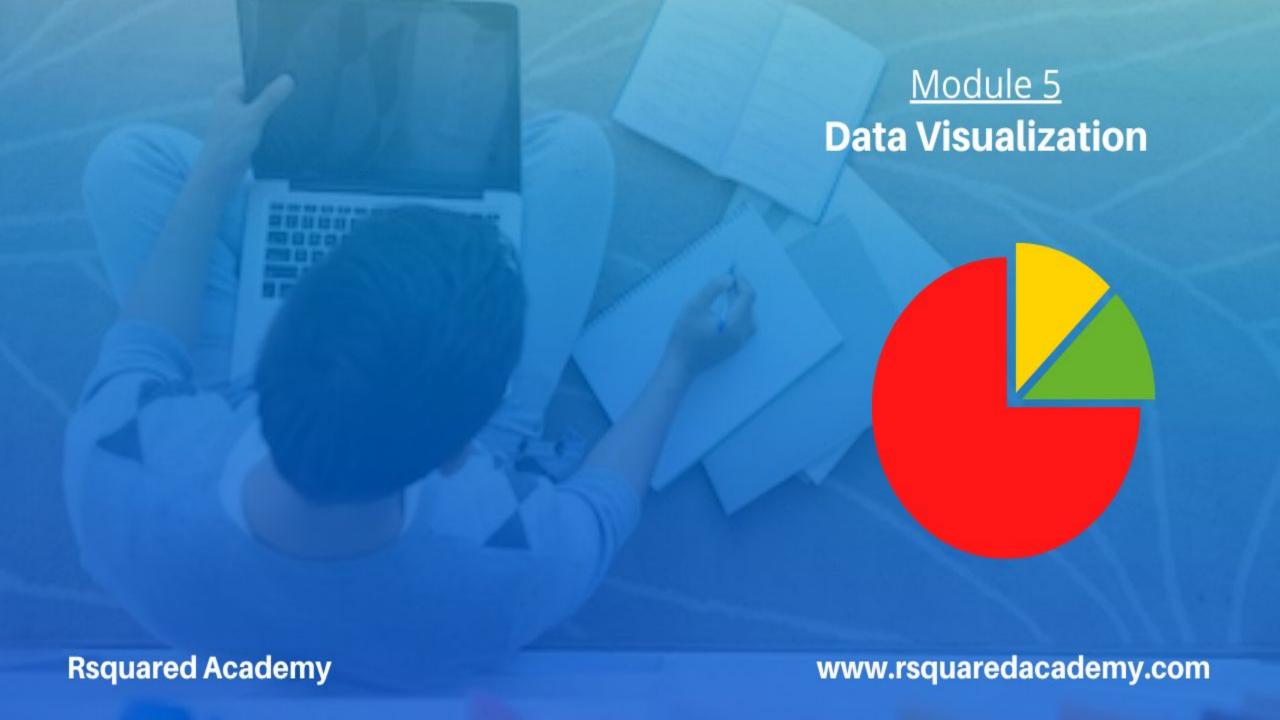
Channel	Count
Social	8031
Referral	35615
Paid Search	4395
Organic Search	139668
Display	3375
Direct	39853
Affiliates	7388
(Other)	6073

Channel	Count
(Other)	6073
Affiliates	7388
Direct	39853
Display	3375
Organic Search	139668
Paid Search	4395
Referral	35615
Social	8031

fct_shuffle(channel)

Channel	Count
Direct	39853
(Other)	6073
Organic Search	139668
Social	8031
Affiliates	7388
Referral	35615
Display	3375
Paid Search	4395





- https://forcats.tidyverse.org/
- https://r4ds.had.co.nz/factors.html
- https://recipes.tidymodels.org/reference/discretize.html
- https://ggplot2.tidyverse.org/
- https://haleyjeppson.github.io/ggmosaic/
- https://rpkgs.datanovia.com/ggpubr/reference/ggdonutchart.html

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Thank You

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