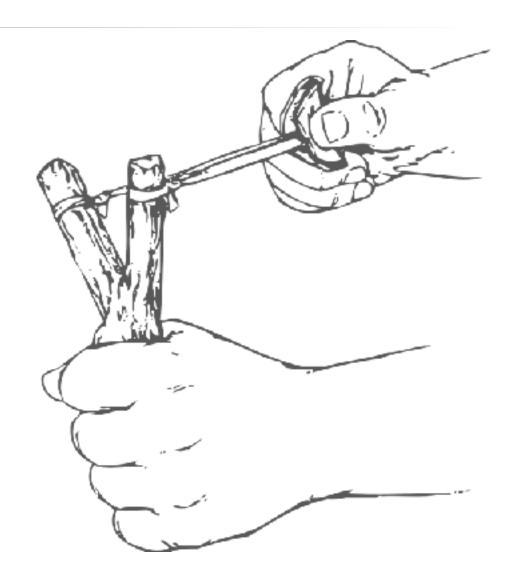
DATA ANALYSIS



DATA WRANGLING

LEARNING GOALS

- be able to read from and write data to files
- understand notion of tidy data
- be able to solve common problems of data preprocessing



DATA Input/Output

- use functions for readr package
- preferred data format is CSV (in this course)
- read data from file

```
fresh_raw_data <- read_csv("PATH/FILENAME_RAW_DATA.csv")</pre>
```

write data to file

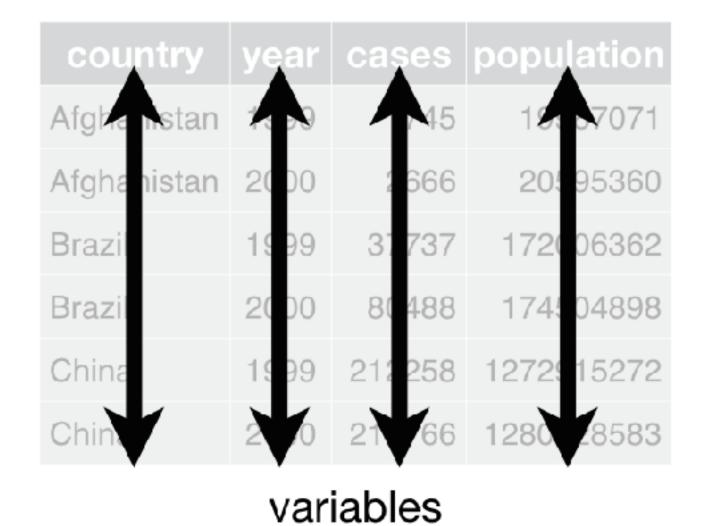
```
write_csv(processed_data, "PATH/FILENAME_PROCESSED_DATA.csv")
```

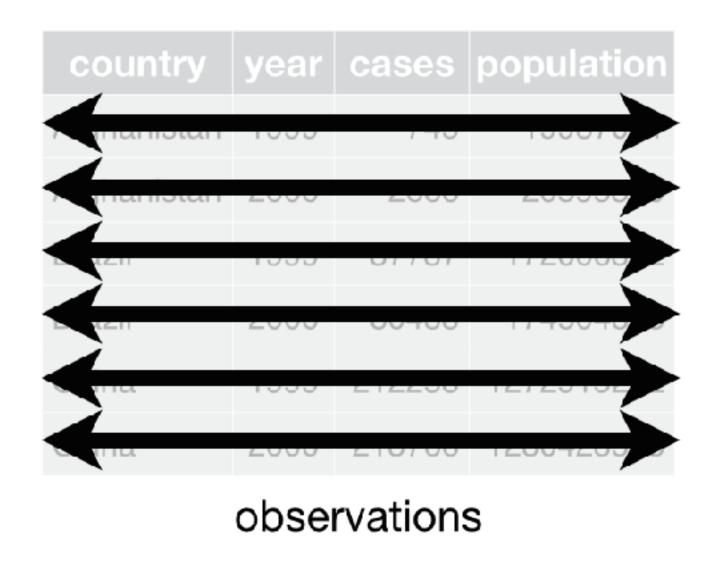
TIDY DATA

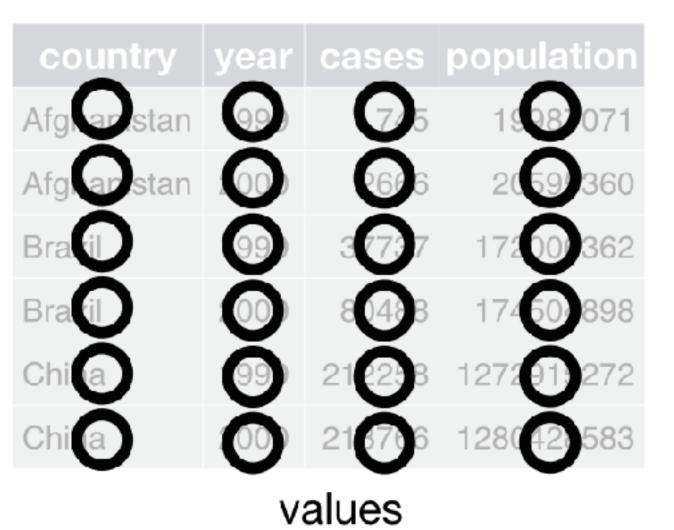
- data is tidy data if it satisfies three constraints:
 - 1. each variable forms a column
 - 2. each observation forms a row
 - 3. each type of observational unit forms a table

•	data	which	is	not	tidy	is
	messy					

data that satisfies 1 & 2 is almost tidy







VISUALLY APPETIZING BUT MESSY DATA

```
## # A tibble: 2 x 4

## exam Rozz Andrew Siouxsie

## 2 final 2.3 1.7 1.0
```

MESSY DATA

TIDY DATA

```
## # A tibble: 6 x 3
    student
                     grade
             exam
                     <dbl>
    <chr>
             <chr>
             midterm
## 1 Rozz
                       1.3
## 2 Andrew
             midterm
## 3 Siouxsie midterm
                       1.7
## 4 Rozz
             final
                       2.3
             final
                       1.7
## 5 Andrew
## 6 Siouxsie final
```

EXCURSION: MESSINESS FROM REDUNDANCY

```
## # A tibble: 6 x 4
    student stu_number exam
##
                                grade
            <chr>
##
    <chr>
                        <chr>
                               <dbl>
             666
                        midterm
                                1.3
## 1 Rozz
## 2 Andrew
             1969
                        midterm
## 3 Siouxsie 3.14
                        midterm
                                 1.7
                                 2.3
## 4 Rozz
             666
                        final
## 5 Andrew
            1969
                        final
                                 1.7
## 6 Siouxsie 3.14
                        final
```

```
# same as before
exam_results_tidy <- tribble(
 ~student,
                         ~grade,
             ~exam,
             "midterm", 1.3,
 "Rozz",
             "midterm", 2.0,
 "Andrew",
 "Siouxsie", "midterm", 1.7,
 "Rozz",
             "final", 2.3,
 "And rew",
             "final",
                       1.7,
 "Siouxsie", "final",
                       1.0
# additional table with student numbers
student_numbers <- tribble(</pre>
 ~student,
             ~student_number,
             "666",
 "Rozz",
 "And rew",
             "1969",
 "Siouxsie", "3.14"
```

```
full_join(exam_results_tidy, student_numbers, by = "student")
```

PIVOTING: LONGER

```
## # A tibble: 6 x 3
    student exam
##
                    grade
##
    <chr>
            <chr> <chr>
## 1 Rozz
             midterm 1.3
## 2 Andrew
            midterm 2.0
## 3 Siouxsie midterm 1.7
## 4 Rozz final 2.3
## 5 Andrew
             final
                    1.7
## 6 Siouxsie final
                    1.0
```

```
exam_results_visual %>%
 pivot_longer(
   # pivot every column except the first
   cols = -1,
   # name of new column which contains the
   # names of the columns to be "gathered"
   names_to = "student",
   # name of new column which contains the values
   # of the cells which now form a new column
   values_to = "grade"
  ) %>%
 # optional reordering of columns (to make
 # the output exactly like `exam_results_tidy`)
 select(student, exam, grade)
```

PIVOTING: WIDER

```
mixed_results_too_long
## # A tibble: 6 x 3
     student what
                            howmuch
##
                              <dbl>
##
     <chr>
              <chr>
                                2.7
              grade
## 1 Rozz
## 2 Andrew
              grade
## 3 Siouxsie grade
                               75
## 4 Rozz
              participation
                               93
              participation
## 5 Andrew
                               33
## 6 Siouxsie participation
```

```
mixed_results_too_long %>%
  pivot_wider(
    # column containing the names of the new columns
    names_from = what,
    # column containing the values of the new columns
    values_from = howmuch
    )
```

FILTERING ROWS

```
## # A tibble: 6 x 3
    student exam
##
                     grade
                     <dbl>
##
    <chr>
           <chr>
## 1 Rozz
             midterm
                       1.3
   2 Andrew
             midterm
## 3 Siouxsie midterm
                       2.3
## 4 Rozz
             final
## 5 Andrew
            final
                       1.7
## 6 Siouxsie final
```

```
exam_results_tidy %>%
  # show only entries with grades better than 1.7
  filter(grade <= 1.7)</pre>
## # A tibble: 4 x 3
    student exam
##
                      grade
              <chr>
##
    <chr>
                      <dbl>
              midterm
## 1 Rozz
                        1.3
## 2 Siouxsie midterm
                        1.7
## 3 Andrew
             final
                        1.7
## 4 Siouxsie final
```

SELECTING COLUMNS

```
## # A tibble: 6 x 3
     student exam
                      grade
##
    <chr>
                     <dbl>
##
             <chr>
             midterm
                       1.3
## 1 Rozz
## 2 Andrew
             midterm
## 3 Siouxsie midterm
## 4 Rozz
              final
                        2.3
## 5 Andrew
             final
                        1.7
## 6 Siouxsie final
```

```
exam_results_tidy %>%
  select(grade, exam)
## # A tibble: 6 x 2
    grade exam
##
    <dbl> <chr>
##
      1.3 midterm
## 1
      2 midterm
## 2
      1.7 midterm
## 3
      2.3 final
## 4
      1.7 final
## 5
## 6 1 final
```

TIDY SPECIFICATION OF COLUMNS TO SELECT

from tidyselect package

```
# bogus code for illustration of possibilities!
SOME_DATA %>%
  select( ... # could be one of the following
        # all columns indexed 2, 3, ..., 10
        2:10
        # all columns except the one called "COLNAME"
        COLNAME
        # all columns with names starting with "STRING"
       ... starts_with("STRING")
       # all columns with names ending with "STRING"
       ... ends_with("STRING")
       # all columns with names containing "STRING"
       ... contains("STRING")
       # all columns with names of the form "Col_i" with i = 1, \ldots, 10
       ... num_range("Col_", 1:10)
```

ADDING OR CHANGING COLUMNS

```
## # A tibble: 6 x 3
     student
##
                      grade
             exam
##
     <chr>
                      <dbl>
              <chr>
## 1 Rozz
              midterm
                        1.3
## 2 Andrew
             midterm
## 3 Siouxsie midterm
## 4 Rozz
              final
                        2.3
              final
                        1.7
## 5 Andrew
## 6 Siouxsie final
```

```
exam_results_tidy %>%

mutate(
    # add a new column called 'passed' depending on grade
    # [NB: severe passing conditions in this class!!]

passed = grade <= 1.7,
    # change an existing column; here: change
    # character column 'exam' to ordered factor
    exam = factor(exam, ordered = T)
)</pre>
```

```
## # A tibble: 6 x 4
    student exam
                     grade passed
                     <dbl> <lgl>
    <chr>
             <ord>
             midterm
## 1 Rozz
                       1.3 TRUE
## 2 Andrew
             midterm
                          FALSE
## 3 Siouxsie midterm
                      1.7 TRUE
             final
## 4 Rozz
                       2.3 FALSE
## 5 Andrew
             final
                       1.7 TRUE
## 6 Siouxsie final
                       1 TRUE
```

RENAMING COLUMNS

```
## # A tibble: 6 x 3
     student
##
                      grade
              exam
     <chr>
                      <dbl>
##
              <chr>
## 1 Rozz
              midterm
                        1.3
## 2 Andrew
              midterm
## 3 Siouxsie midterm
                        1.7
## 4 Rozz
              final
                        2.3
                        1.7
## 5 Andrew
              final
## 6 Siouxsie final
```

```
exam_results_tidy %>%

# rename existing colum "student" to new name "participant"

# [NB: rename takes the new name first]

rename(participant = student)
```

```
## # A tibble: 6 x 3
     participant exam
                         grade
     <chr>
                 <chr>
                         <dbl>
                 midterm
                           1.3
## 1 Rozz
                 midterm
## 2 Andrew
## 3 Siouxsie
                 midterm
                           1.7
## 4 Rozz
                 final
                           2.3
## 5 Andrew
                 final
## 6 Siouxsie
                 final
```

SPLITING COLUMNS

```
homework_results_untidy %>%
separate(
    # which column to split up
    col = results,
    # names of the new column to store results
    into = str_c("HW_", 1:3),
    # separate by which character / reg-exp
    sep = ",",
    # automatically (smart-)convert the type of the new cols
    convert = T
    )
```

SORTING

```
## # A tibble: 6 x 3
     student exam
                      grade
##
                      <dbl>
              <chr>
    <chr>
##
## 1 Rozz
              midterm
                        1.3
## 2 Andrew
             midterm
## 3 Siouxsie midterm
                        1.7
## 4 Rozz
              final
                        2.3
                        1.7
## 5 Andrew
             final
## 6 Siouxsie final
                        1
```

```
exam_results_tidy %>%

arrange(desc(student), grade)
```

```
## # A tibble: 6 x 3
     student exam
                      grade
##
     <chr>
              <chr>
                      <dbl>
##
## 1 Siouxsie final
## 2 Siouxsie midterm
                        1.7
                        1.3
## 3 Rozz
              midterm
## 4 Rozz
              final
                        2.3
## 5 Andrew
                        1.7
              final
## 6 Andrew
              midterm
```

COMBINING DATA

```
## # A tibble: 6 x 3
    student exam
                     grade
    <chr>
          <chr>
                     <dbl>
## 1 Rozz
            midterm
                      1.3
## 2 Andrew
            midterm
## 3 Siouxsie midterm
                      1.7
## 4 Rozz
            final
                      2.3
## 5 Andrew final
                       1.7
## 6 Siouxsie final
```

```
new_exam_results_tidy <- tribble(
    ~student, ~exam, ~grade,
    "Rozz", "bonus", 1.7,
    "Andrew", "bonus", 2.3,
    "Siouxsie", "bonus", 1.0
)
rbind(
    exam_results_tidy,
    new_exam_results_tidy
)</pre>
```

```
## # A tibble: 9 x 3
    student
             exam
                     grade
                     <dbl>
    <chr>
             <chr>
## 1 Rozz
             midterm 1.3
## 2 Andrew
             midterm
                      2
## 3 Siouxsie midterm
                      1.7
## 4 Rozz
             final
                       2.3
## 5 Andrew final
                       1.7
## 6 Siouxsie final
                       1
                       1.7
## 7 Rozz
             bonus
## 8 Andrew
             bonus
                       2.3
## 9 Siouxsie bonus
                       1
```

COMBINING DATA

```
## # A tibble: 6 x 3
    student exam
                      grade
    <chr>
              <chr>
                      <dbl>
## 1 Rozz
              midterm
                       1.3
## 2 Andrew
             midterm
## 3 Siouxsie midterm
                        1.7
                        2.3
## 4 Rozz
              final
## 5 Andrew
            final
                        1.7
## 6 Siouxsie final
```

```
## # A tibble: 6 x 4
                     grade student_number
    student exam
             <chr>
                     <dbl> <chr>
    <chr>
## 1 Rozz
             midterm
                      1.3 666
## 2 Andrew
             midterm
                           1969
## 3 Siouxsie midterm 1.7 3.14
## 4 Rozz
             final
                       2.3 666
## 5 Andrew
            final
                       1.7 1969
## 6 Siouxsie final
                          3.14
```

GROUPED OPERATIONS: SUMMARIZE

```
## # A tibble: 6 x 3
    student exam
                    grade
##
    <chr> <chr> <chr>
##
## 1 Rozz midterm
                     1.3
## 2 Andrew
           midterm
## 3 Siouxsie midterm
                      1.7
## 4 Rozz
            final
                      2.3
                      1.7
## 5 Andrew final
## 6 Siouxsie final
```

```
exam_results_tidy %>%
  group_by(student) %>%
  summarise(
    student_mean = mean(grade)
## # A tibble: 3 x 2
     student student_mean
##
##
     <chr>
                     <dbl>
## 1 Andrew
                      1.85
                      1.8
## 2 Rozz
## 3 Siouxsie
                      1.35
```

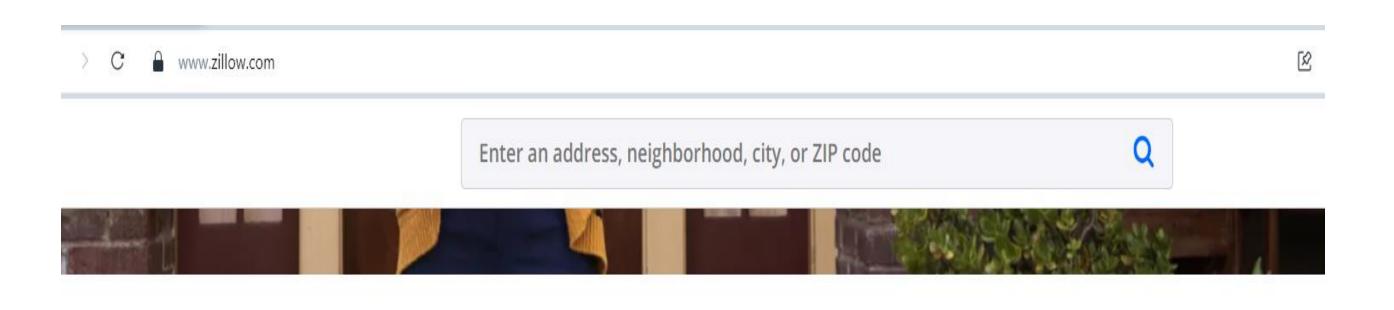
GROUPED OPERATIONS: MUTATE

```
## # A tibble: 6 x 3
     student
##
                     grade
             exam
                     <dbl>
    <chr>
           <chr>
##
## 1 Rozz
             midterm
                       1.3
             midterm
## 2 Andrew
## 3 Siouxsie midterm
                       2.3
## 4 Rozz
             final
                       1.7
## 5 Andrew
            final
## 6 Siouxsie final
```

```
exam_results_tidy %>%
  group_by(student) %>%
  mutate(
    student_mean = mean(grade)
## # A tibble: 6 x 4
## # Groups: student [3]
     student
                     grade student_mean
             exam
                     <dbl>
                                  <dbl>
    <chr>
             <chr>
## 1 Rozz
             midterm 1.3
                                   1.8
             midterm 2
## 2 Andrew
                                   1.85
## 3 Siouxsie midterm 1.7
                                   1.35
## 4 Rozz
             final
## 5 Andrew final
                       1.7
                                   1.85
## 6 Siouxsie final
                                   1.35
```

CASE STUDY: Zillow Housing Data

- introduction:
 - provides housing price data at the metro, city and zipcode levels
- website:
 - www.zillow.com



Homes For You

Based on your view history



\$1,449,000

3 bds | 2 ba | 1,677 sqft | House for sale 4824 Placidia Ave, North Hollywood, CA 91601 PARASOL REALTY, Tamar Asken DRE # 01932133



\$1,845,000

3 bds | 2 ba | 2,174 sqft | House for sale 5130 Strohm Ave, North Hollywood, CA 91601 COMPASS, Craig Strong DRE # 01450987



\$986,000

3 bds | 2 ba | 1,340 sqft | House for sale 5652 Lemp Ave, North Hollywood, CA 91601 BROKER IN TRUST REAL ESTATE - PASCUAL SALAZAR

Zillow's marketplace

BUYERS & SELLERS



RENTERS



HOMEOWNERS







REAL ESTATE AGENTS



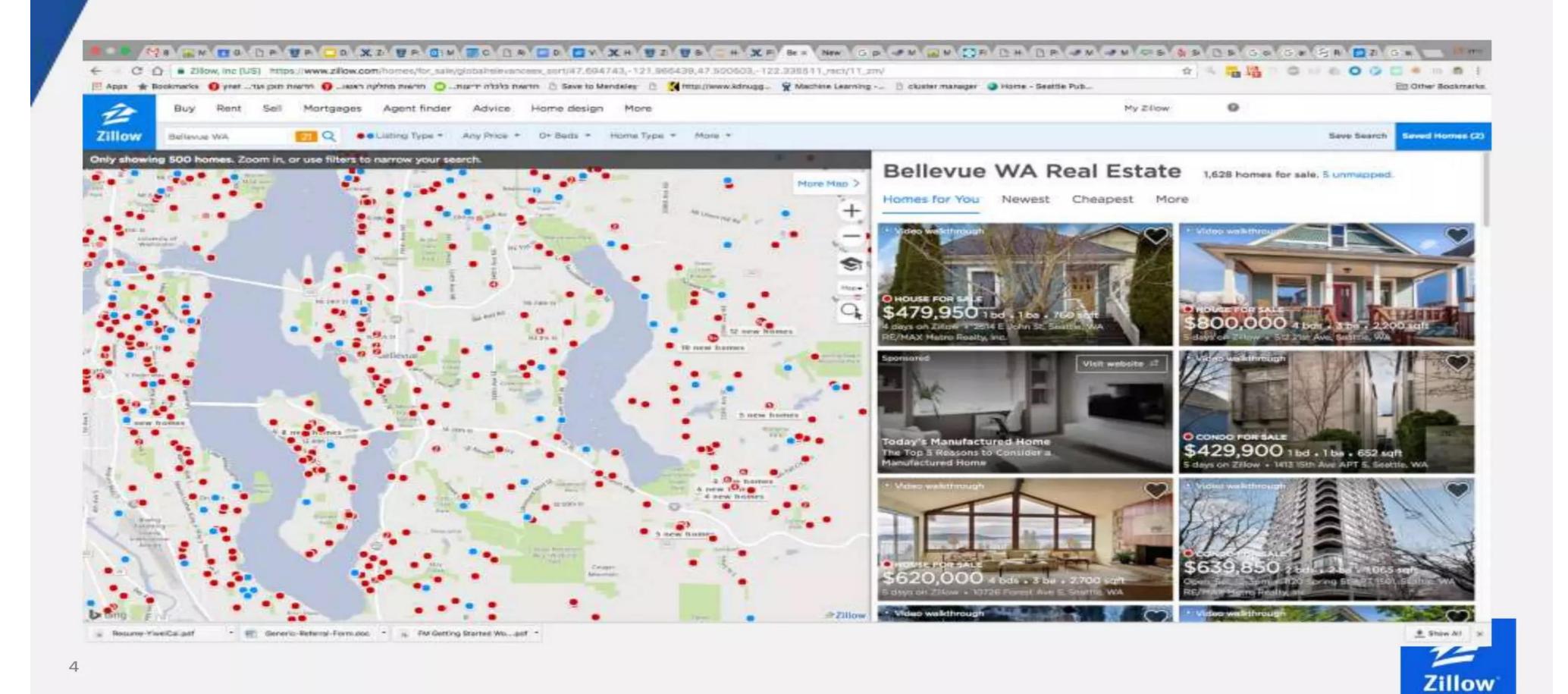
PROPERTY
MANAGERS
& LANDLORDS

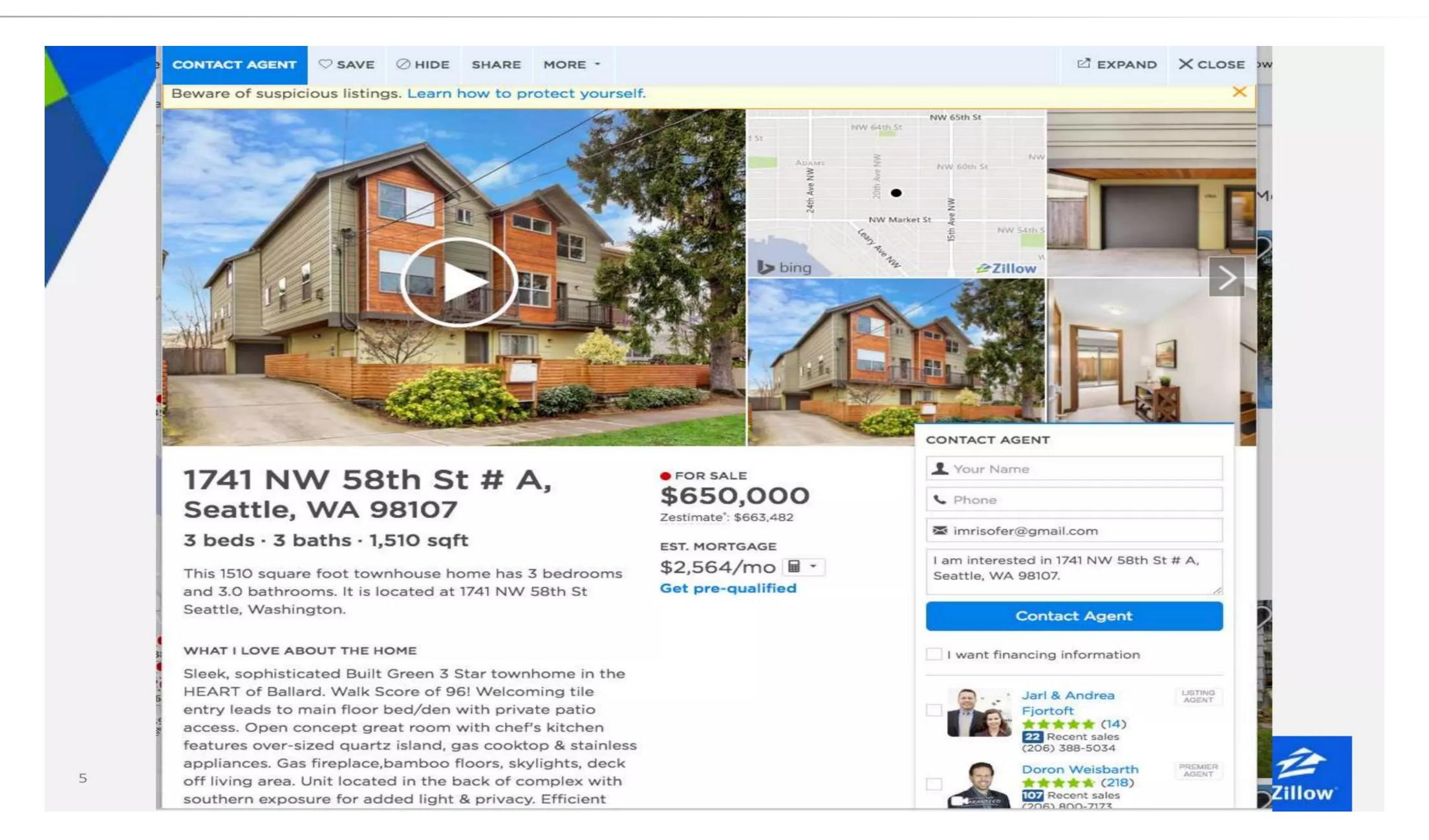


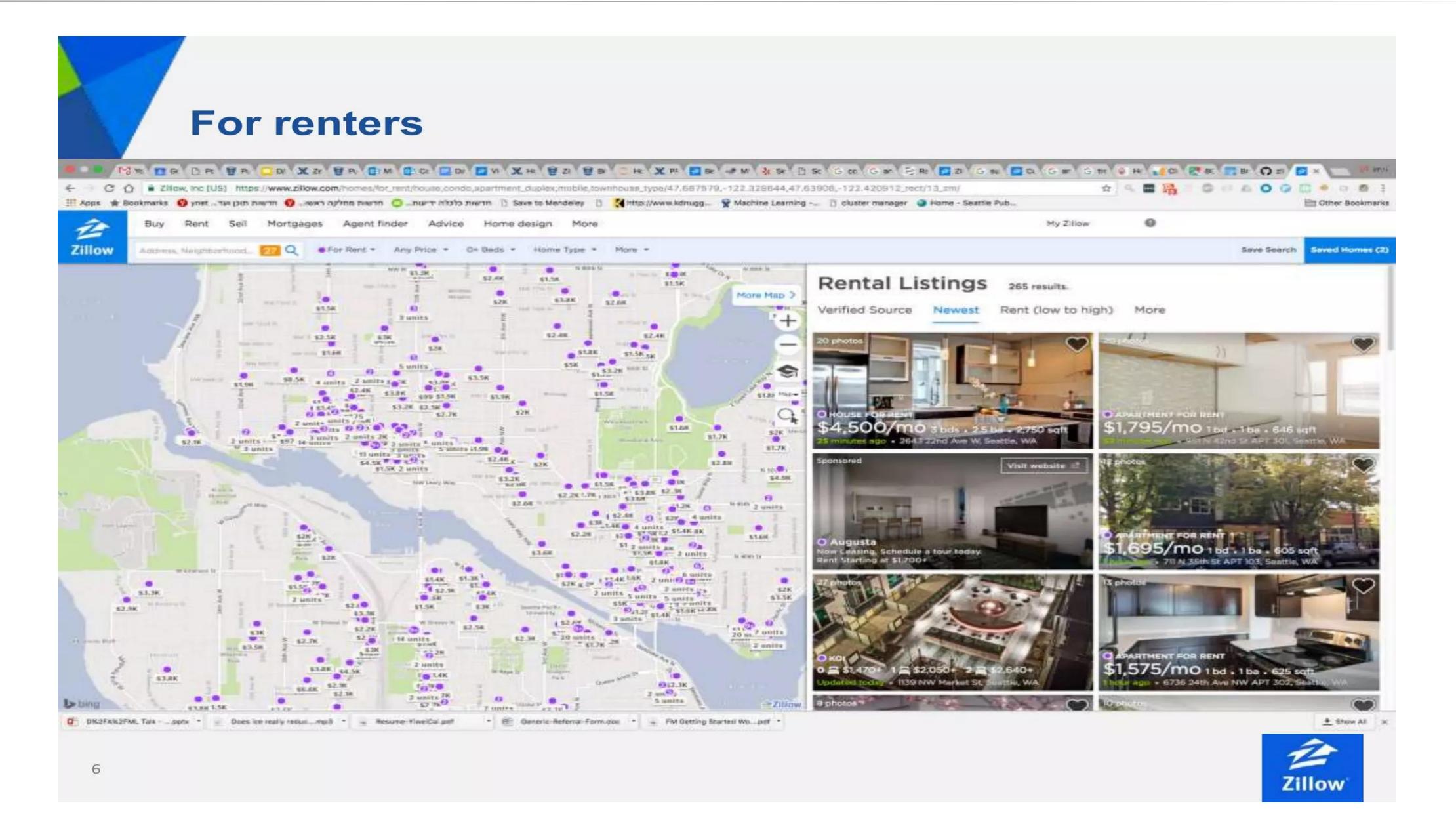
MORTGAGE PROVIDERS



For buyers







Machine Learning at Zillow

Home Valuation

- Zestimate
- Zestimate Forecast
- Zillow Home Value Index
- Rent Zestimate
- Zillow Rent Index
- Pricing Tool
- Best Time to List

User Profiles

- Persona Predictions
- Journey location prediction
- Lender Recommendations

Recommendations

- Home recommendation
- Similar homes
- New regions to explore
- Explain recommendations

Computer Vision

- Videos
- Photos

B2B

- Ad Campaigns
- Agent segmentation
- Search Engine Marketing (SEM)





Home Valuation

- Zestimate
- Zestimate Forecast
- Rent Zestimate
- Pricing Tool
- Best Time to List
- Zillow Home Value Index
- Zillow Rent Index

example page



Zillow list of properties that are not on market and provide the estimates on those properties which they commonly referes to as Zestimate

Zestimate

Goals:

- High Accuracy
- Low Bias
- Independent
- Stable over time.
- Robust to outliers.
- High coverage (Over 100 million homes currently)
- Able to respond to user fact changes







- Some listings are missing features: How do we deal with missing data?
- Some listings have corrupted features (e.g. 28 bathrooms): How do we identify those?
- Some sale prices do not reflect the value of the home(e.g. a parent sales to his child): how do we deal with outliers?
- Feature engineering: How can we translate previous sales to meaningful features?
- How do we identify the places where the model needs to be improve?



RAW DATA

```
> glimpse(data)
Rows: 15,286
Columns: 293
$ RegionID
                           <int> 91982, 61148, 91940, 91733, 93144, 92593, 62019, 95992, 91~
$ SizeRank
                           \langle int \rangle 1, 2, 3, 5, 6, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 20, 2~
                          <int> 77494, 8701, 77449, 77084, 79936, 78660, 11208, 90011, 774~
$ RegionName
                          <chr> "zip", "zip", "zip", "zip", "zip", "zip", "zip", "zip", "zip", "zop", "zip", "zip"
                                                                                                                  . "zip",
$ RegionType
$ StateName
$ State
                          <chr> "Katy", "Lakewood", "Katy", "Houston", "Él Paso", "Pfluger~
$ City
                          <chr> "Houston-The Woodlands-Sugar Land, TX", "New York-Newark-J~
$ Metro
                          <chr>> "Fort Bend County", "Ocean County", "Harris County", "Harr~
$ X2000.01.31 <db7> 211062.5, 153538.6, 120475.9, 122267.8, 112019.8, 185062.5~
$ X2000.02.29 <db7> 211043.2, 154429.5, 120460.6, 122163.2, 112044.7, 185410.1~
$ X2000.03.31 <db7> 211640.2, 154971.3, 120322.1, 121980.0, 112117.3, 185695.9~
$ X2000.04.30 <db7> 212624.7, 156401.2, 120364.3, 121931.7, 112233.5, 186254.4~
$ X2000.05.31 <db7> 212987.0, 157621.3, 120397.6, 121927.0, 112329.4, 186791.0~
$ X2000.06.30 <db7> 212949.3, 159049.9, 120593.0, 122133.5, 112363.8, 187215.1~
$ X2000.07.31 <db7> 212249.4, 160041.5, 120661.8, 122297.2, 112372.7, 187049.3~
$ X2000.08.31 <db7> 212193.0, 161256.2, 120928.1, 122685.0, 112320.5, 186780.8~
$ X2000.09.30 <db7> 211819.9, 162688.0, 121335.6, 123245.1, 111854.6, 186392.8~
$ X2000.10.31 <db7> 211846.9, 164561.5, 121738.5, 123754.3, 111083.1, 186598.0~
$ X2000.11.30 <db7> 212071.4, 166478.0, 122174.9, 124348.1, 110236.8, 186917.4~
$ X2000.12.31 <db7> 212533.3, 168586.3, 122532.9, 124918.4, 109838.6, 187135.7~
$ X2001.01.31 <db7> 213254.8, 170790.8, 122411.5, 125234.8, 109614.8, 187285.7~
$ X2001.02.28 <db7> 213725.2, 173103.5, 122017.7, 125282.5, 109460.4, 187295.8~
$ X2001.03.31 <db7> 213861.5, 175472.9, 121297.0, 124833.8, 108990.5, 187350.5~
$ X2001.04.30 <db7> 213597.3, 177620.8, 120946.0, 124507.4, 108543.9, 187564.8~
$ X2001.05.31 <db7> 213347.3, 179617.0, 120854.7, 124306.8, 108101.0, 187694.8~
$ X2001.06.30 <db7> 213383.8, 181378.1, 120947.0, 124315.9, 107905.2, 188068.7~
$ X2001.07.31 <db7> 213601.3, 183501.3, 120949.5, 124395.0, 107812.8, 188416.2~
$ X2001.08.31 <db7> 213781.2, 185532.4, 120585.2, 124172.0, 107752.0, 188812.5~
$ X2001.09.30 <db7> 213659.7, 188350.3, 120408.9, 124078.2, 107764.9, 188927.8~
```

\$ X2U21.1U.31 <\approx \(\alpha \) 41U8/9.9, \(\alpha \) 34239.3, \(\alpha \) 00//\(\alpha \).2, \(\alpha \) 20/8\(\alpha \) 50./, \(\alpha \) 401913.2\(\alpha \)</p> \$ X2021.11.30 *<db7>* 416799.6, 543879.6, 264925.9, 269589.8, 209696.8, 466086.6~ \$ X2021.12.31 *<db7>* 423040.4, 553341.9, 269195.2, 273514.4, 211949.6, 471480.5~ \$ X2022.01.31 *<db7>* 430574.2, 563893.9, 274419.2, 278758.8, 215117.5, 480727.0~ \$ X2022.02.28 <db7> 439135.1, 575600.4, 280529.5, 284997.5, 218587.7, 492890.9~ \$ X2022.03.31 *<db7>* 449832.8, 589485.1, 287616.5, 292118.4, 222430.4, 507922.3~ \$ X2022.04.30 *<db7>* 461607.0, 602413.8, 294724.3, 298883.9, 226280.7, 522683.8~ \$ X2022.05.31 <db7> 473593.7, 614464.5, 301580.1, 305158.1, 229980.8, 534748.6~ \$ X2022.06.30 *<db1>* 484157.2, 626066.7, 307851.8, 310648.2, 233549.9, 542058.6~ \$ X2022.07.31 <db7> 490507.1, 635449.3, 312528.1, 314564.7, 236471.5, 540892.6~ \$ X2022.08.31 <db7> 491864.5, 642092.6, 314758.4, 316256.9, 238629.8, 532992.6~ \$ X2022.09.30 <db7> 489604.7, 645219.5, 314804.1, 316333.2, 239740.5, 520463.0~ \$ X2022.10.31 <db7> 486723.9, 648287.6, 313495.0, 315666.4, 240339.2, 508559.0~ \$ X2022.11.30 <db7> 484538.2, 652445.3, 311790.6, 314899.8, 240685.7, 497890.9~ \$ X2022.12.31 *<db1>* 483045.5, 656305.4, 309486.4, 313530.0, 241124.4, 488364.6~ \$ X2023.01.31 <db7> 480763.8, 658367.0, 306883.4, 311576.9, 241501.3, 479413.6~ \$ X2023.02.28 <db7> 479336.3, 660204.9, 304440.3, 309636.2, 241928.0, 471974.3~ \$ X2023.03.31 *<db7>* 478065.0, 663341.7, 302414.9, 307952.2, 242464.0, 465918.2~ \$ X2023.04.30 <db7> 479054.4, 669411.1, 300941.7, 306770.7, 243428.4, 461417.3~ \$ X2023.05.31 *<db7>* 480918.2, 678142.8, 300254.0, 306335.4, 245157.7, 458398.2~ \$ X2023.06.30 <db7> 484063.2, 688405.4, 300599.6, 306828.8, 247082.6, 457100.0~ \$ X2023.07.31 *<db*7> 487002.4, 699501.5, 301479.3, 307812.3, 248850.8, 456221.7~ \$ X2023.08.31 <db7> 489667.2, 710062.0, 302439.1, 308760.0, 250320.8, 455084.2~

Thank you for your listening!

"One who never asks Either knows everything or nothing"

Malcolm S. Forbes

