```
> dataset = read.csv("FB.csv")
> dim(dataset)
[1] 500  19
> ncol(dataset)
[1] 19
> nrow(dataset)
[1] 500
> head(dataset)
  Page.total.likes   Type Category Post.Month Post.Weekday Post.Hour Paid
1           139441  Photo        2          12            4         3    0
2           139441 Status        2          12            3        10    0
3           139441  Photo        3          12            3         3    0
4           139441  Photo        2          12            2        10    1
5           139441  Photo        2          12            2         3    0
6           139441 Status        2          12            1         9    0
  Lifetime.Post.Total.Reach Lifetime.Post.Total.Impressions
1                      2752                           5091
2                     10460                          19057
3                      2413                           4373
4                     50128                          87991
5                      7244                          13594
6                     10472                          20849
  Lifetime.Engaged.Users Lifetime.Post.Consumers Lifetime.Post.Consumptions
1                    178                    109                        159
2                   1457                   1361                       1674
3                    177                    113                        154
4                   2211                    790                       1119
5                    671                    410                        580
6                   1191                   1073                       1389
  Lifetime.Post.Impressions.by.people.who.have.liked.your.Page
1                                                         3078
2                                                        11710
3                                                         2812
4                                                        61027
5                                                         6228
6                                                        16034
  Lifetime.Post.reach.by.people.who.like.your.Page
1                                             1640
2                                             6112
3                                             1503
4                                            32048
5                                             3200
6                                             7852
  Lifetime.People.who.have.liked.your.Page.and.engaged.with.your.post comment
1                                                                  119       4
2                                                                 1108       5
3                                                                  132       0
4                                                                 1386      58
5                                                                  396      19
6                                                                 1016       1
  like share Total.Interactions
1   79    17                100
2  130    29                164
3   66    14                 80
4 1572   147               1777
5  325    49                393
6  152    33                186


-----------------------Create data Subset----------------------------
```

```
> subset1 = dataset[c('comment','like','share')]
> head(subset1)
  comment like share
1       4   79    17
2       5  130    29
3       0   66    14
4      58 1572   147
5      19  325    49
6       1  152    33


> subset2 = dataset[c('Category','Paid','Type')
> head(subset2)
  Category Paid   Type
1        2    0  Photo
2        2    0 Status
3        3    0  Photo
4        2    1  Photo
5        2    0  Photo
6        2    0 Status

------------------------Merge dataset-----------------------------
> subset3=merge(subset1,subset2)
> head(subset3)
  comment like share Category Paid  Type
1       4   79    17        2    0 Photo
2       5  130    29        2    0 Photo
3       0   66    14        2    0 Photo
4      58 1572   147        2    0 Photo
5      19  325    49        2    0 Photo
6       1  152    33        2    0 Photo

------------------------Transpose dataset-----------------------------
> transposedata=t(dataset)
> head(transposedata)
                  [,1]     [,2]     [,3]     [,4]     [,5]     [,6]     [,7]
Page.total.likes "139441" "139441" "139441" "139441" "139441" "139441" "13944
1"
Type             "Photo"  "Status" "Photo"  "Photo"  "Photo"  "Status" "Photo
"
                  [,8]     [,9]     [,10]    [,11]    [,12]    [,13]    [,14]
Page.total.likes "139441" "139441" "139441" "139441" "139441" "139441" "13944
1"
Type             "Photo"  "Status" "Photo"  "Status" "Photo"  "Photo"  "Photo
"
                  [,15]    [,16]    [,17]    [,18]    [,19]    [,20]    [,21]
Page.total.likes "138414" "138414" "138414" "138414" "138414" "138414" "13841
4"
Type             "Photo"  "Status" "Photo"  "Photo"  "Status" "Photo"  "Photo
"
                  [,22]    [,23]    [,24]    [,25]    [,26]    [,27]    [,28]
Page.total.likes "138414" "138414" "138414" "138414" "138458" "138458" "13845
8"
Type             "Photo"  "Link"   "Photo"  "Status" "Status" "Status" "Photo
"
                  [,29]    [,30]    [,31]    [,32]    [,33]    [,34]    [,35]
Page.total.likes "138895" "138895" "138895" "138895" "138895" "138895" "13889
5"
Type             "Photo"  "Video"  "Photo"  "Photo"  "Photo"  "Photo"  "Photo
"
                  [,36]    [,37]    [,38]    [,39]    [,40]    [,41]    [,42]
```

```
-----------------------Sort dataset-----------------------------


> sorteddata=dataset[(dataset$like),]
> head(sorteddata)
    Page.total.likes  Type Category Post.Month Post.Weekday Post.Hour Paid
79            137177 Photo        2         11            1         3    0
130           136393 Photo        1         10            6        12    0
66            138185 Photo        1         11            1         3    0
NA                NA  <NA>       NA         NA           NA        NA   NA
325           123047 Photo        3          6            1         3    1
152           135713 Photo        2         10            5        11    0
    Lifetime.Post.Total.Reach Lifetime.Post.Total.Impressions
79                       1445                            2774
130                       754                            1510
66                       3416                            6167
NA                         NA                              NA
325                      3294                            5499
152                      4010                            7444
    Lifetime.Engaged.Users Lifetime.Post.Consumers Lifetime.Post.Consumptions
79                     217                     167                        211
130                    206                     205                        252
66                     356                     298                        641
NA                      NA                      NA                         NA
325                    526                     488                        599
152                    477                     370                        534
    Lifetime.Post.Impressions.by.people.who.have.liked.your.Page
79                                                          1924
130                                                         1430
66                                                          4530
NA                                                            NA
325                                                         4658
152                                                         4406
    Lifetime.Post.reach.by.people.who.like.your.Page
79                                              1005
130                                              690
66                                              2388
NA                                                NA
325                                             2710
152                                             2362
    Lifetime.People.who.have.liked.your.Page.and.engaged.with.your.post comme
nt
79                                                                      154
0
130                                                                     175
0
66                                                                      280
19
NA                                                                       NA
NA
325                                                                     305
2
152                                                                     354
2
    like share Total.Interactions
79    56     8                 64
130    3     0                  3
66    77    23                119
NA    NA    NA                 NA
325   57     6                 65
152  166    32                200

-----------------------Melt dataset-----------------------------
d = read.csv("FB.csv")
```

```
> subset1=d[c('Category','like','comment','share')]
> melt(data = subset1,id.vars="Category")
   Category variable value
1         2     like    79
2         2     like   130
3         3     like    66
4         2     like  1572
5         2     like   325
6         2     like   152
7         3     like   249
8         3     like   325
```

----------**Cast dataset**----------

```
> b = read.csv("FB.csv")
> sub2=b[c('Category','Post.Month','Post.Hour','Paid')]
> head(sub2)
  Category Post.Month Post.Hour Paid
1        2          12         3    0
2        2          12        10    0
3        3          12         3    0
4        2          12        10    1
5        2          12         3    0
6        2          12         9    0
> cast(sub2, Category ~ Post.Month, mean, value='Paid')
  Category         1         2         3         4         5         6
7
1        1 0.3333333 0.1666667 0.2580645 0.3181818 0.2000000 0.31578947 0.500
0000
2        2        NA 1.0000000 0.0000000 0.6000000 0.0000000 0.09090909 0.391
3043
3        3 0.1333333 0.2727273 0.0000000 0.4347826 0.3043478 0.31578947 0.230
7692
          8         9        10        11         12
1 0.2222222 0.1111111 0.1891892 0.4242424 0.37500000
2 0.3571429 0.2777778 0.2857143 0.0000000 0.09090909
3 0.2727273 0.5555556 0.1111111 0.1428571 0.16666667
```