Package 'marketeR'

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Title Enhanced Analytics for Marketers Navigating the Ocean of Web Data

Description Provides a web analytics toolbox for marketers using services such as Google Analytics, Facebook Insights, etc.

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Depends R (>= 3.2.1), RGoogleAnalytics

Imports Rfacebook, forecast, zoo, plyr, dplyr, ggplot2, xlsx, grid, scales, shiny, rmarkdown, knitr, ggthemes

License GPL (>= 2)

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

NeedsCompilation no

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R topics documented:

`AutoReport` *A detailed report of your website performance during a given month*

Description

`Autoreport` is a quick way to check in details how your website performed during a given month.

Usage

```
AutoReport(start.date, end.date, table.id)
```

Arguments

`start.date`	Start date for fetching Analytics data. Requests can specify a start date formatted as YYYY-MM-DD, or as a relative date (e.g., today, yesterday, or NdaysAgo where N is a positive integer).
`end.date`	End date for fetching Analytics data. Request can specify an end date formatted as YYYY-MM-DD, or as a relative date (e.g., today, yesterday, or NdaysAgo where N is a positive integer).
`table.id`	The unique table ID of the form ga:XXXX, where XXXX is the Analytics view (profile) ID for which the query will retrieve the data.

Note

The `AutoReport` function will generate a shareable HTML file in your working directory.

Examples

```
## Not run:
  AutoReport(start.date = "2015-01-01", end.date = "2015-07-30",
  table.id = "ga:XXXXXXX")
## End(Not run)
```

`FacebookInsightsDashboard`

A simple dashboard for social media managers who use Facebook insights

Description

`FacebookInsightsDashboard` allows faster and easier data exploration without having to care about coding.

Usage

```
FacebookInsightsDashboard()
```

Details

The dashboard parameters are :

- `token` : You can get your token by launching the Graph API explorer from Facebook, available at https://developers.facebook.com/tools/explorer/. You just have to copy/paste it from the box shown above to the dashboard. For security reasons, your token will expire if you log-out your Facebook account or after 30 minutes of activity.
- `object_ID` : Your `object_ID` could be a `page_ID`, a `post_ID`, or a `domain_ID`. Assuming you want to get insights for a page, you will find the `page_ID` within the Facebook URL of the page. The URL syntax should look like this : facebook.com/`page_ID`.
- `dates` : Just select the date range for your insights query.
- `metric` : The insights metric reference is available at https://developers.facebook.com/docs/graph-api/reference/v2.4/insights. As you can see, some metrics are page-related, some others are post-related or even domain-related. So be sure you selected an `object_ID` type that matches the metric you chose.
- `period` : The period parameter is different from the `start/end-date` parameter. For instance, if you chose a `period=week`, results will still show daily values. To be more precise, if the `page_impressions` (`period=week`) for the date Friday May 8th is X, that means that from Friday May 1st to Friday May 8th, there was a total of X `page_impressions`. It is the same concept for other period parameters.

Note

If you need to export the graphics generated by the dashboard, or just want to store the raw data extracted from Facebook, you can use the download buttons.

Examples

```
## Not run: FacebookInsightsDashboard()
```

`PerformanceForecast` *A prediction of your website performance using auto-ARIMA model*

Description

`PerformanceForecast` is a quick way to predict how your website will perform in the next 12 months based on your past scores.

Usage

```
PerformanceForecast(start.date, end.date, metrics, table.id, export = FALSE)
```

Arguments

start.date	Start date for fetching Analytics data. Requests can specify a start date formatted as YYYY-MM-DD, or as a relative date (e.g., today, yesterday, or NdaysAgo where N is a positive integer).
end.date	End date for fetching Analytics data. Request can specify an end date formatted as YYYY-MM-DD, or as a relative date (e.g., today, yesterday, or NdaysAgo where N is a positive integer).
metrics	A list of comma-separated metrics, such as ga:metrics.
table.id	The unique table ID of the form ga:XXXX, where XXXX 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. Otherwise, R will only print raw data and display a visualization of the forecast.

Note

The black part is the past website traffic data; the blue part is the graphical representation of the forecast, with Lo 80/Lo 95 & Hi 80/Hi 95.

Examples

```
## Not run:
  PerformanceForecast(start.date = "2007-02-01", end.date ="2015-06-30",
  metrics = "ga:sessions", table.id = "ga:XXXXXXX", export = FALSE)
## End(Not run)
```

WeekSummary *A report of your website performance during the past 7 days*

Description

WeekSummary is a quick way to check how your website performed during the past 7 days, compared to your past scores.

Usage

```
WeekSummary(metrics, table.id, export = FALSE)
```

Arguments

metrics	A list of comma-separated metrics, such as ga:metrics.
table.id	The unique table ID of the form ga:XXXX, where XXXX 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. Otherwise, R will only print raw data and display a visualization of the week summary.

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:
WeekSummary(metrics = "ga:sessions", table.id = "ga:XXXXXXX", export = FALSE)
## End(Not run)
```

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