

INSTRUCTIONS

Two CSV files of data are provided. One contains browser * deviceCategory * date with sessions, transactions, and QTY; the other contains month with addToCart.

Desired output is an XLSX workbook, containing two worksheets, reproducing the provided file. The first sheet is a Month x Device aggregation of the data, with metrics Sessions, Transactions, QTY, and ECR ($\text{ECR} = \text{Transactions} / \text{Sessions}$); the second is a Month Summary aggregation of the data, with columns Month, Device Category (=Overall), Sessions, Transactions, QTY, Adds To Cart, and ECR.

Please write and submit R code to reproduce the provided desired output from only the CSV files, as exactly as possible, along with the XLSX output. All manipulations should be completed using only R (including Excel formatting).

Additional Requirements

- * The Month x Device tab should be ordered by month and then device; the Month Summary file should be ordered by month.
- * Table headers should be wrapped, bold, with a bottom border and a gray90 color
- * The data columns (only) should be set to width 11
- * Gridlines should be off
- * Please provide the XLSX output directly created in R - note that opening the spreadsheet in Excel and re-saving it may result in undesirable changes
- * Optional: additionally produce an improved version of the output table (programmatic edits only, please)
- * Suggestion: the openxlsx package provides all the required xlsx functionality