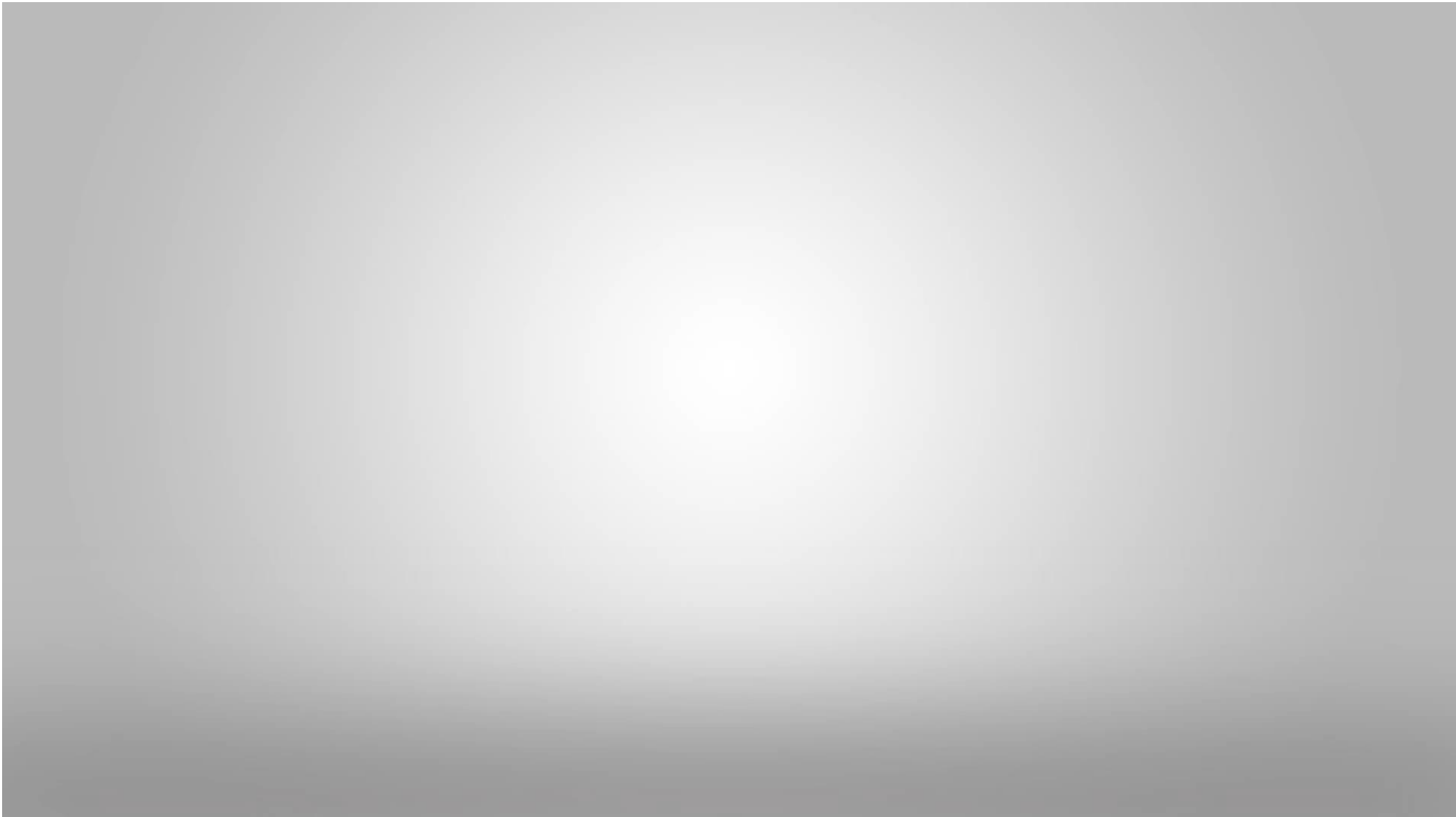


Intro to Data Collection

APIs



Do no distribute

“Look after
truth and
goodness, and
beauty will look
after herself”

The data is the 1st priority of
effective data visualizations





Data: facts and statistics **collected**

Oxford

Examples of Data Sources



Miranda W.

3 reviews



2 months ago

Verified customer

I recently celebrated my birthday here and it was an all-around great experience! The staff treated us very nicely, and they even gave us a complimentary champagne toast. The space was clean and organized, and my guests and I felt very at home. I would definitely recommend this place, and I'll be coming back.

Reviews

Behavior

are SessionCam Price Plans?

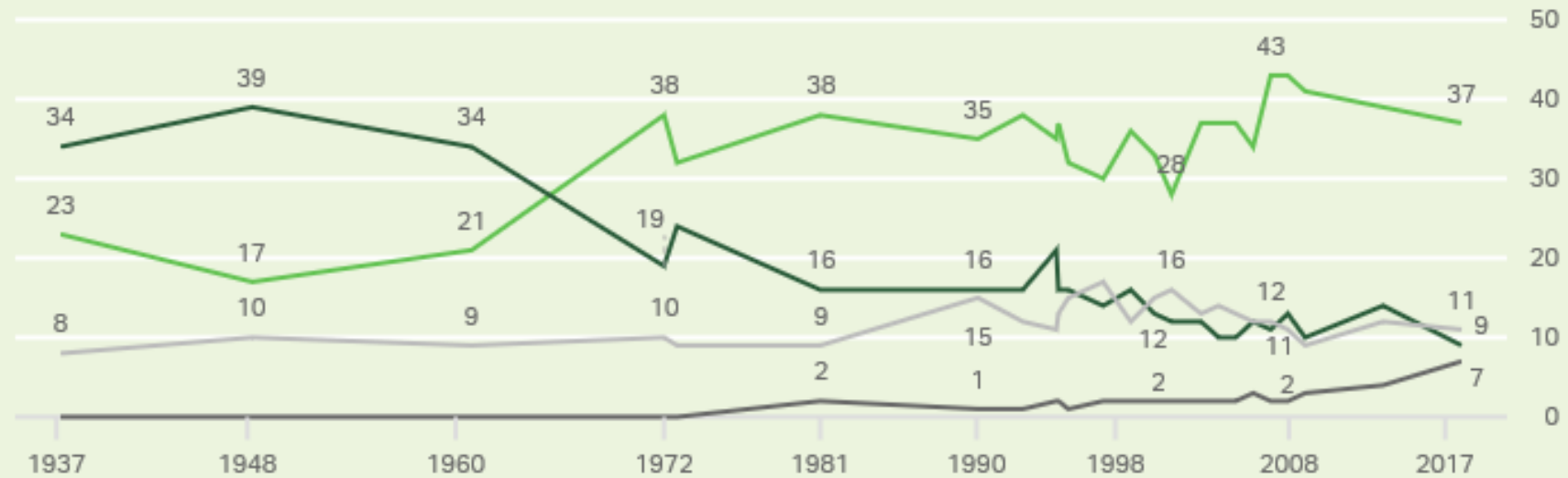
Free Plan	Small/Medium	Enterprise
\$0⁰⁰ forever	\$30⁰⁰ /mth.	Contact Sales Team
500 pages per month	10,000 pages per month \$3 for each extra 1,000 pages	Unlimited pages
90 Days storage	90 Days storage	Full Account Management
Full Dashboard	Full Dashboard	90+ Days storage
Full Session Recording	Full Session Recording	Full Dashboard
Full Session replay	Full Session replay	Full Session Recording
Full Heatmap Suite	Full Heatmap Suite	Full Session replay
Full Conversion Suite	Full Conversion Suite	Full Heatmap Suite
		Full Conversion Suite
Proceed to Free Plan	Proceed to \$30 Plan	Contact SessionCam

Polls

What is your favorite sport to watch?

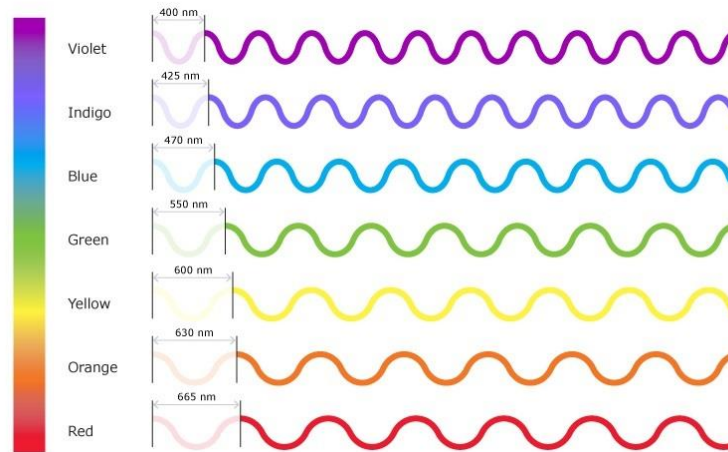
Trend for most popular categories

% Football % Baseball % Basketball % Soccer



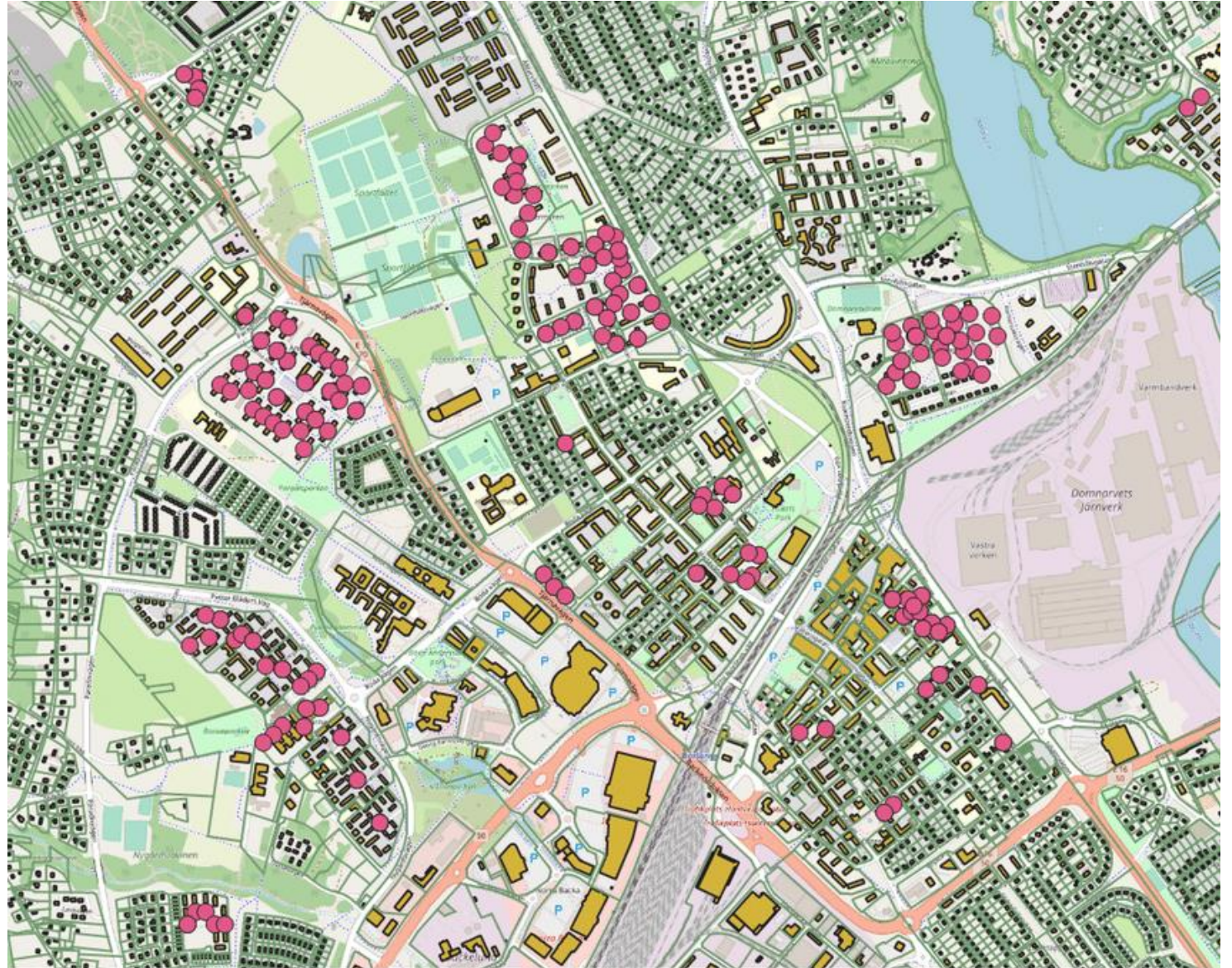
GALLUP

Measures



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Geodata



Do not distribute



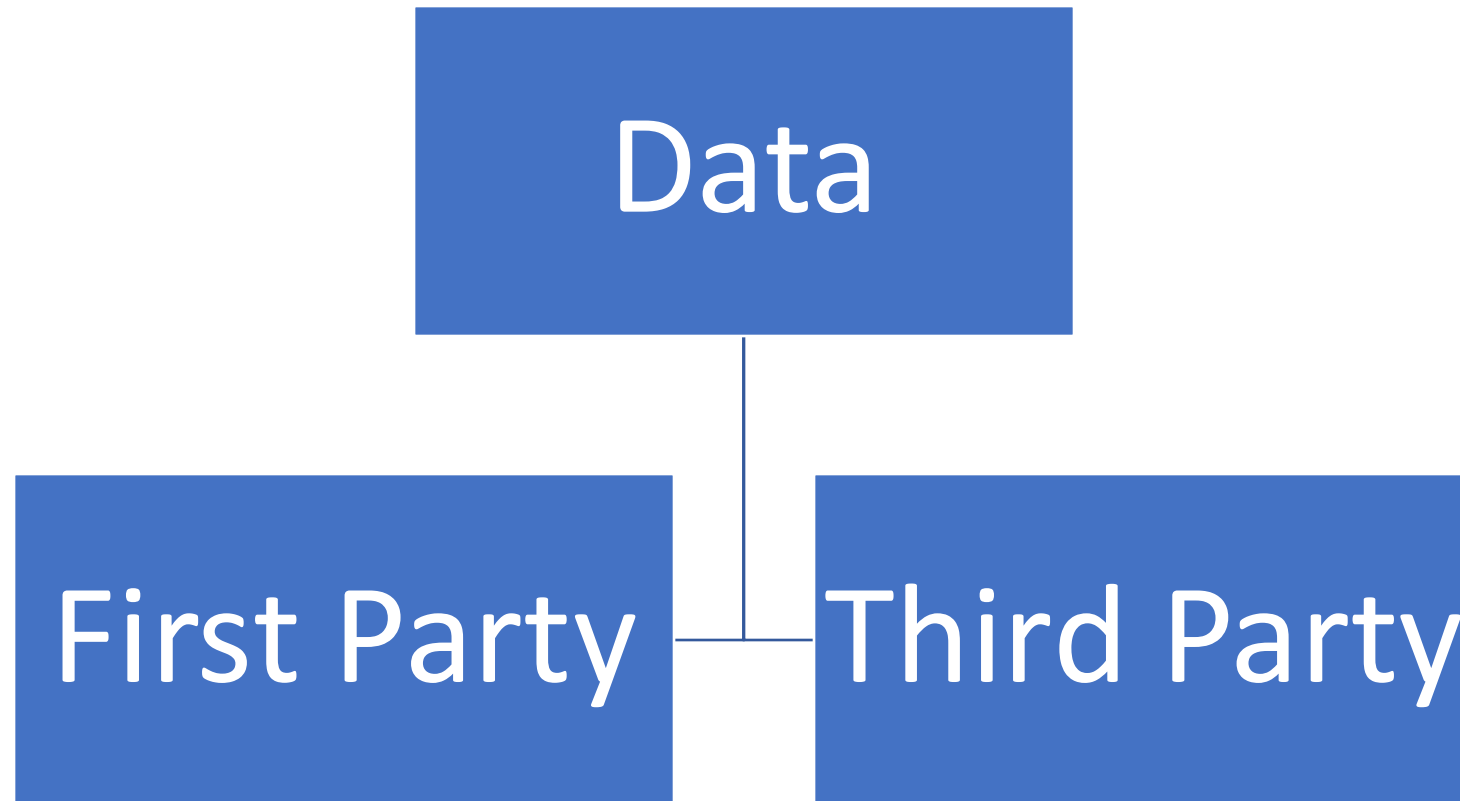
Market Data



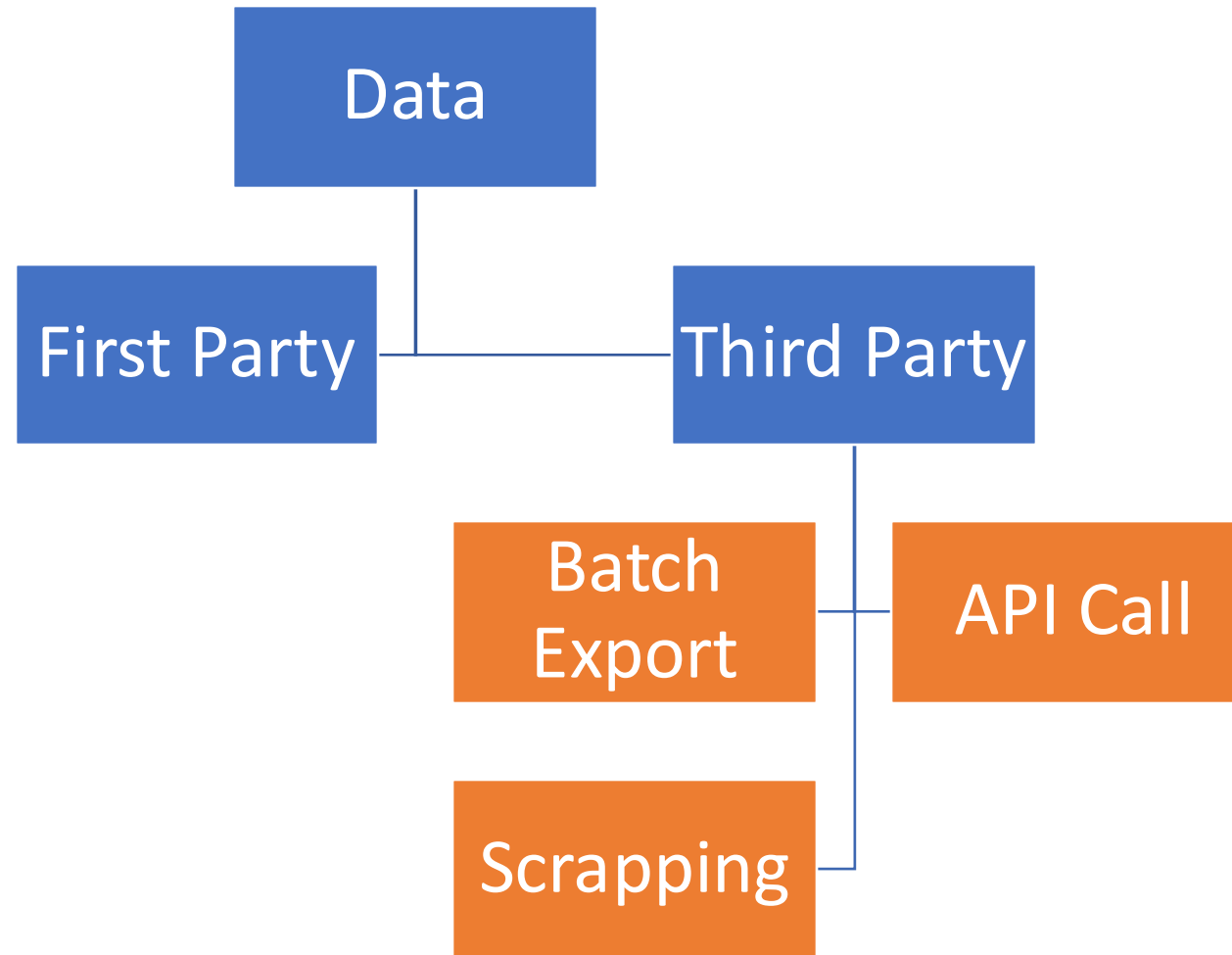


Transactional Data

Primary Ways to Get Data



Primary Ways to Get Data

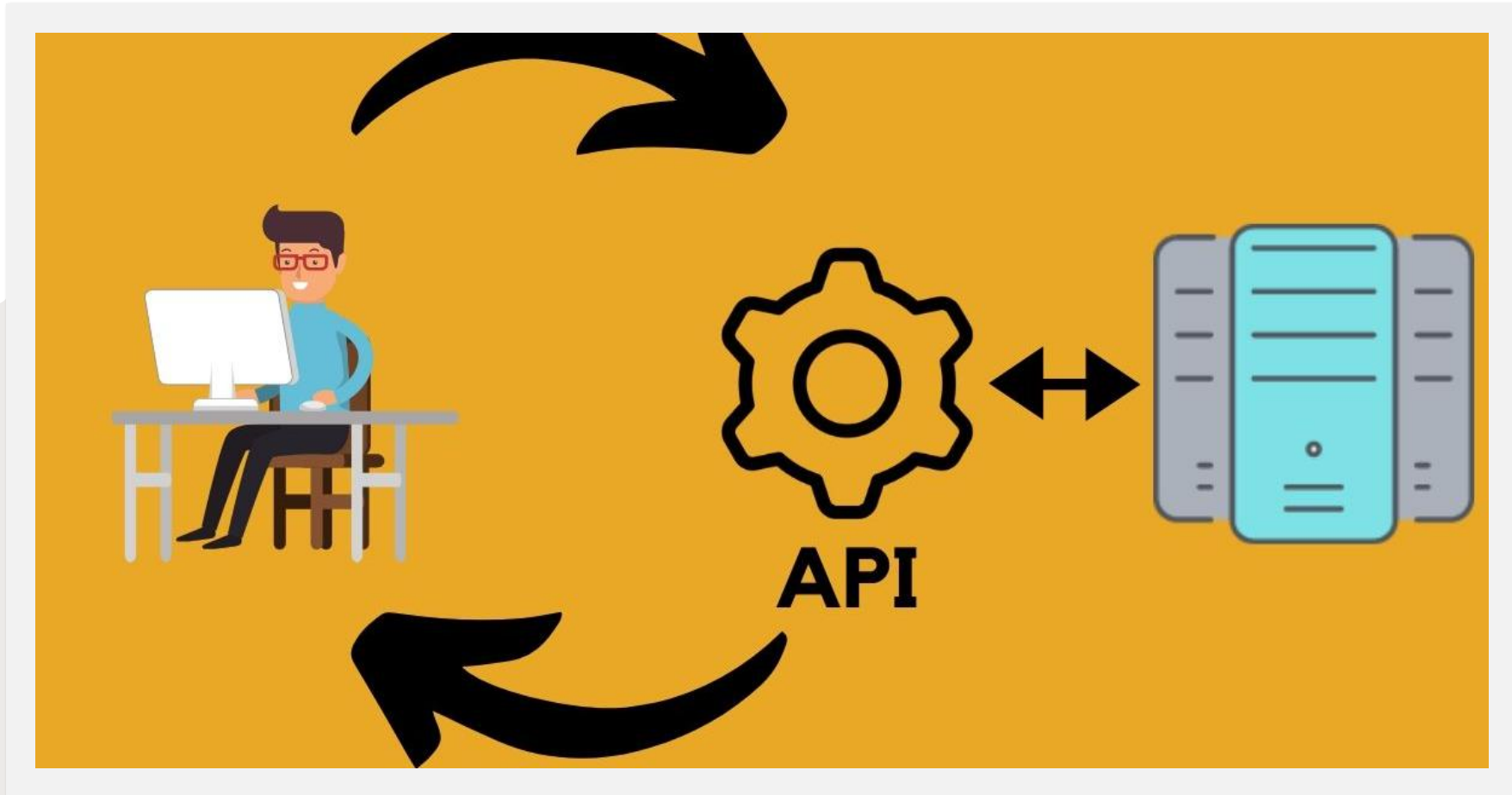


Batch: Some free services

- <https://www.kaggle.com/datasets>
- <https://datasetsearch.research.google.com/>
- <https://data.gov/>
- <https://datahub.io/collections>
- <https://www.earthdata.nasa.gov/>
- <https://opendata.cern.ch/>
- <https://apps.who.int/gho/data/node.home>

Web scrapping

Next time



API Calls



What is an API?

- An application programming interface for the web
 - Application programming: software
 - Interface: way to communicate
 - Web: online



Take 5 Minutes: Google Public APIs

- <https://github.com/public-apis/public-apis>
- <https://rapidapi.com/collection/list-of-free-apis>
- <https://publicapis.dev/>
- <https://free-apis.github.io/#/>
- <https://medium.com/codex/15-fun-and-interesting-apis-to-use-for-your-next-coding-project-in-2022-86a4ff3a2742>

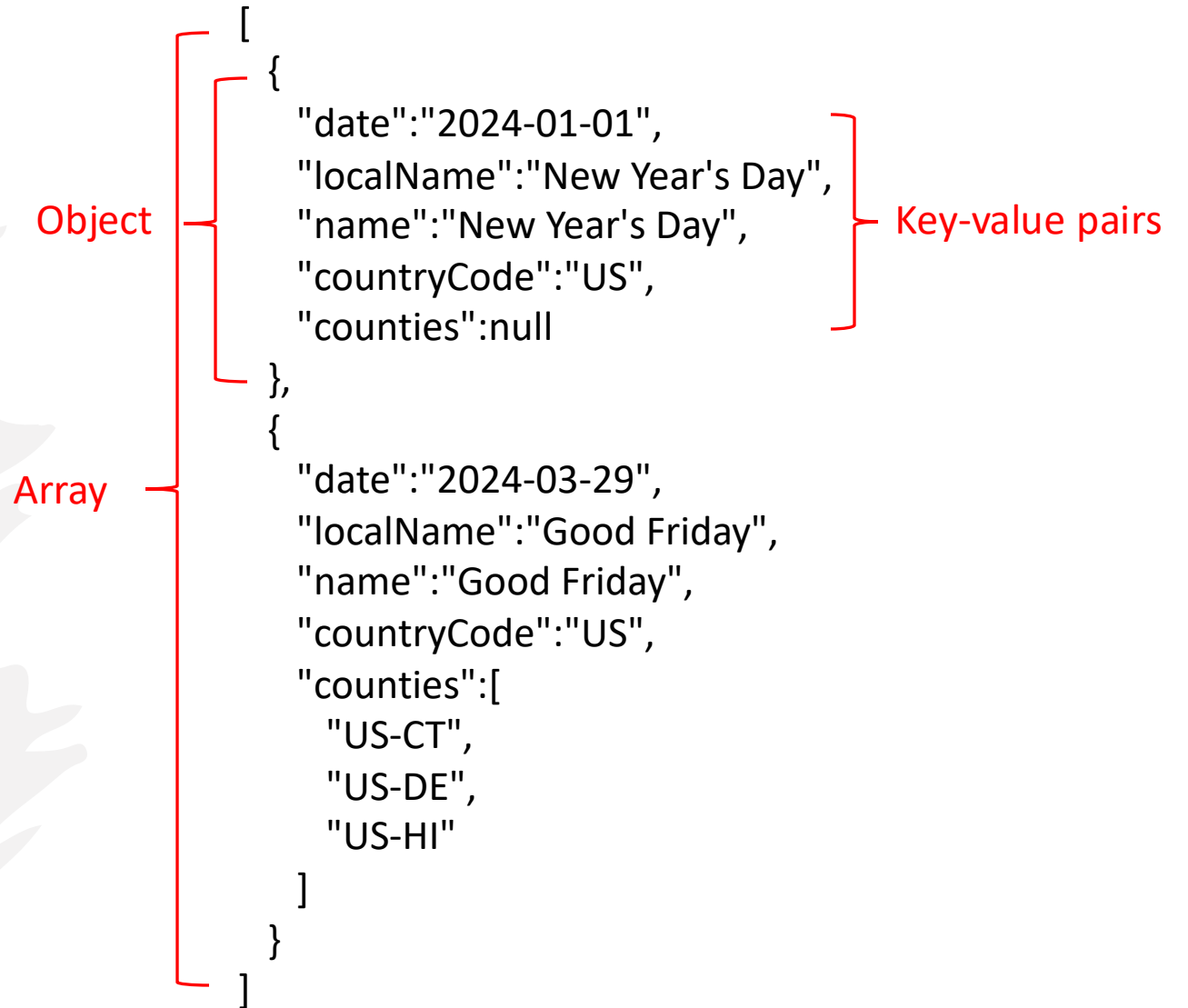
Most popular websites have an API (Facebook, Twitter, Instagram, LinkedIn, etc.)

Example: Public Holidays

- Call in Web browser
 - <https://date.nager.at/api/v3/publicholidays/2025/US> (you can change the year, or the country. Try DE)
 - <https://api.agify.io/?name=stefan>
- Call in terminal on Mac:
 - curl
<https://date.nager.at/api/v3/publicholidays/2025/AT>
 - curl
<https://api.agify.io/?name=stefan>
- Call in R (coming soon)

Wait, what is coming back from the API calls?

- Can be a variety of formats:
 - Most often: JSON
 - Others: XML, plain text





API Protocols

- REST API (representational state transfer): a flexible architecture that allows applications to exchange data in multiple formats. This is the most popular web API architecture
- SOAP API (simple object access protocol): a highly structured architecture that uses XML data format
- RPC (remote procedural call): invoke executable actions or processes remotely

Get versus Post API Calls

- GET: Pass needed information in the URL:

<https://date.nager.at/api/v2/publicholidays/2024/DE>

<https://api.agify.io/?name=stefan>

- POST: Pass needed information in the body of the request.

New Request Send Cancel

Request Headers:

```
Accept: text/html,application/xhtml+xml,application/xml;q=0.9,*/*;q=0.8
Accept-Language: en-GB,en;q=0.5
Accept-Encoding: gzip, deflate, br
Referer: https://www.handelsregister.de/rp_web/mask.do?Typ=n
Content-Type: application/x-www-form-urlencoded
Content-Length: 133
Cookie: language=en; JSESSIONID=0D14F2CA4002BE97A282BCCC1AB7080C-n1.tc032n02
Connection: keep-alive
Upgrade-Insecure-Requests: 1
```

Request Body:

```
suchTyp=n&registerArt=&registerNummer=&registergericht=R3101&schlagwoerter=&schlagwortOptionen=2&ergebnisseProSeite=100
```


What do you need to make an API call?



- Endpoint: the URL of what you are going to call)
- Key:
 - A String that says you are authorized to make the call
 - Can be used for billing
 - Can be used to restrict the number of calls you make
 - Key might be sent in the URL (get), header, or the body depending on the API

Let's get a key and make a call

- <https://rapidapi.com/apidojo/api/yahoo-finance1/>
- Create a free account, and subscribe to API (Free Basic Account, 500 calls per month)
- Let's take a few minutes to look around at the options

Goal: Pull Data Into R to Analyze and Visualize



Library Httr2

<https://httr2.r-lib.org/>

In Class Demo

<https://www.dropbox.com/scl/fi/b7d4mk2efngz63zc37hlf/InClassAPISample.R?rlkey=9pigsgwhv5w2dpda n4hq1hxyq&dl=0>

Let's Practice

- Football Stats
 - <https://www.api-football.com/documentation-v3#section/Introduction>
 - A solution for the leagues endpoint:
https://www.dropbox.com/scl/fi/8eydqx9vrmrwh1tosbr0d/InClassAPISample_Sports.R?rlkey=1wfaykdhlqvq56uarxfizmnf2&dl=0
- Currency exchange (a bit harder):
 - Create a tibble that lists the conversion rate between EUR and each supported currency
 - <https://rapidapi.com/fyhao/api/currency-exchange>
 - A solution:
https://www.dropbox.com/scl/fi/b0lk8f04tc3hm18whvvh9/InClassAPISample_Countries.R?rlkey=jhhucvkvx9zql8sizr7difq8s7l&dl=0

Look at Assignment

Potential Final Exam Questions

- Which of the following are examples of data sources?
- What are the two primary ways to get data?
- Third party data typically comes in which of the following formats?
- What is an API call?
- What is the difference between GET and POST API calls?
- List what information you typically need to make an API call?
- What R library can you use to make API calls?
- Some high-level questions about R syntax to make API calls (what certain lines of code do)