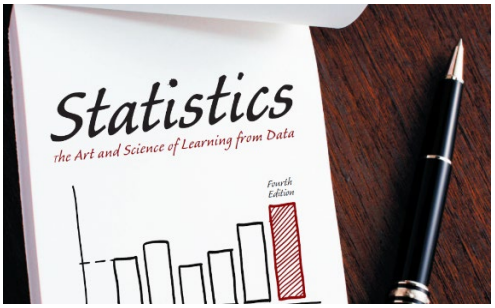

STATISTICS
THE ART & SCIENCE OF LEARNING FROM DATA
AGRESTI · FRANKLIN · KLINGENBERG

Chapter 1

Example 5: Google Analytics – Creating a .csv data file and loading it into R

Reading a .csv file from your harddrive

Create the data file as shown in Example 5 in Excel or Google Sheets and save it as a .csv file. Here, I have given it the name "GoogleAnalyticsExample5.csv".

```
> # Create the data file as shown in Example 5 with Excel
> # Save the file as a .csv file and name it "GoogleAnalyticsExample5.
csv"
>
> # Now, select this .csv file from your hard drive:
> mypath <- file.choose()
> # Now R knows the location of your file:
> mypath
[1] "C:\\ASS\\Git\\data\\Chapter1\\GoogleAnalyticsExample5.csv"
> # The read.csv command reads in .csv files:
> dataEx5 <- read.csv(mypath)
> # We can now view the file:
> dataEx5
  Visitor Country Browser  Device Minutes Age     Gender
1       1      US  Safari  mobile       6  28     female
2       2  Brazil  Chrome desktop       2  38     female
3       3      US  Chrome  mobile       8  16 non-binary
```

Reading a .csv file from the internet

Create the data file as shown in Example 5 in Excel and save it as a .csv file, but now save (or put) it on the internet, using some cloud based service. Here, I saved the file on github. (See www.github.com).

```
> # If you have a .csv file sitting on the internet, and you know its
url (web address), you can grab it from there.
> # For instance, the GoogleAnalytics file sits at the following addre
ss, which I enter into R:
```

```
> myurl <- 'https://raw.githubusercontent.com/artofstat/data/master/Ch
apter1/GoogleAnalyticsExample5.csv'
> # I can now load the data into R as before, using read.csv():
> dataEx5.remote <- read.csv(myurl)
> dataEx5.remote
  Visitor Country Browser  Device Minutes Age     Gender
1       1      US  Safari  mobile       6  28     female
2       2  Brazil  Chrome desktop       2  38     female
3       3      US  Chrome  mobile       8  16 non-binary
```