



## STATISTICS

THE ART & SCIENCE OF LEARNING FROM DATA

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# Chapter 1

## Example 5: Google Analytics – Creating a Data File

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Create the data file as shown in Example 5 in Excel 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 "DataExercise5.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