

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 address, which I enter into R:

> myurl <- 'https://raw.githubusercontent.com/artofstat/data/master/Chapter1/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