# Behind the Scenes of an R Consortium Project

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Bay Area R Users Group, September 2019

# Pop Quiz!

Ask your neighbor what they already know about

1. The R Consortium (r-consortium.org)

2. *A Guide to Working with Census Data in R* (RCensusGuide.info)


# Key Points

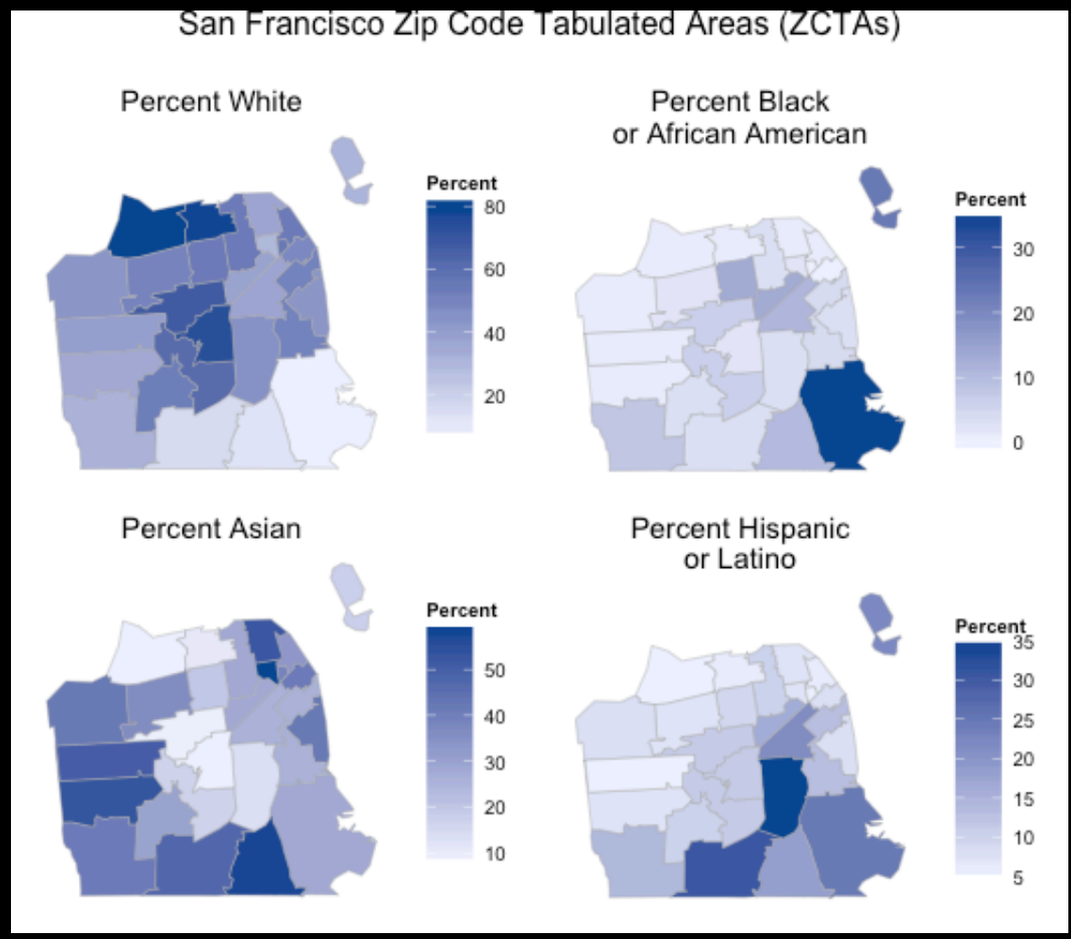
- The R Consortium is paying people to improve the R Ecosystem.
- Anyone can submit a proposal!
- I am not a Census Data "power user"
- A Guide to Working with Census Data in R as a template

# Talk outline

- Prior census projects
- R Consortium project
- Project reception

# First Census Project (2014-?)

- Software engineer at a real estate company
- Needed to visualize geographic data in R
- Created the R package Choroplethr which makes choropleth (color-coded) maps
- Added census data to create interesting examples



United States Census Bureau

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// Census.gov > Data > Census Academy > Courses > **Mapping Census Bureau Data in R with Choroplethr**

# Mapping Census Bureau Data in R with Choroplethr

Learn how to map data from the American Community Survey using R.

*Developed and presented by Ari Lamstein.*

Skill level: Intermediate

Duration: 3-4 hours

## Description

This course will teach you how to visualize data from the US Census Bureau's American Community Survey (ACS) using the R package Choroplethr.

The **introduction** will teach you the necessary prerequisites: how to install R, RStudio and the choroplethr package. The module **Choroplethr Basics** will teach you how to map data in R using the choroplethr package. You will learn how to map a sample

# Second Census Project

(2017 - 2019)

# "Can the R Consortium Help?"

Joe Rickert

# Two Problems

1. Census Data itself is incredibly complex

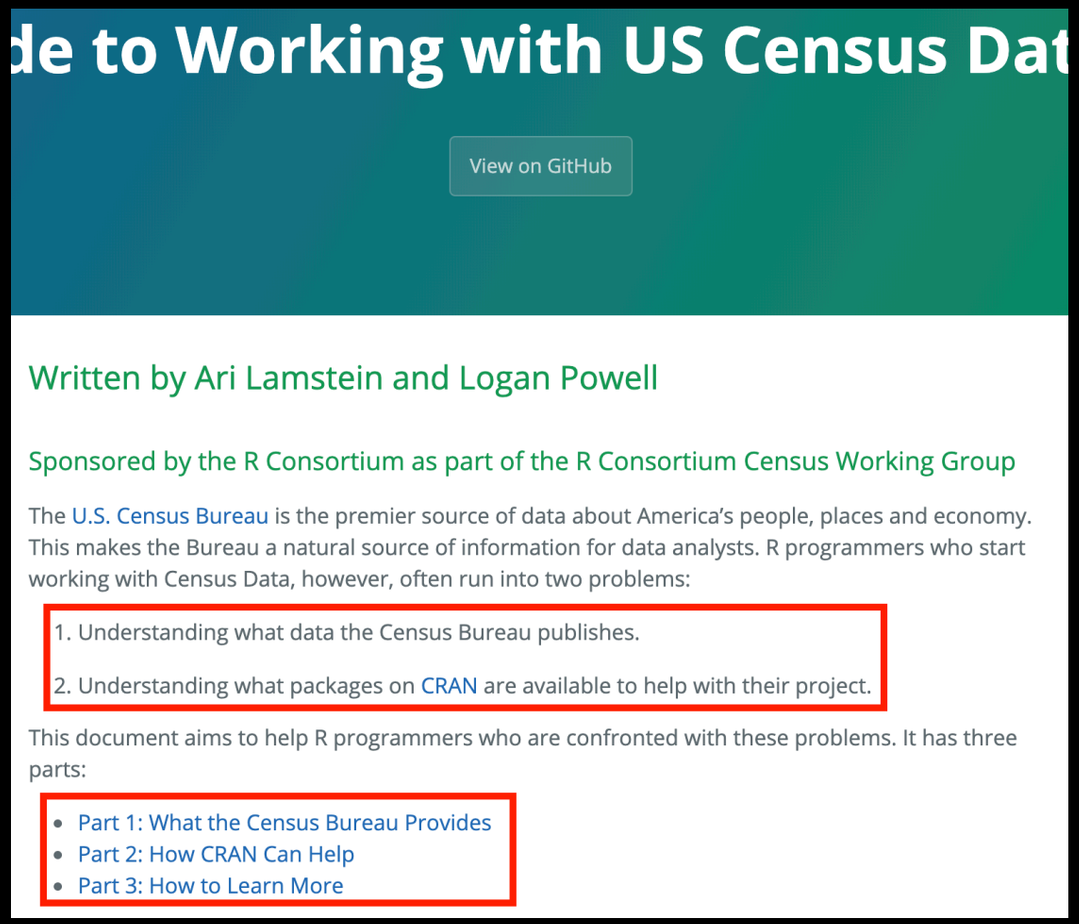
    - 100+ datasets, each with its own nuances / methodology.

        - "Health Insurance": ACS or SAHIE?

2. It is very hard to find which R package can help

    - On the CRAN page, 44 hits for "Census"

    - Duplicate functionality between packages

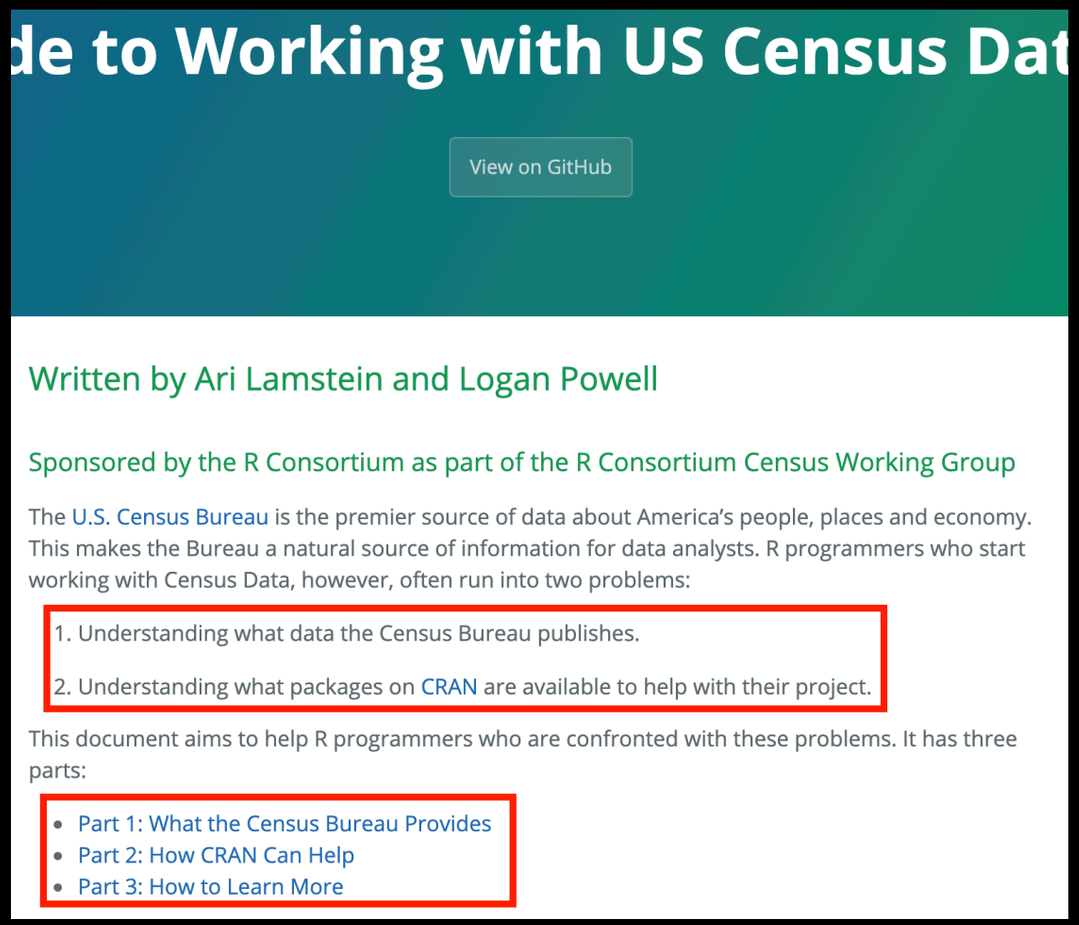


# Who do you think you are?

1. Census Bureau has stats on API calls by dataset

2. RStudio's CRAN server provides package download stats

3. Catchall "Learning More" section



## Overview

SAVE EXPORT SHARE INSIGHTS

All Users
100.00% Pageviews

+ Add Segment

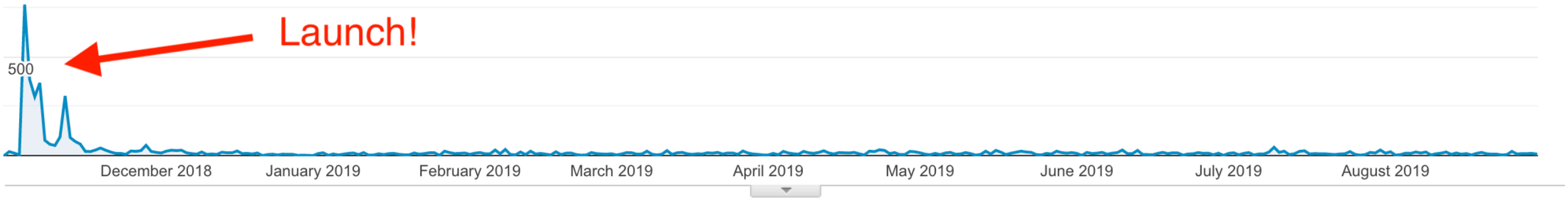
Nov 1, 2018 - Aug 31, 2019

Overview

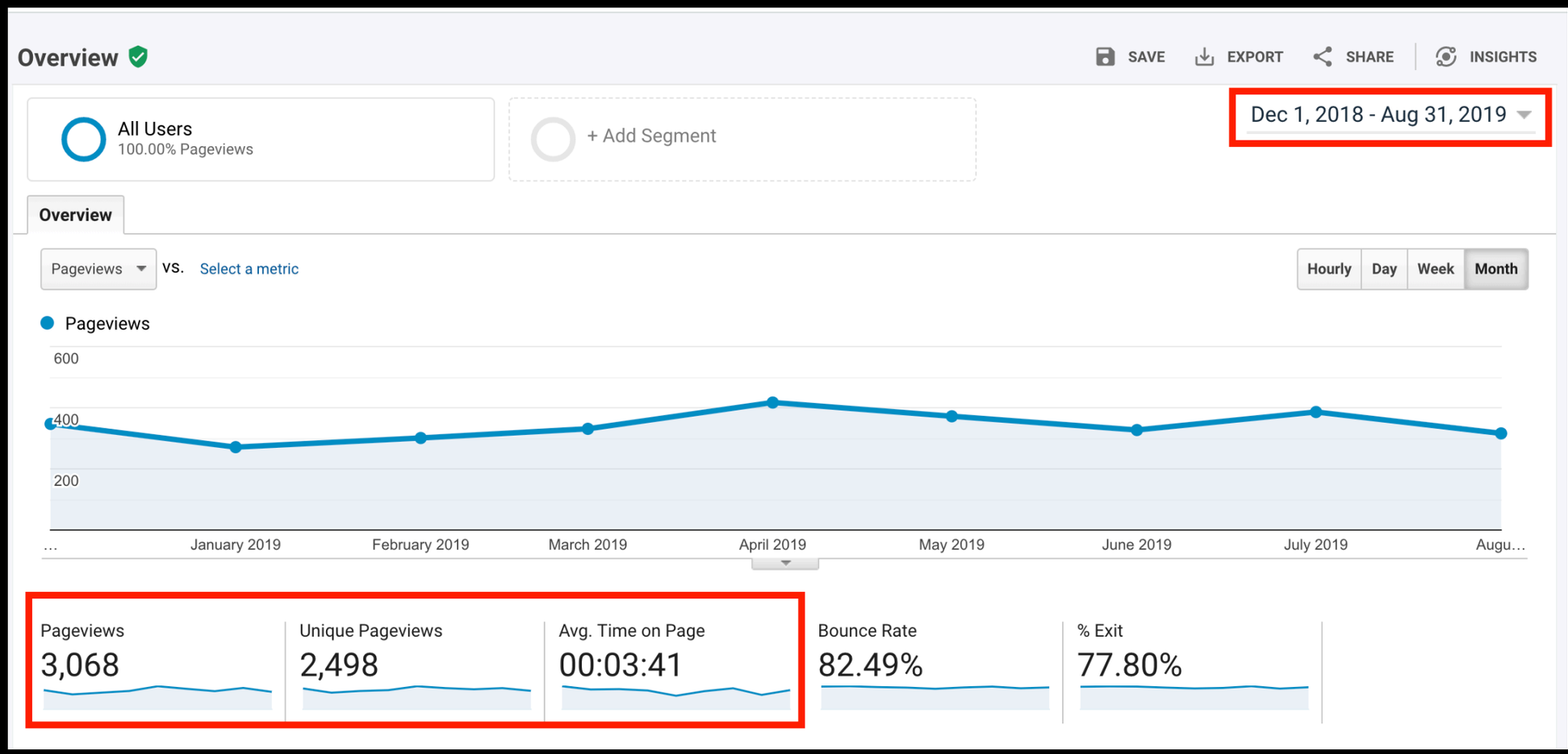
Pageviews vs. Select a metric

Hourly Day Week Month

Pageviews




| Pageviews | Unique Pageviews | Avg. Time on Page | Bounce Rate | % Exit |
|---|---|---|---|---|
| 6,037 | 5,127 | 00:03:45 | 84.97% | 81.10% |




# Post launch: Avg. 341 page views / month

| | Source / Medium | Acquisition | | |
|---|---|---|---|---|
| | | Users | New Users | Sessions |
| | | 3,700<br>% of Total:<br>100.00% (3,700) | 3,704<br>% of Total:<br>100.03% (3,703) | 4,896<br>% of Total:<br>100.00% (4,896) |
| | 1. (direct) / (none) | **1,295** (33.73%) | 1,297 (35.02%) | 1,700 (34.72%) |
| | 2. blog.revolutionanalytics.com / referral | **788** (20.53%) | 761 (20.55%) | 1,010 (20.63%) |
| | 3. google / organic | **674** (17.56%) | 632 (17.06%) | 782 (15.97%) |
| | 4. r-bloggers.com / referral | **491** (12.79%) | 477 (12.88%) | 675 (13.79%) |
| | 5. arilamstein.com / referral | **263** (6.85%) | 234 (6.32%) | 309 (6.31%) |
| | 6. bing / organic | **69** (1.80%) | 68 (1.84%) | 76 (1.55%) |
| | 7. t.co / referral | **51** (1.33%) | 50 (1.35%) | 69 (1.41%) |
| | 8. duckduckgo / organic | **19** (0.49%) | 18 (0.49%) | 21 (0.43%) |

# Where Traffic Comes From

# Key Points

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- Anyone can submit a proposal!

- I am not a Census Data "power user"

- A Guide to Working with Census Data in R as a template

  - Intro to the field

  - Curate CRAN packages

# "Can the R Consortium Help?"

Joe Rickert (joseph.rickert@rstudio.com)