

ds105-agenda-fall23

August 30, 2023

Contents

1	Code along in Python: unicorn companies	1
1.1	Unicorn Companies	2
1.2	Importing a CSV file as data frame	2
1.3	Viewing unique column data	2
1.4	Testing the AI coding assistant	3
1.5	Clean data frame column Category	3
1.6	Share editing rights	4
1.7	Grouping data by column values	4
1.8	Creating a barplot of category counts	5
2	References	6
2.1	References formatted in AMA style	6

1 Code along in Python: unicorn companies

This is a demo notebook using R and the R shell (R Core Team, 2022) as part of an DataCamp workspace demo originally developed by DataCamp for Python (Schouwenaars & Cotton, 2022). Along the way, we'll also test the "AI" and the shared editing functions. We use the "unicorns" dataset (CB Insights, 2023) to demonstrate the following data analytics steps:

1. Importing a CSV file as a **data.frame**
2. Viewing **unique** column data
3. Cleaning a data frame column
4. Grouping data by column values
5. Creating a barplot of category counts

1.1 Unicorn Companies

A unicorn company is a privately held startup company with a current valuation of over \$1 billion USD. In this workspace, we'll be looking at a dataset that consists of unicorn companies and startups across the globe as of November 2021, including country of origin, sector, select investors, and valuation of each unicorn. Former unicorn companies that have since exited due to IPO (Initial Public Offering) or acquisitions are not included in this list.

1.2 Importing a CSV file as data frame

We import the CSV file as a data frame and print the column headers (alongside other information) with the `str` function. If you only want the headers as a vector, use `colnames` instead:

```
df = read.csv('../data/unicorn_companies.csv')
str(df)
colnames(df)
```

You can also print the data frame directly. When you run this cell, either with the mouse or by entering CTRL-ENTER, the first 10 records of the DataFrame `df` and the headline with the features are shown. At the bottom of the output you see an option to create a **Chart** - better wait with that until you understand the data set better.

`df`

Though the data look quite clean and appealing, a table view is not the best way to get an overview - there are too many records.

1.3 Viewing unique column data

For investment purposes, the **Category** column or feature is most interesting: this is the type of company. How many of these types are there?

To print out all unique categories, we can use the `unique` function, which will return all unique entries in the **Category** column if we index the data frame accordingly.

```
unique(df$Category) # df['Category'] or df[,5] also work
```

You can see that there are duplicates because of typos (**Finttech**) and capitalization (**Artificial Intelligence**). Let's remove the ambiguities.

To get help, you can use `?` or the `help` function:

```
?unique  
help(unique)
```

There is a lot of help information here and you may want to look at it on the web instead e.g. using this function index for base R.

1.4 Testing the AI coding assistant

This is a good place to show off your AI assistant: you may not know how to look for help for `unique`. Add an AI code block. The assistant will ask you for a prompt. For simple questions like these, almost any prompt will do, e.g. `I need help for the function 'unique'`. The marks around `unique` will help the computer understand that you mean a command (these marks are also used for coding font markdown in text blocks).

The AI returns the whole documentation but We only want a short explanation that an absolute beginner can understand. Let's ask for that directly:

As an absolute beginner in R, I need a very short explanation of what 'unique' does and how I can use it on a column of a data frame.

The answer is good and short:

```
unique(df$Company)
```

To test the AI yet again, remove the last parenthesis after the function call to `unique`: `unique(df$Category`. This yields an error. At the bottom of the output, you can click on **Fix & explain**. The explanation is good.

Let's try to trip the AI up. Replacing `$` by `%` does not work. The error is correctly identified and fixed. But if we try to run `unique(df[Category])`, the AI suggests the `$` operator once again and does not identify the quickest (or the alternative) solution, `unique(df['Category'])`.

These experiments show that we're still quite far away from getting fully relieved of our coding burdens but for simple fixes, it's pretty good.

1.5 Clean data frame column Category

There are a couple of typos in the `Category` values: 'Artificial intelligence' needs to become 'Artificial Intelligence', and 'Finttech' needs to become 'Fintech' everywhere in the dataframe.

You can do this with `gsub`, which matches the first argument and replaces it by the second everywhere in the column:

```
## Correct typos in the 'Category' column
df$Category <- gsub("Artificial intelligence", "Artificial Intelligence", df$Category)
df$Category <- gsub("Finttech", "Fintech", df$Category)

## Display the first few rows to verify the changes
unique(df$Category)
```

1.6 Share editing rights

One of the neater properties of DataCamp Workspace is the ability to share your notebook and edit synchronously like in GoogleDocs.

Click on the sharing sign at the top and share **editing** access with your neighbor by using his/her email. Also, reduce "General access" to "Disable access" - now nobody except those you invite via email can see your file.

You have to use the person's email used for DataCamp - make sure it's their Lyon College email. Once they've been invited, you can let them access to edit, view, comment or remove their access.

Print the cleaned dataframe `df` in each other's notebooks by adding a new code block with the command `df` and run it.

Once this is done, **Remove** access from your workspace for the other person.

1.7 Grouping data by column values

Now that the categories are cleaned up, we group by `Category`. In R, we can do this with the `dplyr` package, or with `data.table`, or with base R.

With base R, we can use the `stats::aggregate` function, which splits the data into subsets.

```
## Group by 'Category' and get the count in each category
grouped_df <- aggregate(Company ~ Category, data=df1, FUN=length)
colnames(grouped_df)[2] <- "Count"
```

```
## Display the grouped data
grouped_df
```

The function `order` returns a permutation that rearranges its first argument into ascending (default) or descending order:

```
## Sort grouped_df by 'Count' in ascending order:
grouped_df <- grouped_df[order(grouped_df$Count),]
grouped_df
```

1.8 Creating a barplot of category counts

Plotting is a cinch in R: the `barplot` function will create a simple bar plot of `grouped_df` right away:

```
barplot(grouped_df$Count ~ sort(grouped_df$Category),
        ylab = "Frequency", xlab = "",
        main = "Unicorn company distribution across industries",
        las = 2)
```

Here is a more customized plot:

```
## Order the rows in descending order based on 'Count'
grouped_df <- grouped_df[order(grouped_df$Count), ]

## Use a nice color palette
library(RColorBrewer)
colors <- brewer.pal(length(grouped_df$Category), "Pastel1")

## Set up the plot parameters
par(mar=c(10, 5, 4, 2) + 0.1,
    las=2,
    mgp=c(3, 1, 0),
    tcl=-0.3)

## Create the barplot
barplot(
  grouped_df$Count,
  names.arg=grouped_df$Category,
  col=colors,
  main="Counts by Company Category",
  ylab="Count",
  border="white",
  cex.names=0.8)

## Add grid lines
abline(h=seq(0, max(grouped_df$Count), by=5),
       col="gray", lty="dotted")
```

2 References

Birkenkrahe: Workspace Demo R (solution). Published 2023. Accessed August 23, 2023. <https://tinyurl.com/WorkspaceDemoPublic>

CB Insights. The Complete List of Unicorn Companies. CB Insights. Published 2023. Accessed August 19, 2023. <https://www.cbinsights.com/research-unicorn-companies>

R Core Team. R: A language and environment for statistical computing. R Foundation for Statistical Computing; 2022. Accessed August 21, 2023. <https://www.R-project.org/>

Schouwenaars F, Cotton R. Unicorn companies. DataCamp. Published 2022. Accessed August 19, 2023. <http://bit.ly/ws-unicorn>

2.1 References formatted in AMA style

- The names of all authors are inverted (the last name precedes the initials of the first and middle names).
- All authors are separated by a comma, except for the last two authors, which are separated by an ampersand (&).
- The title of the work is followed by the name of the website or publisher.
- The publication year follows the publisher and is followed by the access date.
- The URL is the final component of the citation.