Marketing Report

2019-08-15

Description

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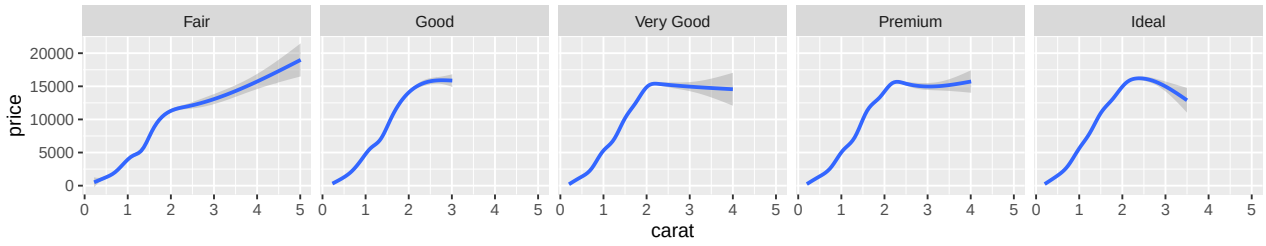
Findings

Plots



Margin Figures

Images and graphics play an integral role in Tufte's work. To place figures in the margin you can use the **knitr** chunk option `fig.margin = TRUE`. For example:

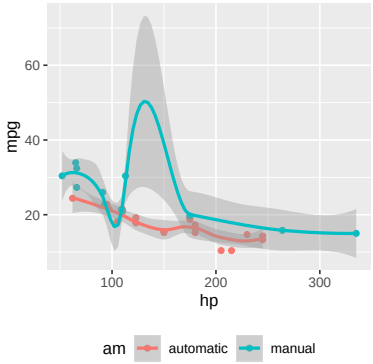


Figure 2: MPG vs horsepower, colored by transmission.

This is a margin note. Notice that there is no number preceding the note.

Sidenotes

If you'd like to place ancillary information in the margin without the sidenote mark (the superscript number), you can use the `margin_note()` function from **tufte** in an inline R expression. This function does not process the text with Pandoc, so Markdown syntax will not work here. If you need to write anything in Markdown syntax, please use the `marginfigure` block described previously.

Tables

You can use the `kable()` function from the **knitr** package to format tables that integrate well with the rest of the Tufte handout style. The table captions are placed in the margin like figures in the HTML output.

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Table 1: A subset of mtcars.

	mpg	cyl	disp	hp	drat	wt
Mazda RX4	21.0	6	160	110	3.90	2.620
Mazda RX4 Wag	21.0	6	160	110	3.90	2.875
Datsun 710	22.8	4	108	93	3.85	2.320
Hornet 4 Drive	21.4	6	258	110	3.08	3.215
Hornet Sportabout	18.7	8	360	175	3.15	3.440
Valiant	18.1	6	225	105	2.76	3.460

Notice that there is no number preceding the note. $x \in [a, b]$

$$\frac{d}{dx}\left(\int_a^x f(u)\,du\right) = f(x).$$

Plots with Margin Notes

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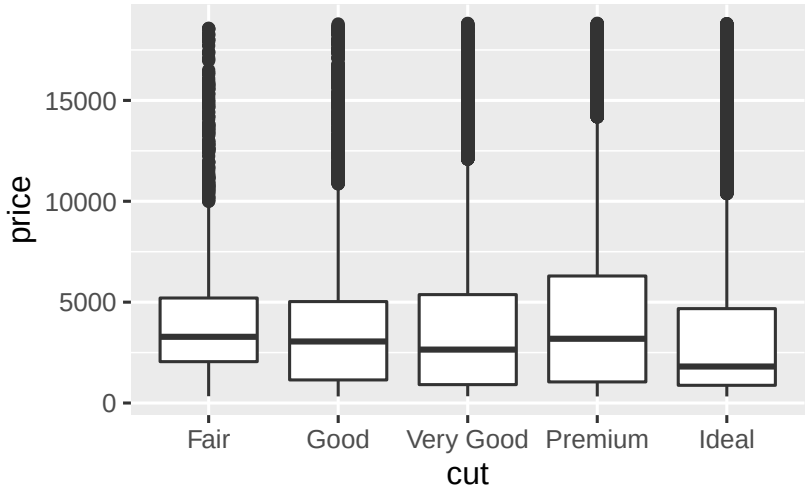
```
ggplot(diamonds, aes(cut, price)) + geom_boxplot()
```



\begin{figure}
\caption[Some general comments about this plot]{Some general comments about this plot. $500 Notice the dollar sign renders.}
\end{figure}

Notice that there is no number preceding the note. $x \in [a, b]$

$$\frac{d}{dx}\left(\int_a^x f(u)\,du\right) = f(x).$$

ROI

Profit Profit Profit Profit Profit Profit Profit Profit Profit

Conclusion

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