FY20EmailAppGen

Office of Marketing and Brand Management

3/26/2020

```
library(readxl)
library(dplyr)
```

```
## Warning: package 'dplyr' was built under R version 3.6.3
```

```
##
## Attaching package: 'dplyr'
```

```
## The following objects are masked from 'package:stats':
##
##     filter, lag
```

```
## The following objects are masked from 'package:base':
##
##     intersect, setdiff, setequal, union
```

```
path <- "C:/Users/christine.iyer/Box/FY20_EmailAnalytics/FY20_Email_HS_AppGen/AllEmails.xlsx"

Overview <- read_xlsx(path, sheet = "Overview", range = NULL, col_names = TRUE,
col_types = NULL, na = "", trim_ws = TRUE, skip = 0)
Links <- read_xlsx(path, sheet = "Links", range = NULL, col_names = TRUE,
col_types = NULL, na = "", trim_ws = TRUE, skip = 0)
head(Links)
```

```
## # A tibble: 6 x 10
##   Link  Total Unique `Net CTRs` `Email Name` LinkPlacement Date
##   <chr> <dbl>  <dbl>      <dbl> <chr>        <chr>         <dttm>
## 1 http~    11      9      0.008 FY20 Adult ~ 1             NA
## 2 http~     7      5      0.004 FY20 Adult ~ 2             NA
## 3 Unsu~     8      3      0.003 FY20 Adult ~ 3             NA
## 4 http~     7      2      0.002 FY20 Adult ~ 4             NA
## 5 http~     2      2      0.002 FY20 Adult ~ 5             NA
## 6 http~     0      0      0     FY20 Adult ~ 6             NA
## # ... with 3 more variables: `% of Unique Clicks` <dbl>, `% of Total
## #   Clicks` <dbl>, DeliverabilityRate <dbl>
```

```
colnames(Links) <- c("Link", "Total_Clicks", "Unique_Clicks", "Net_CTR", "Name", "LinkPlacement", "Date
head(Overview)
```

```
## # A tibble: 6 x 8
##   `Job ID` Name  `Date/Time Sent`    Status `Emails Sent` `Unique Click-T~
##      <dbl> <chr> <dttm>              <chr>          <dbl>            <dbl>
## 1   888243 FY20~ 2020-03-10 18:01:00 Compl~          1325            0.016
## 2   839783 FY20~ 2020-02-11 18:01:00 Compl~          1340            0.009
## 3   796520 FY20~ 2020-01-14 18:01:00 Compl~          1320            0.021
## 4   757882 FY20~ 2019-12-17 18:01:00 Compl~          1276            0.019
## 5   709896 FY20~ 2019-11-13 18:01:00 Compl~          1212            0.022
## 6   673027 FY20~ 2019-10-16 18:01:00 Compl~          1140            0.019
## # ... with 2 more variables: `Open Rate` <dbl>, `Deliverability Rate` <dbl>
```

```
both <- inner_join(Links, Overview)
```

```
## Joining, by = "Name"
```

```
dim(both)
```

```
## [1] 1189   17
```

```
dim(Links)
```

```
## [1] 1143   10
```