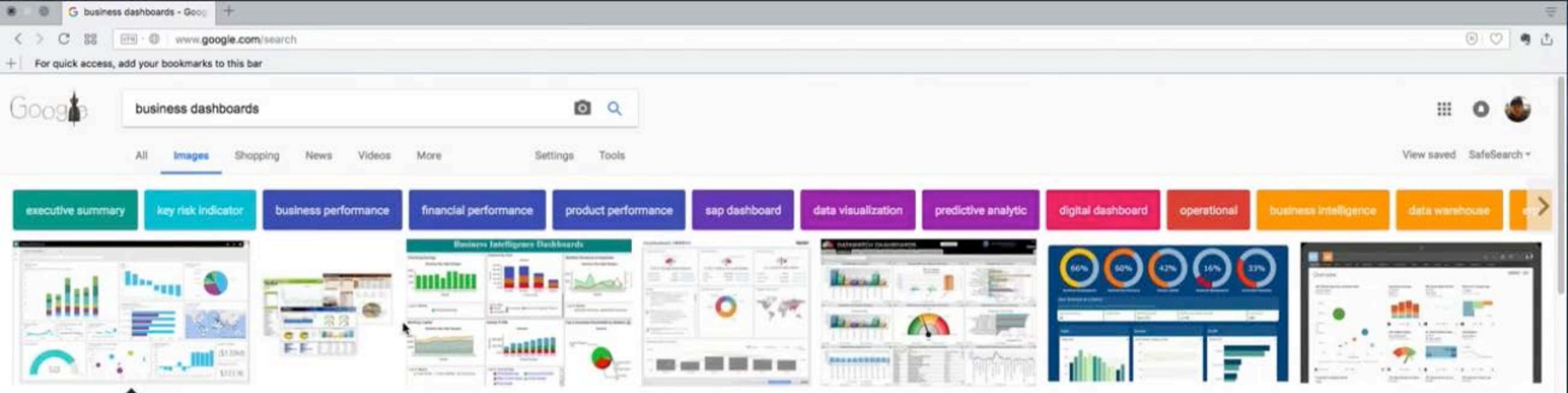


# Why Use Dashboards?

# In this Video, we are going to take a look at...

- Introduction to business dashboards
- Introduction to Rmarkup language
- Setting up and adding information to analytics dashboard

# Dashboards



## 7 essential business reporting tools and dashboards

The Final Step - 853 x 519 - Search by image

Business dashboards - Microsoft Power BI

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Related images:



# Why use dashboards?

There are numerous benefits.

- One page overview of all your KPIs at a glance
- Respond to changing conditions
- Conduct your own analysis



# flexdashboard Package

- Uses **R Markdown** to publish a group of related data visualizations as a dashboard
- Integration with HTML widgets, graphics, tabular data, and Shiny

# Installing flexdashboard package

```
1 #install.packages("googleAuthR")
2 #install.packages("googleAnalyticsR")
3 install.packages("ggplot2")
4
5 library("googleAuthR")
6 library("googleAnalyticsR")
7 library("ggplot2")
8
9 ga_auth(new_user=T)
10
11 ## get your accounts
12 account_list <- ga_account_list()
13 account_list$viewId
14
15 ga_id = 154893193
16
17 #
18 temp_ga_data = google_analytics_4(ga_id, date_range = c("2017-02-22",
19 "2017-05-22"), metrics=c("sessions"), dimensions=c("date"))
```

Console R Markdown x

~/FlexDashboard.Rmd

ex\_math\_single\_backslash --output FlexDashboard.html --smart --email-obfuscation none --self-contained --standalone --section-divs --template /Library/Frameworks/R.framework/Versions/3.4/Resources/library/flexdashboard/rmarkdown/templates/flex\_dashboard/resources/default.html --variable 'theme:cosmo' --include-in-header /var/folders/r2/gclhb\_96n70xr9\_034pftd80000gn/T//RtmpQ3WaEH/rmarkdown-st...<truncated>

Output created: FlexDashboard.html

Environment History

Global Environment

### Data

account_list	1 obs. of 10 variables
ga_data	3 obs. of 4 variables
temp_ga_data	90 obs. of 2 variables

### Values

ga_id	154893193
-------	-----------

Files Plots Packages Help Viewer

New Folder Delete Rename More

Home Documents RCourse

Name	Size	Modified
..		
.httr-oauth	3.7 KB	Jul 12, 2017, 5:33 PM
.RData	57.1 KB	Jun 27, 2017, 9:52 PM
.Rhistory	20.5 KB	Jul 12, 2017, 5:47 PM
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Console R Markdown

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```

Output created: FlexDashboard.html

Environment History

Import Dataset

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```

Content type 'application/x-tar' length 661375 bytes (646 KB)

downloaded 646 KB

The downloaded binary packages are in

/var/folders/r2/gclhb\_\_96n70xr9\_034pftd80000gn/T//Rtmpze75Ha/downloaded\_packages

Environment History

Global Environment

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3_Dashboard.Rmd	2.4 KB	Jul 5, 2017, 12:06 AM

Go to file/function

Addins

Project: (None)

Untitled1\*

Source on Save

Run

Source

1 #install.packages("googleAuthR")

2 #install.packages("googleAnalyticsR")

3 #install.packages("ggplot2")

4 #install.packages("flexdashboard")

5

6 library("googleAuthR")

7 library("googleAnalyticsR")

8 library("ggplot2")

9

10 ga\_auth(new\_user=T)

11

12 ## get your accounts

13 account\_list <- ga\_account\_list()

14 account\_list\$viewId

15

16 ga\_id = 154893193

17

18 #

19 temp\_ga\_data = google\_analytics\_4(ga\_id, date\_

20 "2017-05-22", metrics=c("sessions"), dimensi

4:2 (Top Level) :

Environment

History

Import Dataset

Global Environment

Data

account\_list 1 obs. of 10 variables

ga\_data 3 obs. of 4 variables

temp\_ga\_data 90 obs. of 2 variables

Values

54893193

Document

Presentation

Shiny

From Template

Template:

Using R Markdown Templates

Flex Dashboard {flexdashboard}

GitHub Document (Markdown) {rmarkdown}

Package Vignette (HTML) {rmarkdown}

OK

Cancel

Viewer

More

Size

Modified

3.7 KB Jul 12, 2017, 5:33 PM

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Console

R Markdown

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s

>

2.2\_WS\_Draft.pptx

2.3\_WS\_Draft.pptx

2.4\_WS\_Draft.pptx

2\_WS\_Draft\_dashboard.R

2\_WS\_Draft\_googleAnalyticsR.R

3.1\_WS\_Draft.pptx

3.2\_WS\_Draft.pptx

3.3\_WS\_Draft.pptx

3.4\_WS\_Draft.pptx

3\_Dashboard.Rmd



```
1. ---
2. title: "Untitled"
3. output:
4.   flexdashboard::flex_dashboard:
5.     orientation: columns
6.     vertical_layout: fill
7. ---
8.
9. ```{r setup, include=FALSE}
10 library(flexdashboard)
11 ```
12
13 Column {data-width=650}
14. -----
15
16. ### Chart A
17
18. ```{r}
19
20. ```
```

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>

EnvironmentHistory

Import Dataset

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Data

account_list	1 obs. of 10 variables
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Values

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FilesPlotsPackagesHelpViewer

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1 #install.packages("googleAuthR")
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5 install.packages("leaflet")
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14 account_list$viewId
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16 ga_id = 154893193
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FilesPlotsPackagesHelpViewer

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Content type 'application/x-tar' length 2509954 bytes (2.4 MB)

downloaded 2.4 MB

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EnvironmentHistory

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7   ---
8
9   ```{r setup, include=FALSE}
10  library(flexdashboard)
11  library(ggplot2)
12  ```
13
14  Column {data-width=650}
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17  ### Chart A
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19  ```{r}
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21  ```
```

11:17 Chunk 1: setup :

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12  library(leaflet)
13  ```
14
15  Column {data-width=650}
16  -----
17
18  ### Chart A
19
20  ```{r}
21
10:3 Chunk 1: setup :
```

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```
library(flexdashboard)
library(ggplot2)
library(leaflet)
...

Column {data-width=650}
-----

### Chart 1
```{r}
qplot(data=trees, )
...

Column {data-width=350}
-----

### Chart B
```

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downloaded 2.4 MB

The downloaded binary packages are in

/var/folders/r2/gclhb\_\_96n70xr9\_034pftd80000gn/T//Rtmpze75Ha/downloaded\_package

EnvironmentHistory

Import Dataset

Global Environment

Data

account_list	1 obs. of 10 variables
ga_data	3 obs. of 4 variables
temp_ga_data	90 obs. of 2 variables

Values

ga_id	154893193
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FilesPlotsPackagesHelpViewer

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```
10 library(flexdashboard)
11 library(ggplot2)
12 library(leaflet)
13 ...
14
15 Column (data-width=650)
16 -----
17
18 ### Chart 1
19
20 ```{r}
21 ggplot(data=trees, x = Girth, y = Height, main="Trees Data")
22 ```
23
24 Column (data-width=350)
25 -----
26
27 ### Chart B
28
```

The downloaded binary packages are in

```
/var/folders/r2/gclhb__96n70xr9_034pftd80000gn/T//Rtmpze75Ha/downloaded_packages
> library(flexdashboard)
> library(ggplot2)
> library(leaflet)
> ggplot(data=trees, x = Girth, y = Height, main="Trees Data")
```

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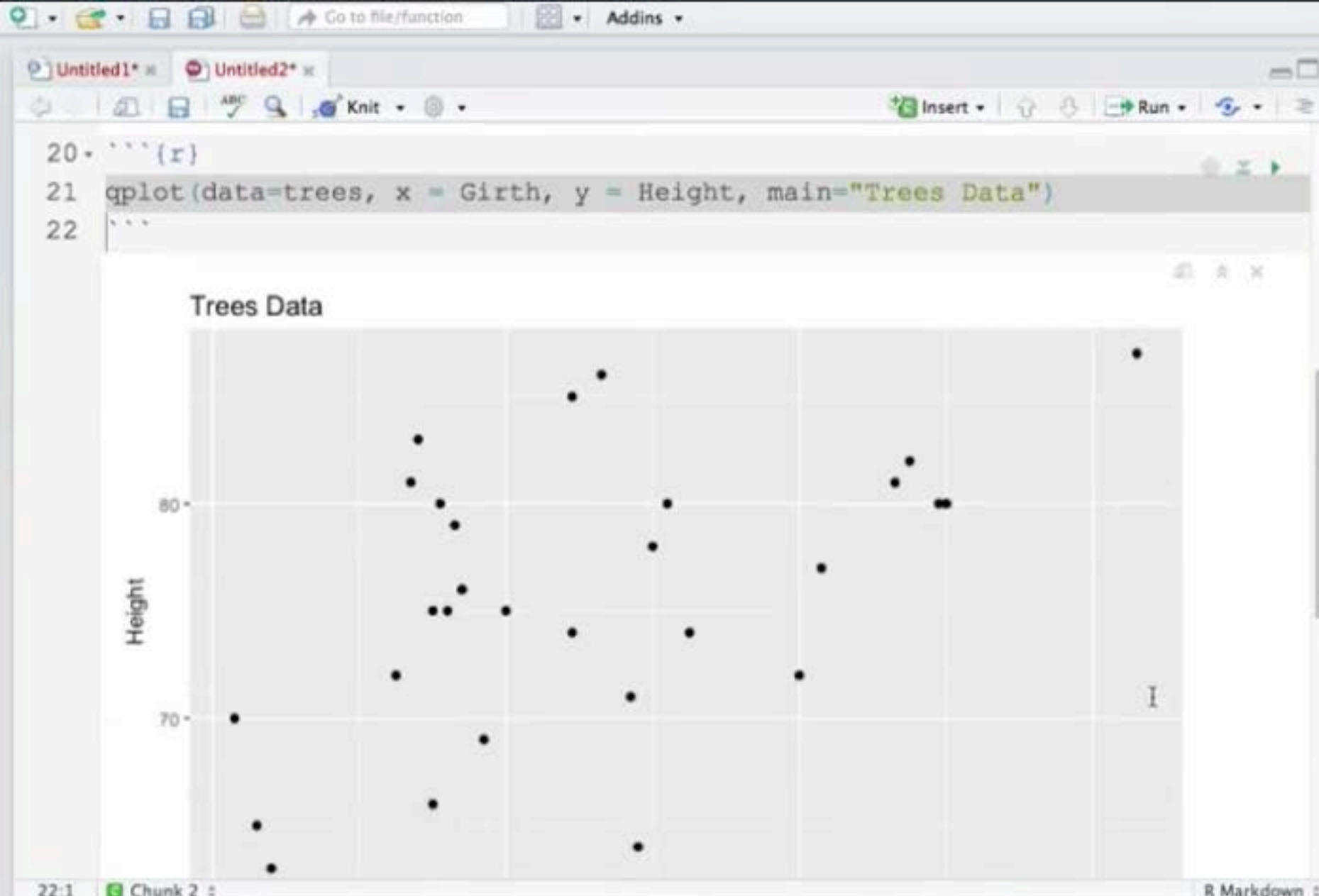
FilesPlotsPackagesHelpViewer

New FolderDeleteRenameMore

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Console R Markdown

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```
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> library(flexdashboard)  
> library(ggplot2)  
> library(leaflet)  
> qplot(data=trees, x = Girth, y = Height, main="Trees Data")  
>
```

Environment History

Import Dataset

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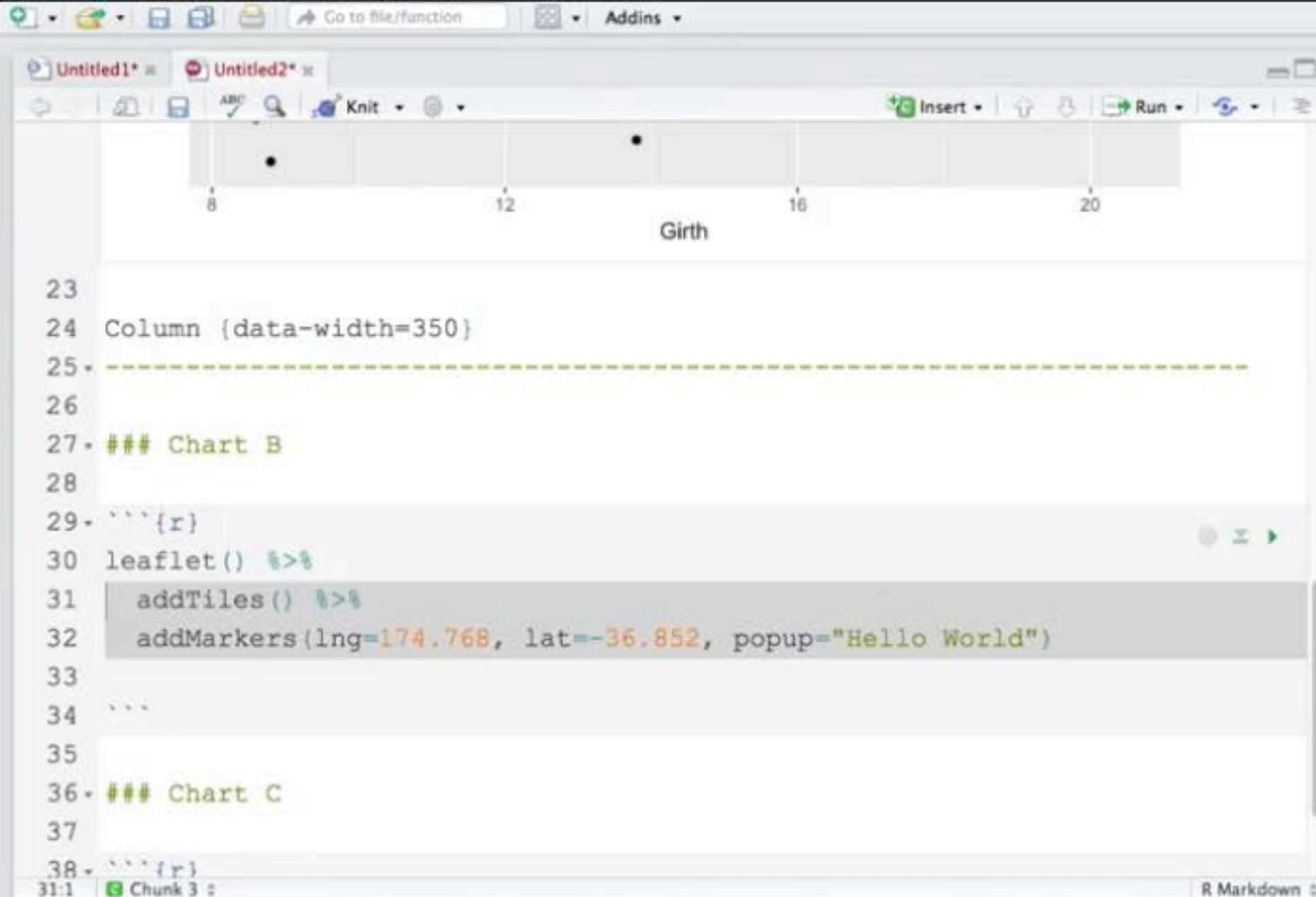
ga_id	154893193
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Files Plots Packages Help Viewer

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> qplot(data=trees, x = Girth, y = Height, main="Trees Data")  
>
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Files Plots Packages Help Viewer

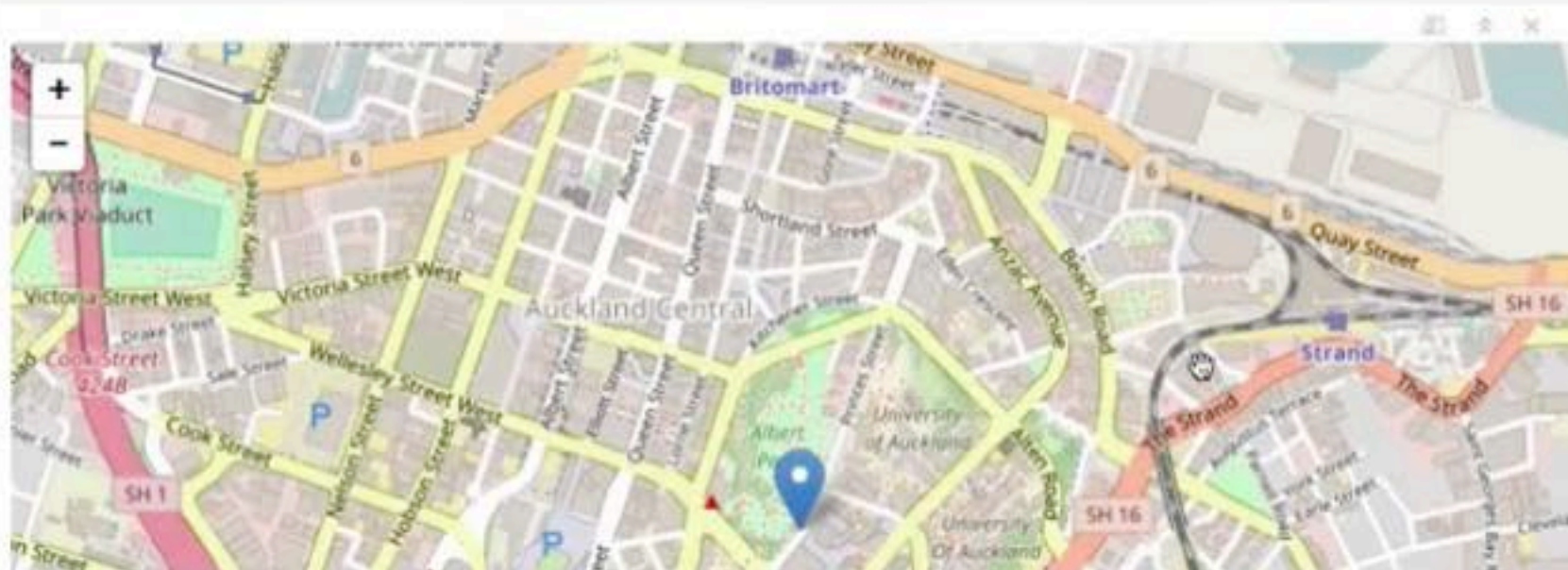
New Folder Delete Rename More

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```
27. ### Chart B
28
29. ```{r}
30 leaflet() %>%
31   addTiles() %>%
32   addMarkers(lng=174.768, lat=-36.852, popup="Hello World")
33
34 ...
```



```
30:1 Chunk 3 :
R Markdown

> library(flexdashboard)
> library(ggplot2)
> library(leaflet)
> qplot(data=trees, x = Girth, y = Height, main="Trees Data")
> leaflet() %>%
+   addTiles() %>%
+   addMarkers(lng=174.768, lat=-36.852, popup="Hello World")
>
>
```

Environment History

Import Dataset

Global Environment

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temp_ga_data	90 obs. of 2 variables

Values


ga_id	154893193
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Files	Plots	Packages	Help	Viewer
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Home	Documents	RCourse		
Name	Size	Modified		
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3_Dashboard.Rmd	2.4 KB	Jul 5, 2017, 12:06 AM		



TestingFile.Rmd

Knit



```

35
36 • ### Chart 3
37 Hello world.
38
37:13 Chart 3 :

```

Console R Markdown

```

> library(flexdashboard)
> library(ggplot2)
> library(leaflet)
> qplot(data=trees, x = Girth, y = H
> leaflet() %>%
+   addTiles() %>%
+   addMarkers(lng=174.768, lat=-36.
>
>

```

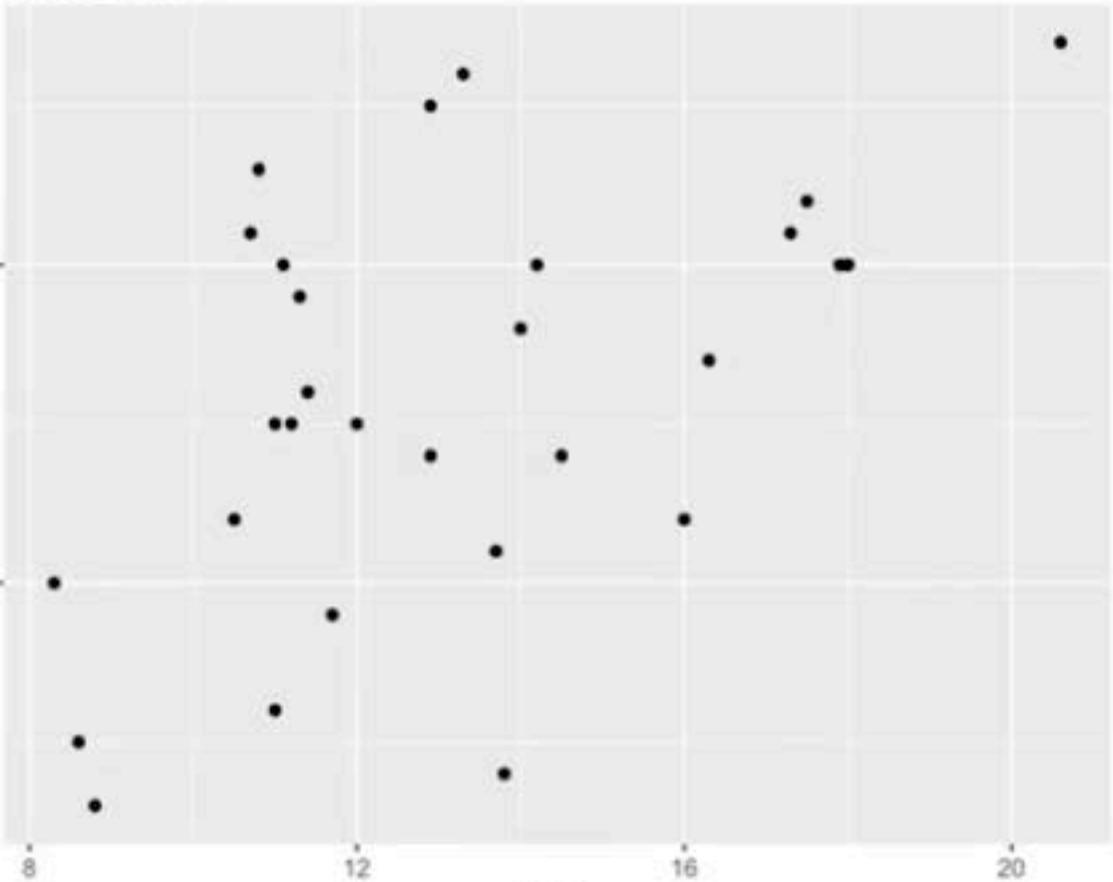
TestingFile.html

Open in Browser Find

Publish

## First Dashboard

Chart 1



Trees Data

Chart B




Chart 3

Hello world.

List

Size	Modified
3.7 KB	Jul 12, 2017, 5:33 PM
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# Summary

- Installed googleAnalyticsR package
- Installed ggplot2
- Imported Google Analytics data and generated our first plot
- Introduced business dashboards and installation of flexdashboard package