

# ISA 401: Business Intelligence & Data Visualization

## 03: Importing and Exporting Data in R

Fadel M. Megahed, PhD

Raymond E. Gloss Professor in Business  
Farmer School of Business  
Miami University

 @FadelMegahed

 fmegahed

 fmegahed@miamioh.edu

 Automated Scheduler for Office Hours

Fall 2025

# Quick Refresher from Last Class

- Describe why we are using  in this course?
- Understand the syntax, data structures and functions
- Utilize the project workflow in  and create your second  script.

# Going Over Assignment 02 Solutions

Let us go over the solutions for assignment 02 together.

# Learning Objectives for Today's Class

- Subset data in 
- Read text-files, binary files (e.g., Excel, SAS, SPSS, Stata, etc), json files, etc.
- Export data from 

# Subsetting Data

# Recall: Atomic Vectors (1D)

**Atomic vectors** are 1D data structures in R, where all elements **must have the same type**.

Since they are **1D data structures**, they are subsetted using `[element_no(s)]`.

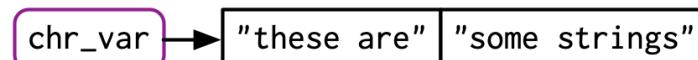
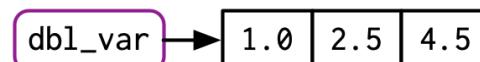
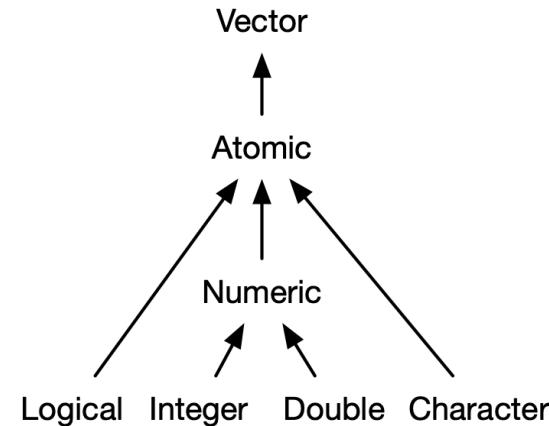
```
x_vec = rnorm(3)  
x_vec
```

```
## [1] -1.2298822  0.1002175 -0.3265876
```

```
x_vec[2]
```

```
## [1] 0.1002175
```

```
x_vec[c(1,3)]
```



# Recall: Lists

```
lst <- list( 1:5, "a", c(TRUE, FALSE, TRUE), c(2.3, 5.9) )
```

Subset by []

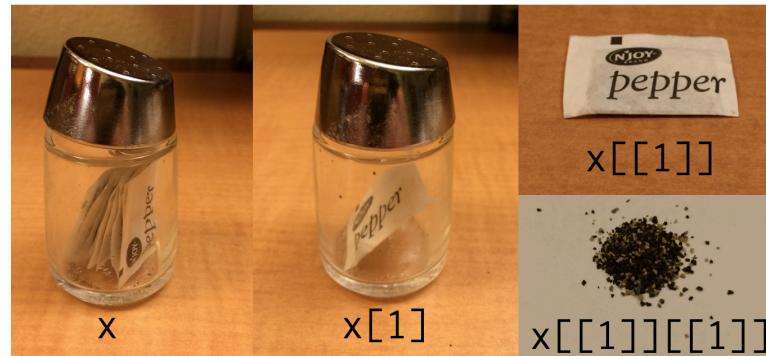
```
lst[4]
```

```
## [[1]]  
## [1] 2.3 5.9
```

Subset by [[]]

```
lst[[4]]
```

```
## [1] 2.3 5.9
```



# Recall: Matrices (2D)

A matrix is a **2D data structure** made of **one/homogeneous data type**.

## A $2 \times 2$ numeric matrix

```
x_mat = matrix( sample(1:10, size = 4), n  
x_mat # printing it nicely  
print('-----')  
x_mat[1, 2] # subsetting  
  
##      [,1] [,2]  
## [1,]    7    9  
## [2,]    1    6  
## [1] "-----"  
## [1] 9
```

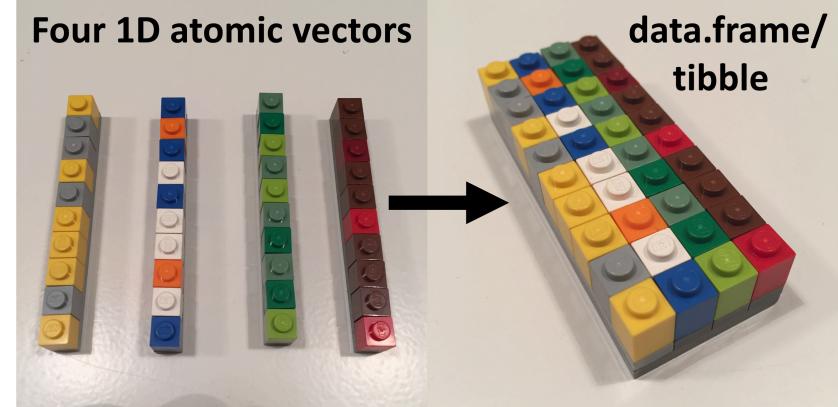
## A $3 \times 4$ character matrix

```
x_char = matrix( sample(letters, size = 1  
x_char  
  
##      [,1] [,2] [,3] [,4]  
## [1,] "r"  "f"  "w"  "o"  
## [2,] "h"  "p"  "z"  "x"  
## [3,] "e"  "k"  "m"  "j"  
  
x_char[1:2, 2:3] # subsetting  
  
##      [,1] [,2]  
## [1,] "f"  "w"  
## [2,] "p"  "z"
```

# Tibbles

```
dept = c('ACC', 'ECO', 'FIN', 'ISA', 'MGM  
nfaculty = c(18L, 19L, 14L, 25L, 22L)  
  
fsb_tbl <- tibble::tibble(  
  department = dept,  
  count = nfaculty,  
  percentage = count / sum(count))  
fsb_tbl
```

```
## # A tibble: 5 × 3  
##   department  count  percentage  
##   <chr>       <int>      <dbl>  
## 1 ACC          18      0.184  
## 2 ECO          19      0.194  
## 3 FIN          14      0.143  
## 4 ISA          25      0.255  
## 5 MGMT         22      0.224
```



# Subsetting Tibbles

to  
1d

- with `[[[]]]` or `$`

```
fsb_tbl[["count"]] # column name
```

```
## [1] 18 19 14 25 22
```

```
fsb_tbl[[2]] # column position
```

```
## [1] 18 19 14 25 22
```

```
fsb_tbl$count # column name
```

```
## [1] 18 19 14 25 22
```

# Subsetting Tibbles

## by columns

- with `[]` or `[, col]`

```
fsb_tbl["count"]
```

```
## # A tibble: 5 × 1
##   count
##   <int>
## 1     18
## 2     19
## 3     14
## 4     25
## 5     22
```

```
fsb_tbl[2] # for data.frames ->
```

```
## # A tibble: 5 × 1
##   count
##   <int>
## 1     18
## 2     19
## 3     14
## 4     25
## 5     22
```

# Subsetting Tibbles

## by rows

- with `[row, ]`

```
fsb_tbl[c(1, 3), ]
```

```
## # A tibble: 2 × 3
##   department count percentage
##   <chr>      <int>     <dbl>
## 1 ACC          18     0.18
## 2 FIN          14     0.14
```

```
fsb_tbl[-c(2, 4), ]
```

```
## # A tibble: 3 × 3
##   department count percentage
##   <chr>      <int>     <dbl>
## 1 ACC          18     0.18
## 2 FIN          14     0.14
## 3 MGMT         22     0.22
```

# Subsetting Tibbles

by  
rows  
and  
columns

- with [row, col]

```
fsb_tbl[1:3, 2:3]
## ## fsb_tbl[-4, 2:3] # same as above
## ## fsb_tbl[1:3, c("count", "percentage")] # same result
## ## fsb_tbl[c(rep(TRUE, 3), FALSE), 2:3] # same as above
```

```
## # A tibble: 3 × 2
##   count percentage
##   <int>     <dbl>
## 1     18      0.184
## 2     19      0.194
## 3     14      0.143
```

# Subsetting Tibbles

- Use `[[` to extract 1d vectors from 2d tibbles
- Use `[` to subset tibbles to a new tibble
  - numbers (positive/negative) as indices
  - characters (column names) as indices
  - logicals as indices

```
fsb_tbl[["count"]] # will produce 1-D vector  
fsb_tbl$count # will produce 1D vector  
  
# Resulting in tibbles  
fsb_tbl[, 2]  
fsb_tbl[1:3, 2:3]
```

Data import 



# Reading Plain-Text Rectangular

(a.k.a. flat or spreadsheet-like files)

- delimited text files with `read_delim()`
    - `.csv`: comma separated values with `read_csv()`
    - `.tsv`: tab separated values `read_tsv()`
    - `.fwf`: fixed width files with `read_fwf()`
-

# Some Details on Reading CSV Data Files

`read_csv()` arguments with `?read_csv()`



```
readr::read_csv(  
  file,  
  col_names = TRUE,  
  col_types = NULL,  
  locale = default_locale(),  
  na = c("", "NA"),  
  quoted_na = TRUE,  
  quote = "\\"",  
  comment = "",  
  trim_ws = TRUE,  
  skip = 0,  
  n_max = Inf,  
  guess_max = min(1000, n_max),  
  progress = show_progress(),  
  skip_empty_rows = TRUE  
)
```

# Demo: Reading CSV Data

In this hands-on demo, you will learn how to:

- Import CSV files into your  environment based on:
  - files that are located on your , see **Canvas** for downloading an example CSV
  - files that are hosted on the web.
    - **Data in Webpages** : we will cover the following example in class:
      - **FRED Data:** e.g., [Unemployment Rate \(UNRATE\)](#)
      - **GitHub**  Repositories, e.g.,
        - [SuperBowl Ads](#)
        - [Women's Rights Around the World](#) - focusing on [WomenTotal.csv](#)

# Advanced: Reading CSVs with the vroom



Faster delimited reader at 1.4GB/sec

- `vroom` is a relatively new `tidyverse` package that can `read` and `write` delimited files very efficiently.
- It is recommended for large CSV files, see [tidyverse blog](#) for a detailed introduction on the package.

```
if(require(vroom)==FALSE) install.packages('vroom')
fast_df <- vroom::vroom("your_file.csv")
```



03:00

# Reading Proprietary Binary Files

**Microsoft Excel**  (with extensions `.xls` for MSFT Excel 2003 and earlier **OR** `.xlsx` for MSFT Excel 2007 and later)

**Non-Graded Class Activity**

---

Activity

---

Your Solution

---

My Solution

---

Please refer to our discussion in class



# Reading Proprietary Binary Files

Several functions from the `haven` 📁 can be used to read and write formats used by other statistical packages. Example functions include:

- SAS
  - `.sas7bdat` with `read_sas()`
- Stata
  - `.dta` with `read_dta()`
- SPSS
  - `.sav` with `read_sav()`

Please refer to the help files for each of those packages for more details.

# JSON Files

*JSON (JavaScript Object Notation) is an open standard file format and data interchange format that uses **human-readable** text to store and transmit data **objects** consisting of **attribute–value pairs** and **arrays**... It is a common data format with diverse uses ... including that of web applications with servers. --- [Wikipedia's Definition of JSON](#)*

- **object:** {}
- **array:** []
- **value:** string/character, number, object, array, logical, **null**

# JSON Files

## JSON

```
{  
  "firstName": "Mickey",  
  "lastName": "Mouse",  
  "address": {  
    "city": "Mousetown",  
    "postalCode": 10000  
  }  
  "logical": [true, false]  
}
```

## R list

```
list(  
  firstName = "Mickey",  
  lastName = "Mouse",  
  address = list(  
    city = "Mousetown",  
    postalCode = 10000  
  ),  
  logical = c(TRUE, FALSE)  
)
```

# Demo

We will use the `jsonlite`  to read an example from one of the [awesome-json-datasets](#).

Please note the following from the demo:

- **Setting up the package**, which should be a one-time event if you are using the same computer.
- **Which function** are we using from the package to read the json data?
- What is the **type of object returned** by the function?
- How are we **converting the object to a tibble?**

Data export 

# From Read to Write

`read_*`() to `write_*`()

Here are some ideas: **do they come from the same package?**

```
readr::write_csv(example_tbl, file = "example.csv")
haven::write_sas(example_tbl, path = "example.sas7bdat")
jsonlite::write_json(example_tbl, path = "example.json")
```

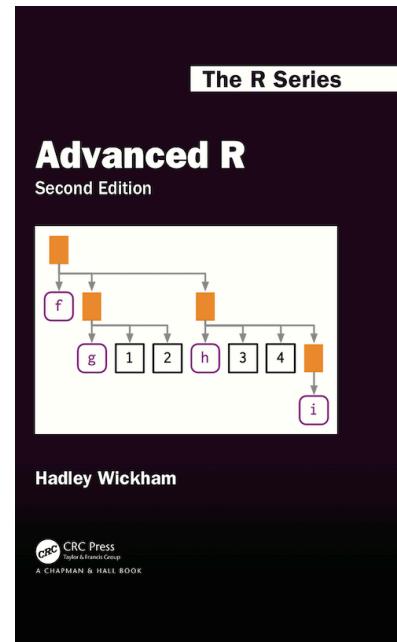
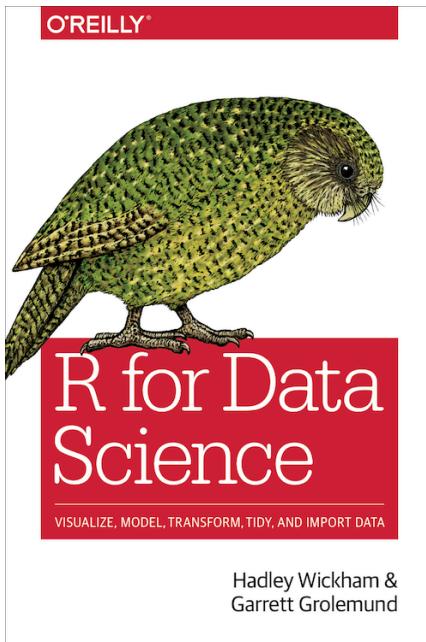
# Recap

# Summary of Main Points

By now, you should be able to do the following:

- Subset data in 
- Read text-files, binary files (e.g., Excel, SAS, SPSS, Stata, etc), json files, etc.
- Export data from 

# Supplementary Reading



- Tibbles
- Data import
- Subsetting

# Things to Do to Prepare for Our Next Class

- Go over your notes and complete [Assignment 03](#) on Canvas.
- **Before attempting the assignment, you are encouraged to:**
  - Go over this slide deck as well as the [slide deck from last class](#)
  - Read the supplementary reading for today's class (see previous slide)
- **While attempting the assignment, you are encouraged to:**
  - Google ([G](#))/ChatGPT/[ChatISA](#) any  that you need.
  - Examine any  functions by utilizing on its help document using the `?function_name`