

Lab Center – Hands-on Lab

2328

Extending Modeling Capabilities in IBM SPSS Modeler Using R

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Table of Contents

Disclaimer		5
Workshop 1:	Use R code to create boxplots in IBM SPSS Modeler	7
Task 1.	Start IBM SPSS Modeler and set the working folder	7
Task 2.	Open the stream and examine the data	8
Task 3.	Add and configure an Extension Output node for an R boxplot	9
Task 4.	Create a dialog box for an R boxplot.	11
Workshop 2:	Use R code to add a new fields to Modeler data	21
Task 1.	Open the Modeler stream and examine the data.	21
Task 2.	Add a new field based on decile rank of total amount billed	22
Workshop 3.	Add and configure an extension model node to run R regression.	25
Task 1.	Open the Modeler stream and examine the data.	25
Task 2.	Install the RLinear bundle.	26
Workshop 4.	Use an R package to perform geospatial analysis	31
Task 1.	Open the Modeler stream and examine the data.	31
Task 2.	Install the GoogleMaps extension	34
Task 3.	Use the GoogleMaps node to identify locations where more taxis are needed	35
We Value You	ır Feedback!	37

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Workshop 1: Use R code to create boxplots in IBM SPSS Modeler.

You work for a telecommunications firm and want to use Regression using R code to predict the Total Bill for customers. Before you decide to use the Gender field as a predictor, you want to examine some boxplots to determine if there are any noticeable differences in the Total Bill between males and females. Because Modeler does not have a boxplot node, you will rely on R code instead.

Dataset: telco churn data.txt

Modeler Stream: workshop_1_start.str

Text file: code for R programs.txt

Data folder C:\Training\2328

Task 1. Start IBM SPSS Modeler and set the working folder.

1. Double-click the Modeler 18.1.1 shortcut on the desktop.

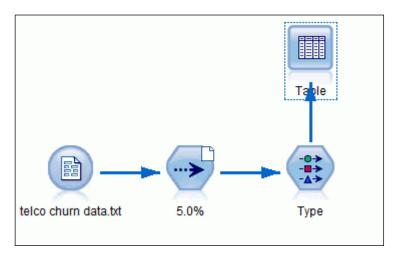
You will know that it is ready when it presents a Welcome dialog box. You will not make use of the dialog box.

- 2. Click **Cancel** to close the Welcome dialog box. You will set the working folder.
- 3. From the File menu, click Set Directory.
- 4. Click the Look In drop down, browse to C:\Training\2328, and then click Set.

Task 2. Open the stream and examine the data.

1. From the File menu, click Open Stream, click workshop_1_start.str, located in the C:\Training\2328 folder, and then click Open.

The results appear as follows:



The stream opens a text data file, samples the records, caches the data, instantiates the data in a Type node, and then requests a Table.

- 2. Right-click the **Table** node, and then select **Run**. The data contains 9 fields, and 903 records. The data is cached at the Sample node.
- 3. Close the **Table** output node.

Task 3. Add and configure an Extension Output node for an R boxplot.

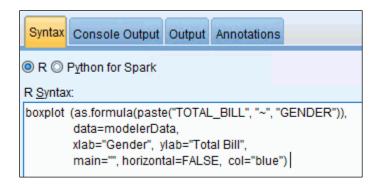
You will use an Extension Output node and examine the R code in this task. You will get the R code from a text file.

- Switch to Windows Explorer, browse to C:\Training\2328, and open code for R
 programs.txt in Notepad.
- 2. Copy the four lines below # CODE FOR R BOXPLOT.
- 3. Close the text file.
- 4. Switch to **Modeler**.



- 6. Edit the **Extension Output** node, and then:
 - ensure that the **Syntax** tab is selected
 - ensure that **R** is selected as the syntax language
 - paste the code you copied into the **R syntax** box

The results appear as follows:

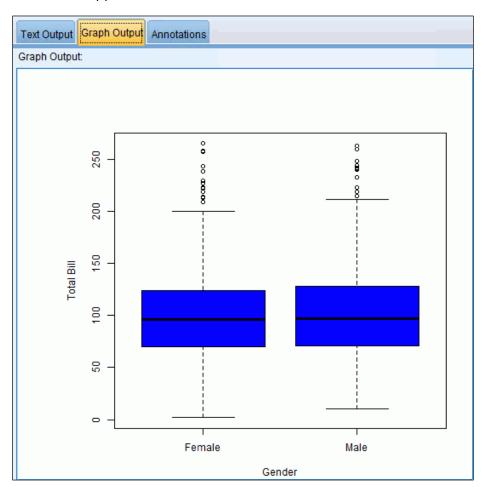


7. Click Run.



8. Click the **Graph** tab.

The results appear as follows:



The boxplot is generated. Males and females do not seem to differ when it comes to their bill. As a result, you will not use it as a predictor of Total_Bill in your regression analysis.

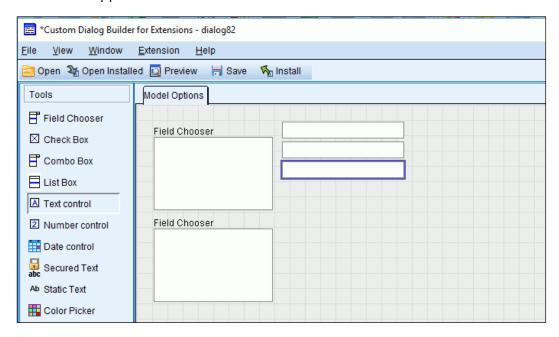
9. Close the **R Output** window.

Task 4. Create a dialog box for an R boxplot.

The boxplot code run in Task 2 is not very flexible because the fields were already specified in the code. In this task, you will use the Custom Node Dialog Builder to create your own interface for the boxplot.

- 1. From the Extensions menu, click Custom Node Dialog Builder.
- 2. Ensure that the **Tools Palette** is available. If not, select **View** and click **Tools Palette**.
- 3. From the **Tools Palette**, put two **Field Chooser** items on the dialog canvas, the second below the first.
- 4. From the **Tools Palette**, put three **Text control** items on the dialog canvas, to the right of the **Field Chooser** items.

The results appear as follows:

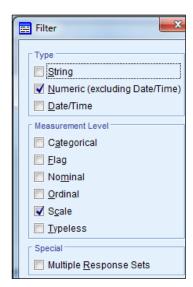


You will replace the text you have now, and add more text to it. Also, you will change names to better identify the items.

You will start with the first Field Chooser control. This control represents the numeric, continuous field that you want to request the boxplot for.

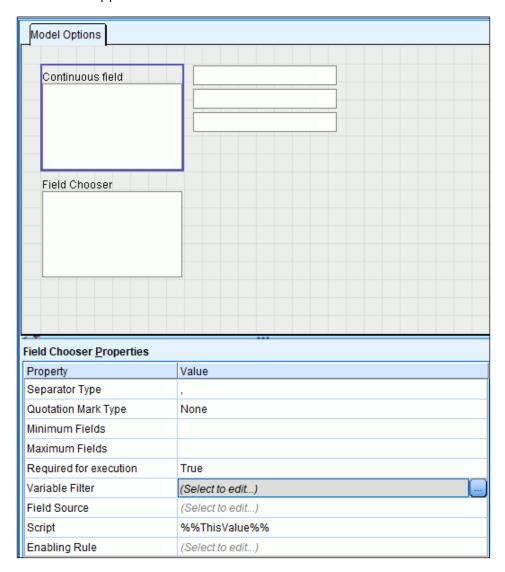
- 5. Click on the upper **Field Chooser** item to display its properties, and then make the following changes:
 - for Identifier, replace the current value by contfield
 - for Title, replace Field Chooser by Continuous field
 - for Required for execution, replace False by True
 - for Variable Filter, click in the cell *(Select to edit...)*, and then click the **ellipses**
 - for Filter, ensure that only the options Type Numeric and Measurement Level Scale are enabled

The results appear as follows:



- click **OK** close the **Filter** dialog box
- scroll to the bottom of the Field Chooser Properties

The results appear as follows:



The Script property specifies the syntax to be generated by this control at run time. It has a default value of %%ThisValue%%. This specifies that the syntax generated by the control will consist of the run-time value of the control, which will be one of the continuous fields in your dataset. You will keep this default.

- 6. Repeat step **5** for the **second Field Chooser** control, the field that defines the groups. Change its properties to:
 - for Identifier, replace the current value by catfield
 - for Title, replace Field Chooser by Categorical field
 - for Required for execution, replace False by True
 - for Variable Filter, for Type only enable Type String and Numeric, and for Measurement Level only enable Categorical, Flag, Nominal and Ordinal
 - click **OK** to close the **Filter** dialog box

You will also change the properties for the text controls. The upper two controls set the labels for the axes, the bottom control determines the color.

- 7. Click the upper **Text control** item, and then:
 - for Identifier, replace the current value by contfieldlabel
 - for **Title**, type **Axis label**
- 8. Click the upper **Text control** item, and then:
 - for **Identifier**, replace the current value by **catfieldlabel**
 - for **Title**, type **Axis label**
- 9. Click the bottom **Text control** item, and then:
 - for **Identifier**, replace the current value by **color**
 - for **Title**, type **Color**
 - for **Default Value**, type **blue**

You will also change the dialog's properties.

- 10. Click anywhere in the grey work area to set focus on the dialog box itself, and then in the properties section:
 - for Dialog Name, replace the current text by RBoxplot
 - for **Title**, type **R_Boxplot** (spaces are not allowed in the title!)

The dialog's properties also set the type of node (Import, Model Process, Output, Export), and determine in which palette the node will appear. The boxplot node that you are designing will produce a boxplot, which is a piece of output. Therefore you will choose Output node.

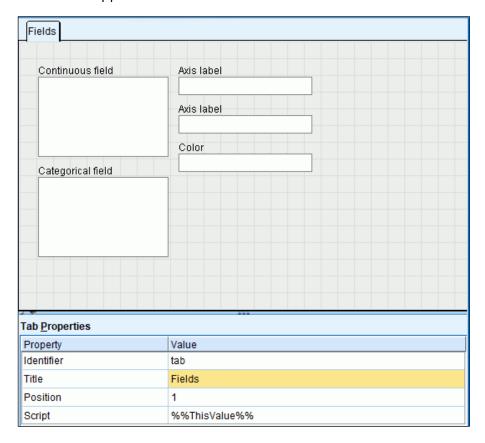


- 11. With the dialog still selected, in the **Properties** area, scroll to **Modeler Properties**:
 - set **Node Type** to **Output**
 - for Palette, select Output

Finally, you will change the caption of the tab.

- 12. Click the tab that reads **Model Options**, and then:
 - for **Identifier**, type **tab**
 - for Title, replace Model Options by Fields

The results appear as follows:

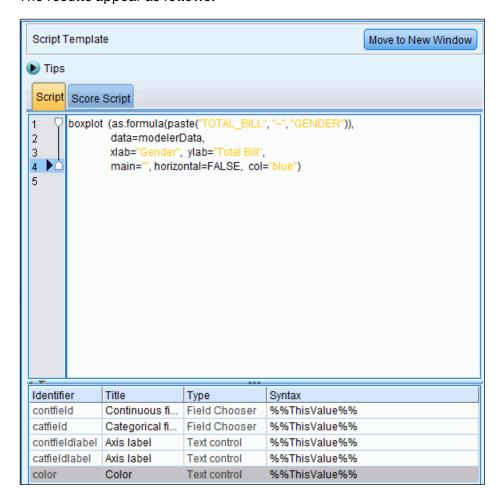


You will attach the R code that must be executed when the node is executed. As before, you will get the R code from the help file.

- 13. Switch to **code for R programs.txt**. (This file should still be open in Notepad, if not, browse to **C:\Train\2328**, and open **code for R programs.txt** in Notepad.)
- 14. Copy the same four lines below # CODE FOR R BOXPLOT (do not close the text file).
- 15. Switch to Modeler.



16. In the Script template box, paste the copied code. Ensure the Script tab is selected.
The results appear as follows:



This code will always return a boxplot of TOTAL_BILL by GENDER, in blue, with axis labels "Total Bill" and "Gender". You will need to replace these fixed values by the selections made in the dialog box. You can do this by using the identifiers as placeholders.

- 17. Use your cursor to highlight the string TOTAL_BILL
- 18. Click the **Delete** key. Be sure to leave the cursor between the two double-quote marks.

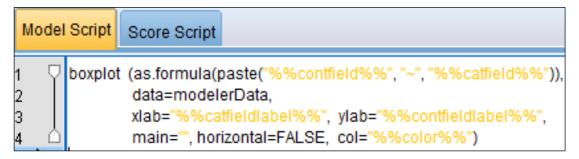
19. Press **<CTRL>** + **<SPACEBAR>**, and pick the control identifier **%%contfield%%** from the list.

The results appear as follows:



- 20. Repeat steps **18** to **20**, to:
 - replace GENDER by %%catfield%%
 - for xlab, replace Gender by %%catfieldlabel%%
 - for ylab, replace Total Bill by %%contfieldlabel%%
 - replace blue by %%color%%

The results appear as follows:



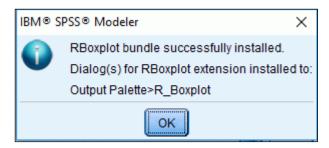
As the dialog box will be an Output node (and not a Modeling node), the Score Script tab is irrelevant. You could click the Score Script tab, but you cannot enter code there.

Now that you have entered the code, you will save and install the dialog box.

- 21. From the **File** menu, click **Install**.
- 22. In the Name box, type RBoxplot
- 23. In the Summary box, type Create boxplots with R code

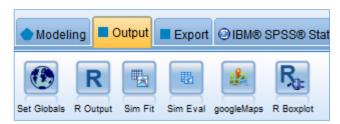
24. Click Continue.

You are notified that the dialog box is installed:



- 25. Click **OK**.
- 26. From the **File** menu, click **Save**, and name the file **RBoxplot.mpe** (mpe is the extension for extension bundles). Note: you can save the file to the **Documents** folder.
- 27. From the File menu, click Close to close the Custom Dialog Builder.
- 28. Examine the **Output** palette.

The results appear similar to the following:



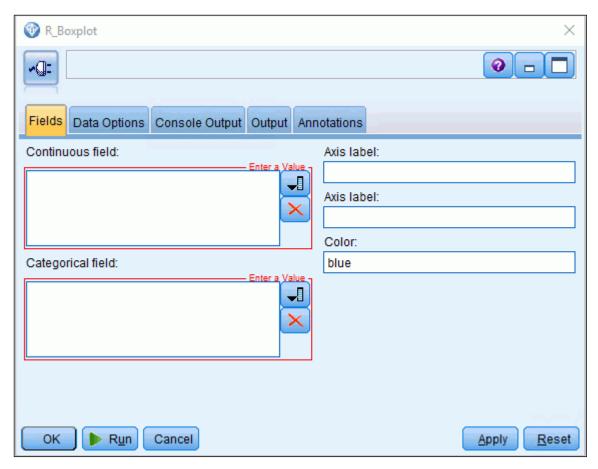
The R Boxplot on the right is the custom node, just created in the Custom Dialog Builder.

You will try out the new node.

29. Add the **R Boxplot** node downstream from the **Type** node.

30. Edit the R Boxplot node.

The results appear as follows:



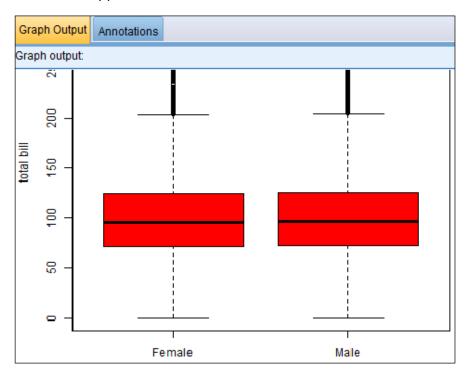
The first tab is entitled Fields. The other tabs, as well as the buttons, are automatically added.

Notice that it is required to select a continuous field and categorical field.

- for **Continuous field**, select **TOTAL_BILL** (notice that only continuous fields are presented, thanks to the filter)
- for Categorical field, select GENDER
- for the first Axis label, type total bill
- for the second Axis label, type gender
- for color, replace blue by red
- click Run



The results appear as follows:



31. Close the output window, and click No when asked to save it.

From now on you will have the R Boxplot node in the Output palette. You can share the custom dialog box with colleagues by copying the file RBoxplot.mpe to the C:\ProgramData\IBM\SPSS\Modeler\18.1\CDB folder on their machines (assuming that you and your colleagues work in a client-only Windows 10 environment). Note that if the ProgramData folder is hidden, you will have to unhide it to perform this operation.

You will create a clean slate for the next task.

- 32. From the **File** menu, click **Close Stream** without saving the changes.
- 33. From the **File** menu, click **New Stream**.

Do not exit IBM SPSS Modeler. Leave it open for the next workshop.

Workshop 2: Use R code to add a new fields to Modeler data.

You work for a telecommunications firm and want to analyze the relationship between the continuous field TOTAL_BILL and several other categorical fields such as GENDER and CHURN, but first you want to create a categorical version of the field based on the decile rank for how much each customer is billed. This will mean adding a new column to the Modeler data.

Dataset: telco churn data.txt

Modeler Stream: workshop_2_start.str

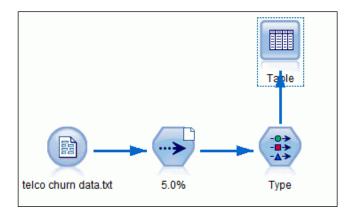
Text file: code for R programs.txt

Data folder C:\Training\2328

Task 1. Open the Modeler stream and examine the data.

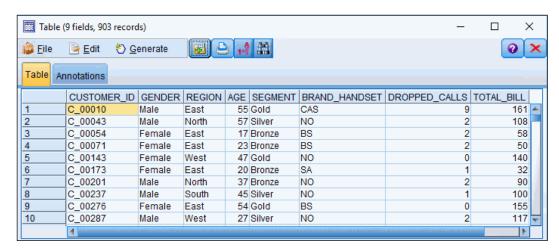
1. From the **File** menu, click **Open Stream**, click **workshop_2_start.str**, located in the **C:\2328**, and then click **Open**.

The results appear as follows:



2. Run the **Table** node.

The results appear as follows:



The data has 9 fields and 903 records. The field you are interested in, TOTAL_BILL, is on the right. This is the field you want to group into decile ranks.

3. Close the **Table** node.

Task 2. Add a new field based on decile rank of total amount billed.

You will need to use an Extension Transform node to add the new field to the data.

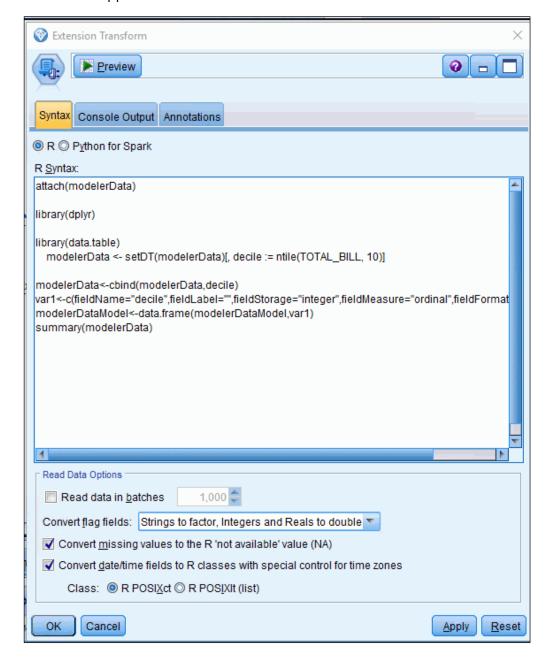
- 1. Switch to **Windows Explorer**, browse to **C:\Training\2328**, and open **code for R programs.txt** in Notepad.
- 2. Copy the six lines below # R CODE FOR ADDING A DECILE FIELD TO THE DATA.
- 3. Switch to Modeler.



5. Edit the **Extension Transform** node and then:

- ensure that **R** is selected as the syntax language
- paste the code you copied into the R syntax box

The results appear as follows:



Line # 1 attaches the database to the R search path

Line # 2 loads the functions available in the dplyr package

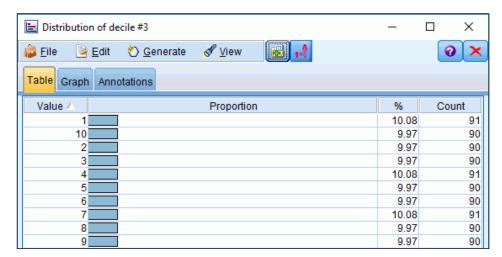
Line # 3 uses the ntile function in the dplyr package to assign decile values to TOTAL_BILL

Lines # 4 & 5 takes care of the field storing the deciles

Line # 6 returns the R data frame back to Modeler

- 6. Close the **Extension Transform** dialog box.
- 7. From the **Graph** palette, add a **Distribution** node to the **Extension Transform** node.
- 8. Edit the **Distribution** node and in the **Field** box, select **decile**.
- 9. Click Run.

The results are as follows:



The values of TOTAL_BILL have been successfully ranked into deciles and stored in the new field, decile.

10. Close the Distribution node output.

You will create a clean slate for the next workshop.

- 11. From the **File** menu, click **Close Stream** without saving the changes.
- 12. From the File menu, click New Stream.

Do not exit IBM SPSS Modeler. Leave it open for the next workshop.



Workshop 3. Add and configure an extension model node to run R regression.

You work for a telecommunications firm and want to use regression using R code to predict the Total Bill for customers. One of your colleagues already created an extension bundle called RLinear.cfe which runs regression and sent it to you. You will install the bundle run your analyses.

Dataset: telco churn data.txt

Modeler Stream: workshop_3_start.str

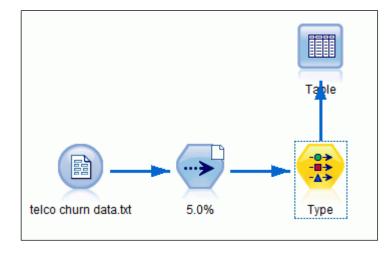
Text file: code for R programs.txt

Data folder C:\Training\2328

Task 1. Open the Modeler stream and examine the data.

1. From the **File** menu, click **Open Stream**, click **workshop_3_start.str**, located in the **C:\2328**, and then click **Open**.

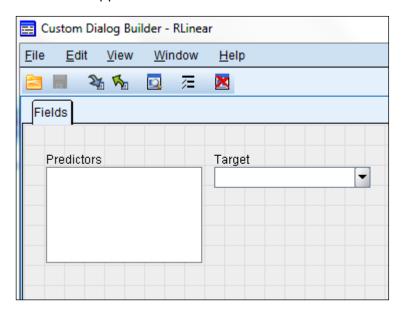
The results appear as follows:



Task 2. Install the RLinear bundle.

- 1. From the Extensions menu, click Custom Node Dialog Builder.
- 2. From the **File** menu, click **Open**, click **RLinear.mpe**, located in the **C:\Training\2328** folder, and then click **Open**.

The results appear as follows:



You can specify the predictors and target.

3. Click on the **work area** to set focus on the dialog box itself, scroll to the **Dialog Properties** area, and then examine the **Modeler Properties**.

The results appear as follows:

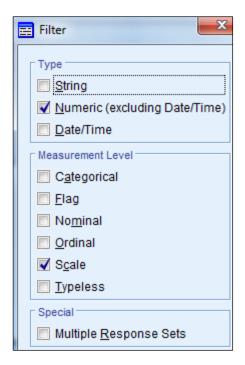
_ ,	
Modeler Properties	
Node Type	Model
Palette	Modeling (Classification)

The Node Type is Model, which means that the node will generate a model nugget and has the capability to add predictions to the dataset.

The node will be located in the Modeling palette, Classification subpalette.

4. Click the **Predictors** item to set focus on it, and in the **Field Chooser Properties** area, click in the **Variable Filter** cell, and then click the ellipses.

The results are as follows:



Only numeric fields of Scale measurement will appear in the list of predictors.

- 5. Click **Cancel** to close the **Filter** dialog box.
- 6. In the **Script Template**, click the **Script** tab.

The results appear as follows:

Lines #2 & 3 adds the dependent field and combines the dependent and independent fields into a string.

Line #4 gets a selection of the data from Modeler.

Line #5 runs the model and stores the results in a field named ModelerModel.

Line #6 prints the results



7. Click the **Score Script** tab.

The results appear as follows:

```
#add the prediction to the dataset
pred<-predict(modelerModel,newdata=modelerData)
modelerData<-cbind(modelerData,pred)

#take care of the metadata for the new field
var1<-c(fieldName="Prediction",fieldLabel="",fieldStorage="real",fieldMeasure="",fieldRole="")
modelerDataModel<-data.frame(modelerDataModel,var1)
```

Lines #2 through #7 take care of the field storing the predictions.

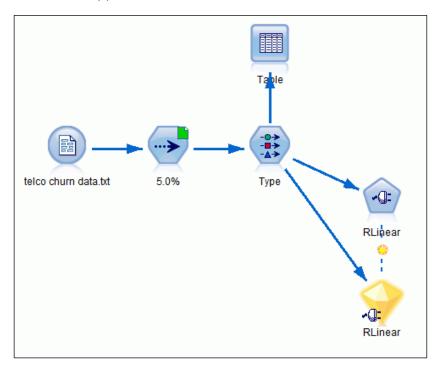
Line #8 returns the R data frame back to Modeler.

- 8. From the **File** menu, click **Install**.
- 9. Click OK.
- 10. Close the **Custom Dialog Builder** window.



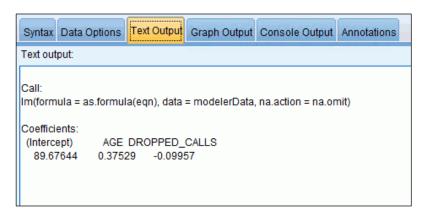
- 11. From the **Modeling** palette, **Supervised** subpalette, add the **RLinear** node downstream from the **Type** node, and then:
 - Edit the RLinear node. For Predictors, select AGE, DROPPED_CALLS
 - for Target, select TOTAL_BILL
 - click Run

The results appear as follows:



12. Edit the R Linear model nugget, and then click the Text Output tab.

The results are as follows:

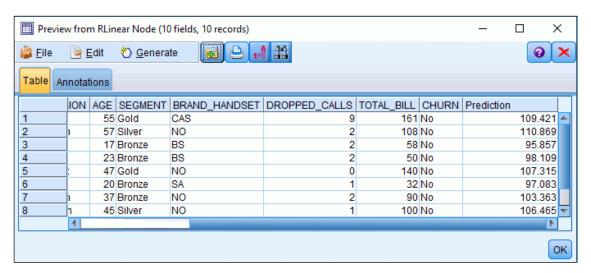


This piece of output gives the regression coefficients.



13. Click **Preview** and scroll to the last field.

The results are as follows:



The Prediction field is added by the model R Linear model nugget and stores the prediction from that model.

You will create a clean slate for the next workshop.

- 14. From the File menu, click Close Stream without saving the changes.
- 15. From the File menu, click New Stream.

Do not exit IBM SPSS Modeler. Leave it open for the next task.

Workshop 4. Use an R package to perform geospatial analysis.

A taxi company wants to understand demand on New Year's Eve. It has geospatial and time data for phones from people who opted in to their smart-taxi phone application. The data were collected in Central London, as well as Islington and King's Cross. The company wants to use Modeler together with R and Google Maps node to determine if there are enough taxis at certain locations and times to meet demand.

Datasets: PhoneLocationData.csv

TaxiLocationData.csv

Modeler Stream workshop_4_start.str

Data folder C:\Training\2328

Task 1. Open the Modeler stream and examine the data.

You will open and examine a stream that runs an R googleMaps node.

- 1. Open workshop_4_start.str.
- 2. Run the node named **TABLE 1**.

The results appear as follows:

	TimeStamp	Latitude	Longitude	Phone_App_User_ID
1	2013-12-31 07:57:00	51.521	-0.114	40054
2	2013-12-31 08:09:00	51.520	-0.127	40054
3	2013-12-31 08:09:00	51.521	-0.136	40054
4	2013-12-31 08:15:00	51.521	-0.135	40054
5	2013-12-31 08:20:00	51.521	-0.128	40054
6	2013-12-31 08:39:00	51.521	-0.137	40054
7	2013-12-31 09:09:00	51.521	-0.136	40054
8	2013-12-31 09:12:00	51.521	-0.137	40054
9	2013-12-31 09:39:00	51.521	-0.136	40054
10	2013-12-31 10:09:00	51.520	-0.135	40054

This data represents the location and time of customers who used their smart-taxi phone application.

Modeler can encode the coordinates and time into a so-called Space-Time-box. For the Space component, Modeler reworks the coordinates to a so-called geohash, which represents a certain geographical area. For the Time component, Modeler reworks the exact time to a time period. You can specify the window for location (the size of the geographical area) and the window for time (the time period) in the Space-Time-Box node.



3. Close the **Table** output window.

The upper part of the stream uses the Space-Time-Boxes node and aggregates the data. An approximately 1 square mile window for location, and a 15 minutes window was used for time

4. Run the node named TABLE 2.

The results appear as follows:

	People_Density	STB_GH5_15MINS
1	9	gcpvj 2013-12-31 07:45:00 2013-12-31 08:00:00
2	12	gcpvj 2013-12-31 08:00:00 2013-12-31 08:15:00
3	1	gcpvh 2013-12-31 08:00:00 2013-12-31 08:15:00
4	1	gcpvh 2013-12-31 08:15:00 2013-12-31 08:30:00
5	2	gcpvh 2013-12-31 10:15:00 2013-12-31 10:30:00
6	3	gcpvh 2013-12-31 10:30:00 2013-12-31 10:45:00
7	4	gcpvh 2013-12-31 10:45:00 2013-12-31 11:00:00
8	5	gcpvh 2013-12-31 11:00:00 2013-12-31 11:15:00
9	6	gcpvh 2013-12-31 11:15:00 2013-12-31 11:30:00
10	5	gcpvh 2013-12-31 11:30:00 2013-12-31 11:45:00

Each record gives the number of people in a certain area (the geohash) at a certain time. For example, there were nine people who opted in to the smart taxi phone app at geohash gcpvj (a particular area in London), between 07:45^h and 08:00^h (the first record).

- 5. Close the **Table** output window.
- 6. Run the node named TABLE 3.

The results appear as follows:

	TimeStamp	Latitude	Longitude	Taxi_Number
1	2013-12-31 00:00:00	51.520	-0.115	40056
2	2013-12-31 00:11:00	51.520	-0.114	40056
3	2013-12-31 00:41:00	51.520	-0.114	40056
4	2013-12-31 01:11:00	51.520	-0.114	40056
5	2013-12-31 01:41:00	51.520	-0.115	40056
6	2013-12-31 02:11:00	51.520	-0.114	40056
7	2013-12-31 02:41:00	51.520	-0.115	40056
8	2013-12-31 03:11:00	51.520	-0.115	40056
9	2013-12-31 03:41:00	51.520	-0.114	40056
10	2013-12-31 04:11:00	51.520	-0.115	40056

This data gives the location and time of taxis.

This data is also aggregated to time-space boxes, using the same window for time (15 minutes) and space (1 square mile).

7. Close the **Table** output window.



8. Run the node named TABLE 4.

The results appear as follows:

	Taxi_Density	STB_GH5_15MINS
1	18	gcpvj 2013-12-31 00:00:00 2013-12-31 00:15:00
2	15	gcpvj 2013-12-31 08:30:00 2013-12-31 08:45:00
3	15	gcpvj 2013-12-31 08:45:00 2013-12-31 09:00:00
4	19	gcpvj 2013-12-31 09:00:00 2013-12-31 09:15:00
5	20	gcpvj 2013-12-31 09:15:00 2013-12-31 09:30:00

The data provides the details of the availability of taxis, in a certain area, at a certain time.

9. Close the **Table** output window.

The two datasets are merged, and a field is derived that gives the Taxi/People ratio.

10. Run the node named **TABLE 5**.

The results appear as follows:

	STB GH5 15MINS	Taxi Density	People Density	Taxi To People Ratio
1	gbgjw 2013-12-31 16:45:00 2013-12-31 17:00:00	1	1	1.000
2	gbgjw 2013-12-31 17:00:00 2013-12-31 17:15:00	1	1	1.000
3	gbgjw 2013-12-31 17:15:00 2013-12-31 17:30:00	1	2	0.500
4	gbgjw 2013-12-31 17:30:00 2013-12-31 17:45:00	1	1	1.000
5	gbgjw 2013-12-31 18:00:00 2013-12-31 18:15:00	1	1	1.000

For each area and timeframe it is known whether there are enough taxis to meet demand. For example, there is a shortage in geohash gbgjw, between 17:15^h and 17:30 ^h (the third record).

11. Close the **Table** output window.

The 5% of Space-Time-Boxes with the lowest taxi to people ratios have been selected because those are the locations that the taxi company needs to focus on the most. Also the geohash area are computed.

12. Run the node named TABLE 6.

The results appear similar to the following:

Taxi_To_People_Ratio	Taxi_To_People_Ratio_TILE20	TAXIS_NEEDED_HERE_Latitude	TAXIS_NEEDED_HERE_Longitude
0.200	1	51.526	-0.154
0.125	1	51.526	-0.110
0.167	1	51.526	-0.110
0.160	1	51.526	-0.110
0.192	1	51.526	-0.110
0.160	1	51.526	-0.110
0.143	1	51.526	-0.110
0.217	1	51.526	-0.110
0.235	1	51.526	-0.110
0.190	1	51.526	-0.110

It appears that nine of the top 10 space-time-boxes with highest shortage are at the same location.

13. Close the **Table** output window.



Task 2. Install the GoogleMaps extension.

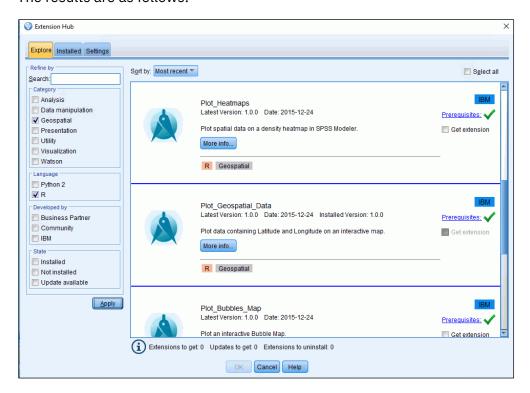
The GoogleMaps node, an extension that can be downloaded from Extension Hub, enables you to view the location on the map. You will not actually download the extension during this workshop, because it is already installed. (Note that you must have an internet connection to install extensions).

1. From the Extensions menu, click Extension Hub.

From the menu on the left, check

- Geospatial
- R
- 2. Click **Apply** to list all the R extensions pertaining to Geospatial analysis.

The results are as follows:



The Plot_Geospatial_Data extension is already installed. Notice on the right that the Get Extension option under Prerequisites is disabled. If it was not, you would check the Get extension box and then click OK to download and install the extension. For example, the Get Extension option is enabled for the Plot_Heatmaps extension.

Because the Plot_Geospatial_Data extension is already installed, you will click cancel.

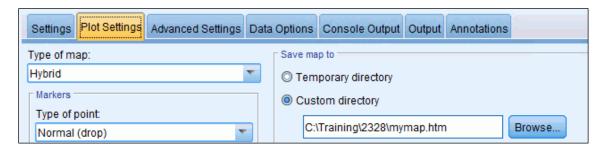
3. Click Cancel.



Task 3. Use the GoogleMaps node to identify locations where more taxis are needed.

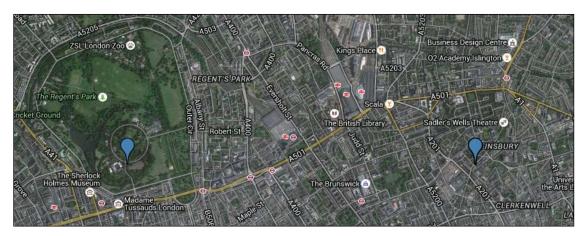
- 1. From the **Output** palette, attach a **googleMaps** node downstream from the **Derive** node labelled **Longitude**.
- 2. Edit the googleMaps node.
- 3. Click the **Settings** tab (if necessary)
 - In the Latitude Field box, select Taxis_Needed_Here_Latitude
 - In the Longitude Field box, select Taxis_Needed_Here_Longitude
- 4. Click the **Plot Settings** tab. Under Save map to
 - Click Custom directory
 - Browse for C:\Training\2328
 - Save the map to the file **mymap.htm**. If you get a message that the file already exists, click **Yes** to replace it.

The results are as follows:



5. Click **Run**. If you get a message that "Internet Explorer restricted this webpage from running scripts or ActiveX controls", click "Allow blocked content".

If you have an internet connection, the results will appear similar to the following (if you do not have an internet connection, please read through the following steps).



6. Hover your cursor over the point on the right (labeled INSBURY).

The results appear as follows:



This is the location of nine records. The data displayed represent the last record (record #10).

- 7. Switch back to Modeler.
- 8. From the **File** menu, click **Close All Streams** to close all open streams. Do not save a stream when asked.

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