Google Analytics In R

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R Markdown

This is an R Markdown document. Markdown is a simple formatting syntax for authoring HTML, PDF, and MS Word documents. For more details on using R Markdown see http://rmarkdown.rstudio.com.

When you click the **Knit** button a document will be generated that includes both content as well as the output of any embedded R code chunks within the document. You can embed an R code chunk like this:

```r
library(ggplot2)
library(scales)
library(gtrendsR)
```

```
## Warning: package 'gtrendsR' was built under R version 4.1.2
```

Including Plots

You can also embed plots, for example:

```r
var_data = gtrends(keyword = "Machine Learning")$interest_by_country
taken_data = var_data[-c(3:5)]
#to omit na vals
final_data = na.omit(taken_data)
head(final_data,10)
```

```
##         location hits
## 1          China  100
## 2      Singapore   37
## 3     St. Helena   30
## 4        Ethiopia   29
## 5          India   27
## 7    South Korea   22
## 8      Hong Kong   21
## 10       Tunisia   18
## 11         Nepal   17
## 13      Pakistan   17
```

```r
temp= head(final_data,10)
ggplot(temp, aes(x=reorder(location,-hits), y=hits)) +geom_bar(stat="identity",fill="steelblue")+ labs(
         color = "Legend Title\n")+theme(axis.text.x = element_text(angle = 90))
```

1
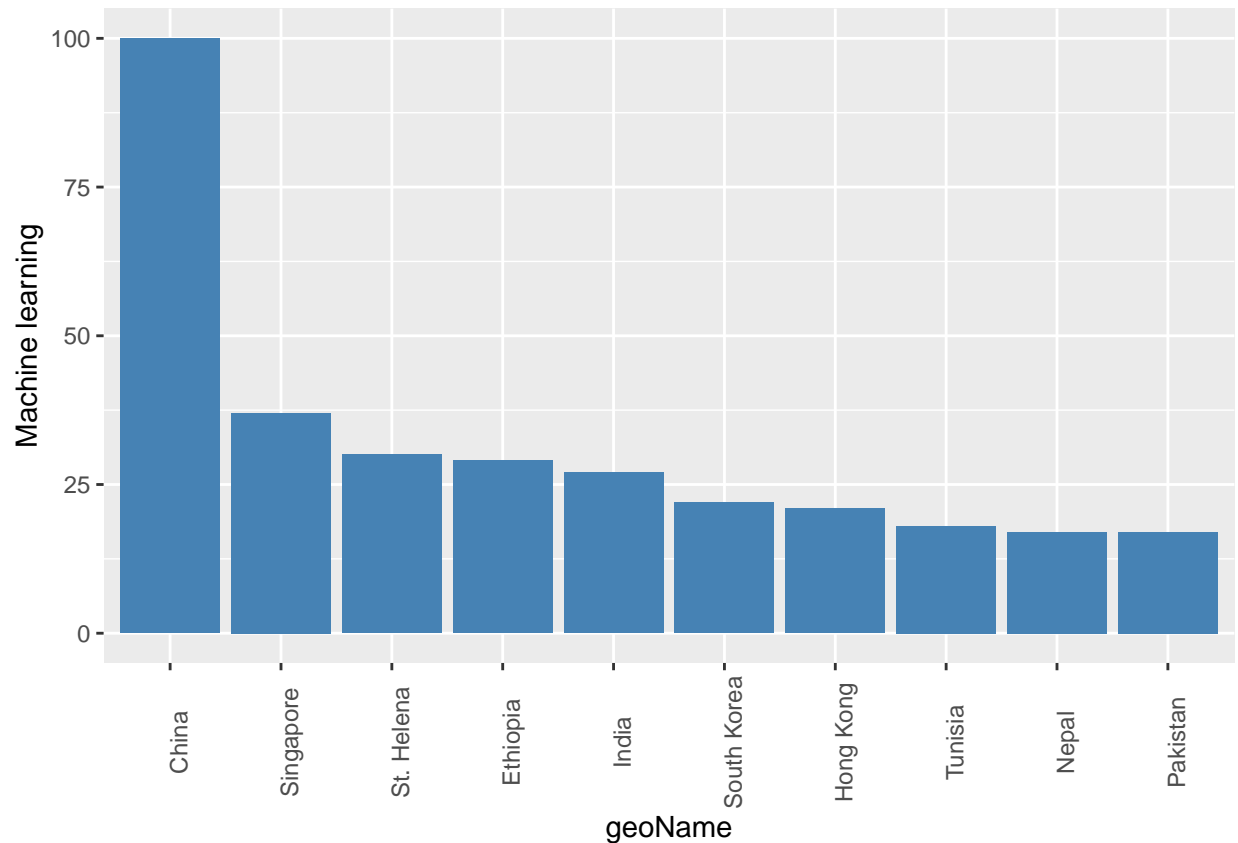
```r
var_data = gtrends(keyword = "Machine Learning")$interest_over_time
taken_data = var_data[-c(3:7)]
head(taken_data,10)
```

```
##          date hits
## 1  2017-01-01   45
## 2  2017-01-08   44
## 3  2017-01-15   53
## 4  2017-01-22   48
## 5  2017-01-29   48
## 6  2017-02-05   49
## 7  2017-02-12   54
## 8  2017-02-19   48
## 9  2017-02-26   53
## 10 2017-03-05   57
```

```r
tail(taken_data,1)
```

```
##            date hits
## 260 2021-12-19   52
```

```r
ggplot(taken_data, aes(x=date, y=hits)) +geom_line(stat="identity",  color="steelblue")+
  labs(title="Total Google Searches for Machine Learning",  x = "Year",   y = "Total Count",
       color = "Legend Title\n")+theme_minimal()
```

Total Google Searches for Machine Learning
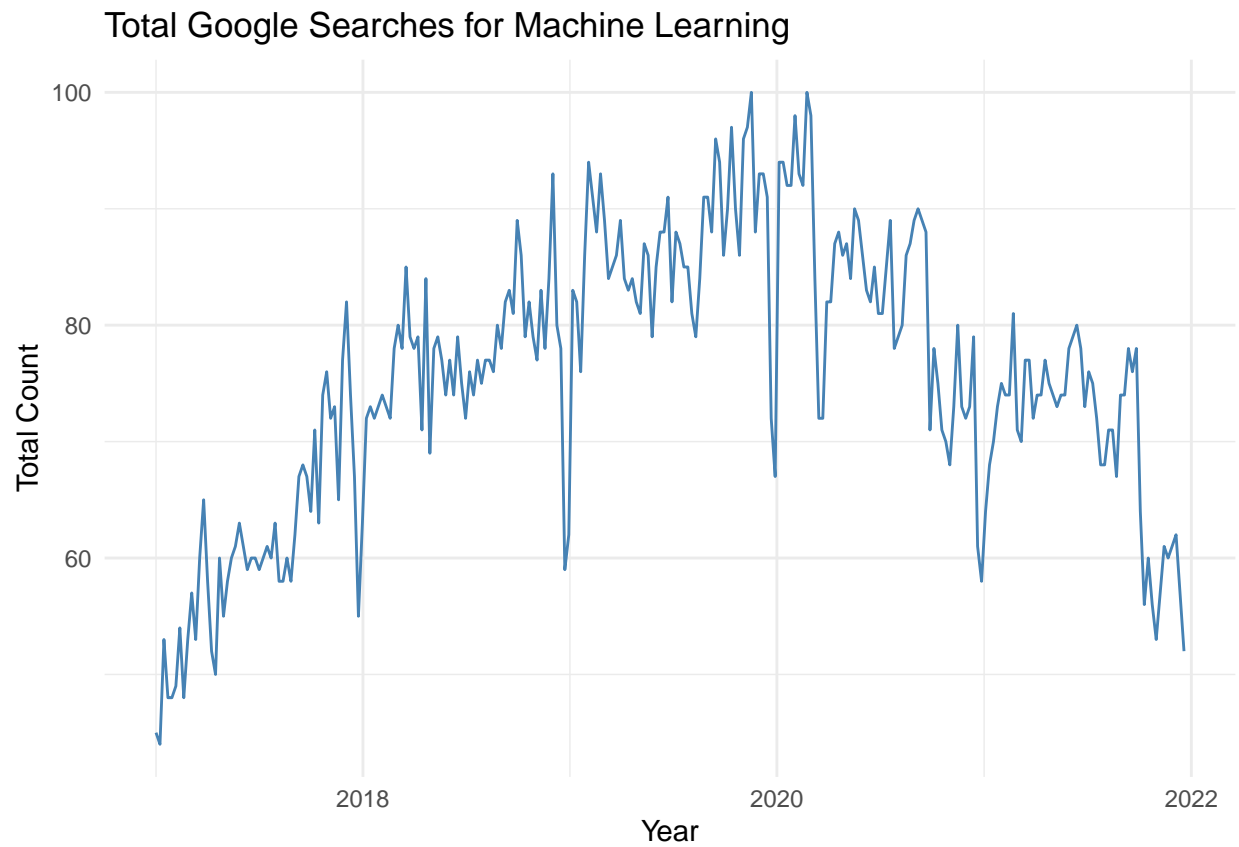
Note that the `echo = FALSE` parameter was added to the code chunk to prevent printing of the R code that generated the plot.