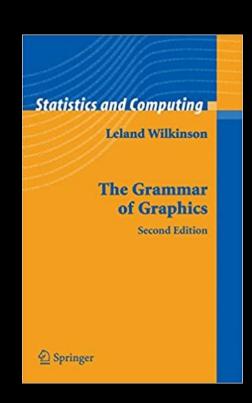
3. Plotting with ggplot2 and plotly

Jonathan Hersh, PhD (Chapman Argyros School of Business)
10/24/22

Language follows grammar

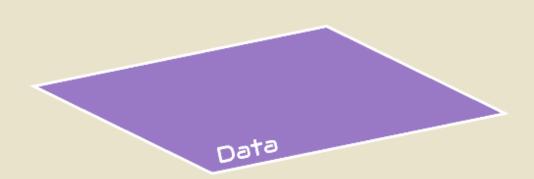
The boy hit the ball

Can graphics follow a grammar?



Grammar of Graphics

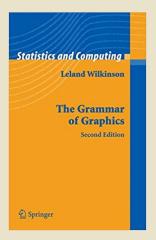
xy, 3902, 29, 9, 4756, x, 72, 633, 647, 617, 827, 3, 1, 21, 45, tyu, 6, 987, 457, 283, 8, 4, 5, 671, 34, 67, x, 981, hu, 89, 5



```
34 # Before plotting if not installed install.package("ggplot2")
35 # Then activate ggplot2 package
36 library(ggplot2)
      # Create new variable for plot only x and y axis. ('data' and 'aestatics' layer)
39 plot - ggplot(data-new.data, aes(x-Genre, y-Gross...US))
     # Create new variable with geometries layer.
q <- plot * geom_jitter(ses(fill-Studio, size-Budget...mill.),</pre>
                                     shape = 21, # this will shape a border around data points.
       stage = 21, # this mill map a solute of black.

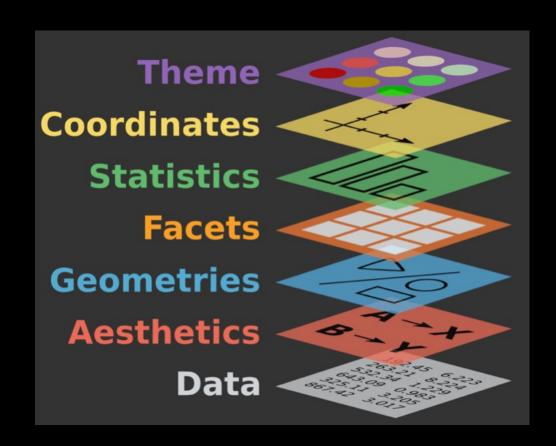
colour = "Black") + # with the border color of black.

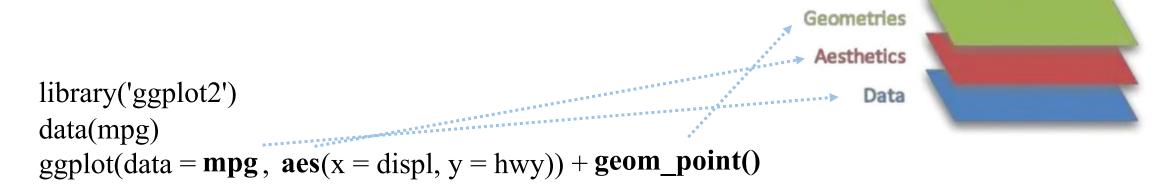
geom_boxplot(alsha=0.7, outlier.color = NA) # places the boxplot on the data points # and removes boxplot layer outliers.
48 # Change axis and title if needed.
      xlab("Genre") +
       ylab("Gross % US") +
        ggtitle("Domestic Gross % by Genre")
55 g + theme(axis.title - element_text(colour - "Blue", size - 14),
                   axis.text = element_text(size = 12),
                   legend.title = element_text(size = 12),
                   legend.text = element_text(size = 18),
                  plot.title = element_text(size = 14, hjust = 0.5), # 'hjust' will center your text.
panel.bockground = element_rect(fill = "#(603C5"))
```

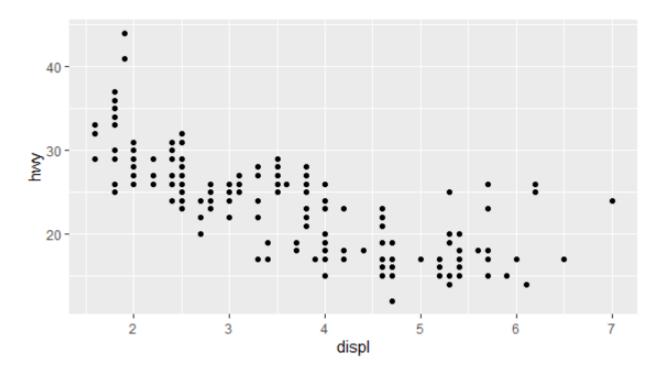


Seven grammar elements of every plot

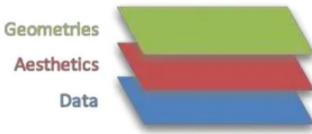
- **1. Data**: What is the data you want to visualize?
- **2. Aesthetics**: What data will be on the x and y axes?
- **3. Geometry**: What shapes (bars, lines, points) will you use to represent your data?
- **4. Facets**: Will your data be split into multiple plots? If so, how?
- **5. Statistics**: Will you use statistical summarizes on your data (e.g. smoothing lines)
- **6. Coordinates**: What's the numeric plotting space?
- **7. Themes**: What is the visual identity (fonts, size, colors)?



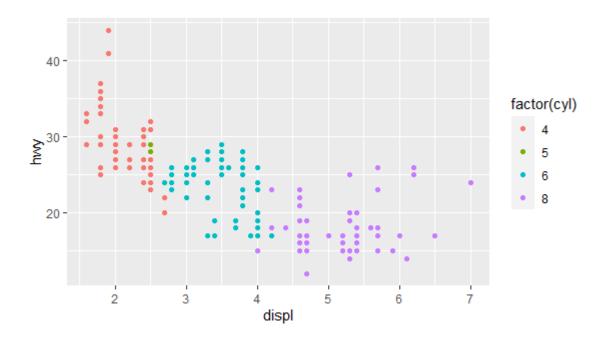




Let's change the aesthetic by coloring points by number of cylinders



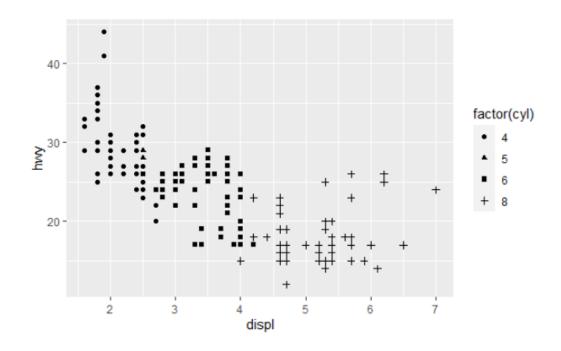
```
library('ggplot2')
data(mpg)
ggplot(data = mpg, aes(x = displ, y = hwy, color = cyl)) + geom_point()
```



Let's change the shape of the points

```
Geometries
Aesthetics
Data
```

```
library('ggplot2')
data(mpg)
ggplot(data = mpg, aes(x = displ, y = hwy, shape = cyl)) + geom_point()
```



Example geometries

ONE VARIABLE continuous

c <- ggplot(mpg, aes(hwy)); c2 <- ggplot(mpg)



c + geom_area(stat = "bin") x, y, alpha, color, fill, linetype, size



c + geom_density(kernel = "gaussian")

x, y, alpha, color, fill, group, linetype, size, weight



c + geom_dotplot() x, y, alpha, color, fill

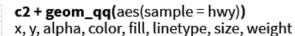


c + geom_freqpoly()

x, y, alpha, color, group, linetype, size



c + geom_histogram(binwidth = 5) x, y, alpha, color, fill, linetype, size, weight



TWO VARIABLES

both continuous

e <- ggplot(mpg, aes(cty, hwy))



e + geom_label(aes(label = cty), nudge_x = 1, nudge_y = 1) - x, y, label, alpha, angle, color. family, fontface, hjust, lineheight, size, viust



e + geom point()

x, y, alpha, color, fill, shape, size, stroke



e + geom_quantile()

x, y, alpha, color, group, linetype, size, weight



e + geom rug(sides = "bl")



x, y, alpha, color, linetype, size



e + geom_smooth(method = lm) x, y, alpha, color, fill, group, linetype, size, weight



e + geom_text(aes(label = cty), nudge_x = 1, nudge_y = 1) - x, y, label, alpha, angle, color, family, fontface, hjust, lineheight, size, vjust

continuous bivariate distribution

h <- ggplot(diamonds, aes(carat, price))



 $h + geom_bin2d(binwidth = c(0.25, 500))$ x, y, alpha, color, fill, linetype, size, weight



h + geom_density_2d() x, y, alpha, color, group, linetype, size



h + geom hex() x, y, alpha, color, fill, size

continuous function

i <- ggplot(economics, aes(date, unemploy))



i + geom area()

x, y, alpha, color, fill, linetype, size



i + geom line()

x, y, alpha, color, group, linetype, size



i + geom_step(direction = "hv")

x, y, alpha, color, group, linetype, size

THREE VARIABLES

seals\$z <- with(seals, sqrt(delta_long^2 + delta_lat^2)); l <- ggplot(seals, aes(long, lat))



 $l + geom_contour(aes(z = z))$

x, y, z, alpha, color, group, linetype, size, weight



l + geom_contour_filled(aes(fill = z)) x, y, alpha, color, fill, group, linetype, size, subgroup



l + geom_raster(aes(fill = z), hjust = 0.5, viust = 0.5, interpolate = FALSE) x, y, alpha, fill



l + geom tile(aes(fill = z))x, y, alpha, color, fill, linetype, size, width

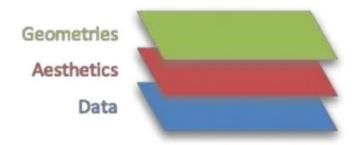
maps

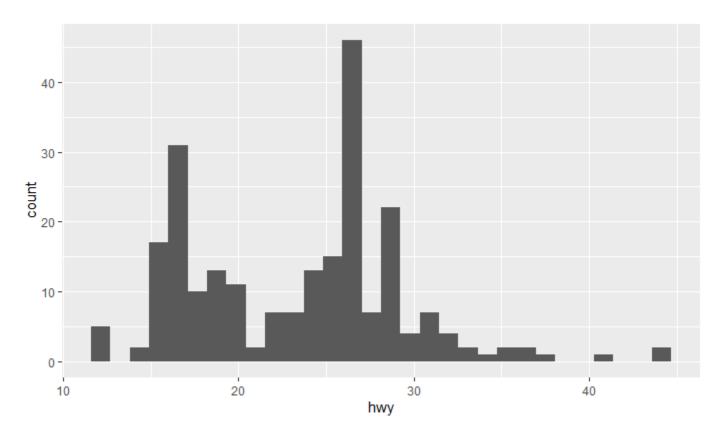
data <- data.frame(murder = USArrests\$Murder, state = tolower(rownames(USArrests))) map <- map_data("state") k <- ggplot(data, aes(fill = murder))



k + geom_map(aes(map_id = state), map = map) + expand limits(x = map\$long, y = map\$lat) map id, alpha, color, fill, linetype, size

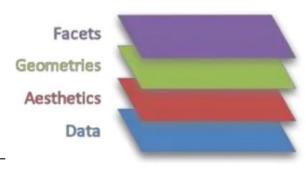
Let's create a histogram for highway mile per gallon $ggplot(data = mpg, aes(x = hwy)) + geom_histogram()$



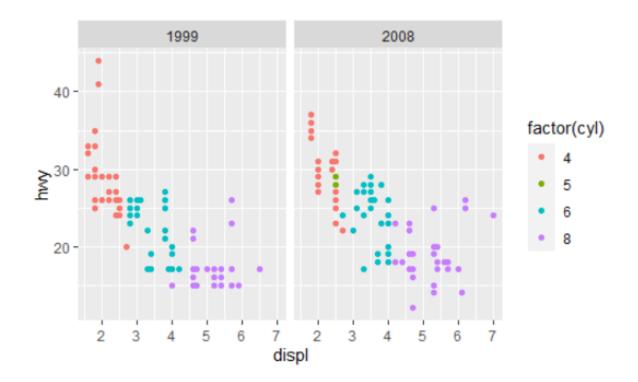


Layer 4: Facet

- We have data from two years
- Let's plot that data side by side



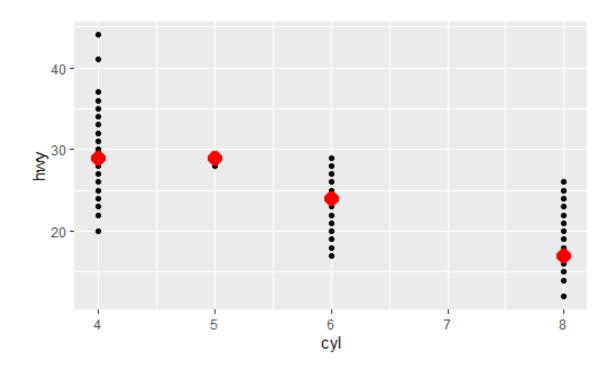
ggplot(data = mpg, aes(x = displ, y = hwy, shape = cyl)) + geom_point() +
 facet_wrap(~ year)

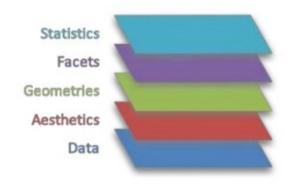


Layer 5: Statistics

 Let's add a layer that adds the median value of highway miles per gallon for each cylinder

```
ggplot(data = mpg, aes(x = cyl, y = hwy)) +
geom_point() +
stat_summary(fun = "median", color = "red", size = 1)
```

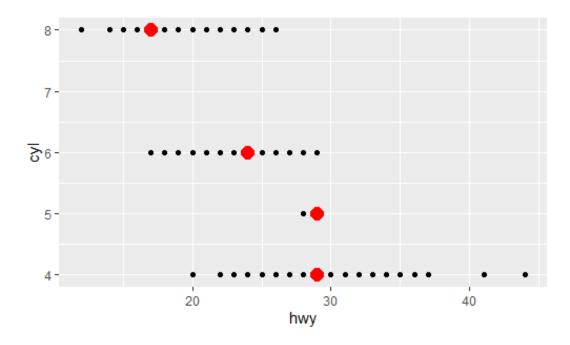


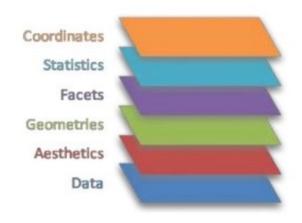


Layer 6: Coordinates

Let's change the coordinates

```
ggplot(data = mpg, aes(x = cyl, y = hwy)) +
geom_point() +
stat_summary(fun = "median", color = "red") +
coord_flip()
```

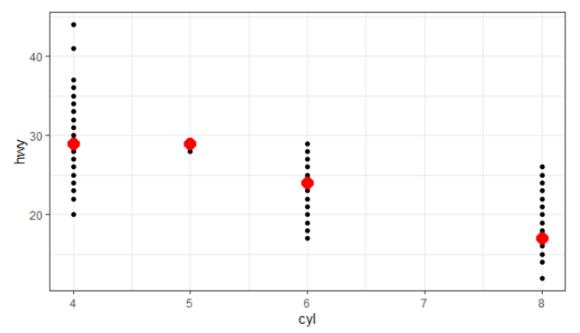


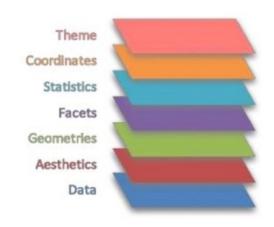


Layer 7: Themes

• Themes alter the font, color according to pre-determined rules

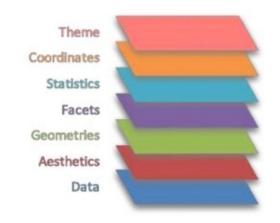
```
ggplot(data = mpg, aes(x = cyl, y = hwy)) +
geom_point() +
stat_summary(fun = "median", color = "red", size = 1) +
theme_bw() +
```



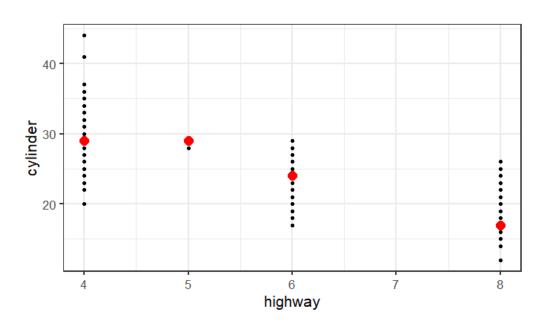


Layer 7: Axes labels and font size

- I always recommend labeling axes titles clearly
- Fonts are often too small so I recommend increasing to font size 14, 16, or 18.

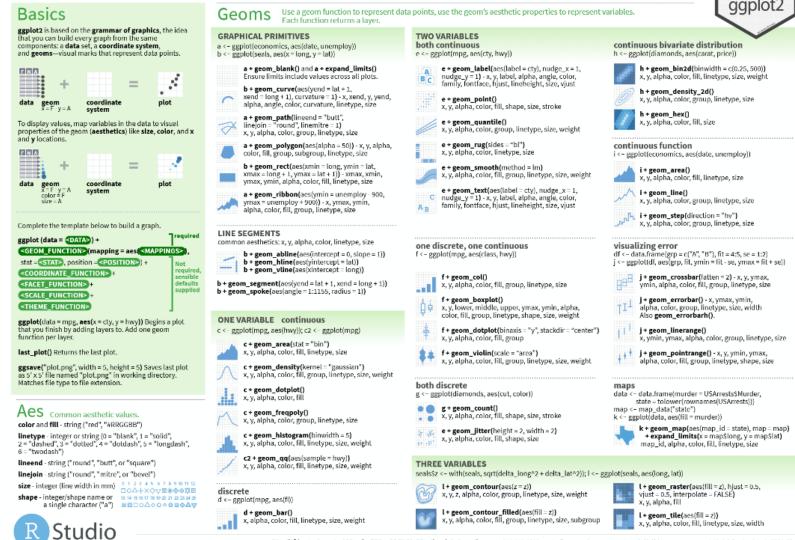


```
ggplot(data = mpg, aes(x = cyl, y = hwy)) +
geom_point() +
stat_summary(fun = "median", color = "red") +
theme_bw(base_size = 16) +
labs(x = "highway", y = "cylinder")
```



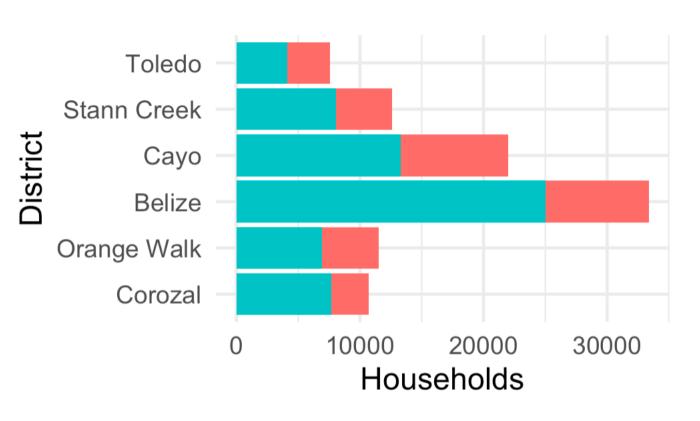
Data visualization with ggplot2:: CHEAT SHEET





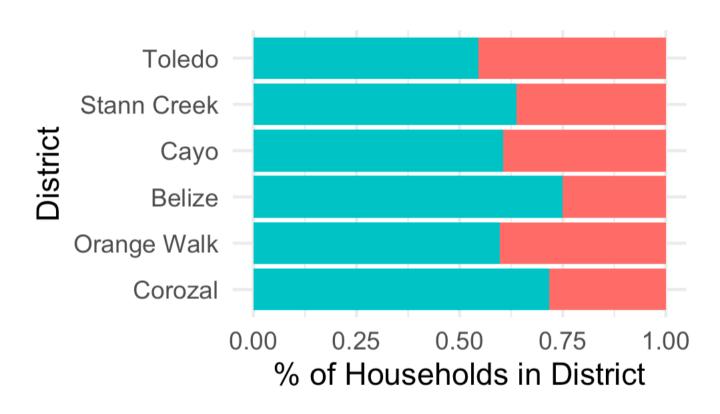
RStudio s trademark of RStudio, PBC • CC BY SA RStudio • info@rstudio.com • 844-448-1212 • rstudio.com • Learn more at ggplot2.tidyverse.org • ggplot2 3.3.5 • Updated: 2021-08

Frequency Bar Charts With Survey Data



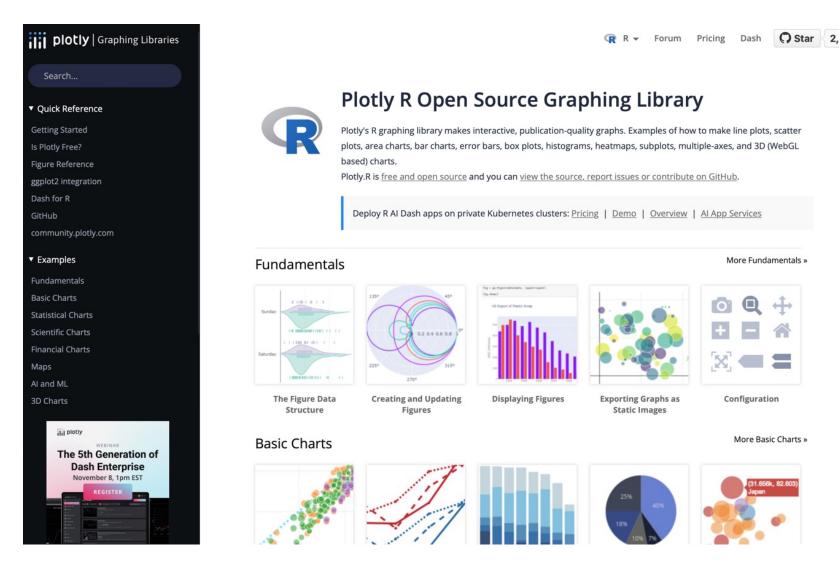
factor(any_bank_account) 0

Bar Charts With Survey Data



Has Bank Account 0

Interactive Plots with Plotly



https://plotly.com/r/

```
# ------
# Lab Exercises
# -----
```

- # 1. Produce a bar chart of the fraction of households in each district # that has borrowed formally.
- # 2. Save the plot using the the function ggsave()