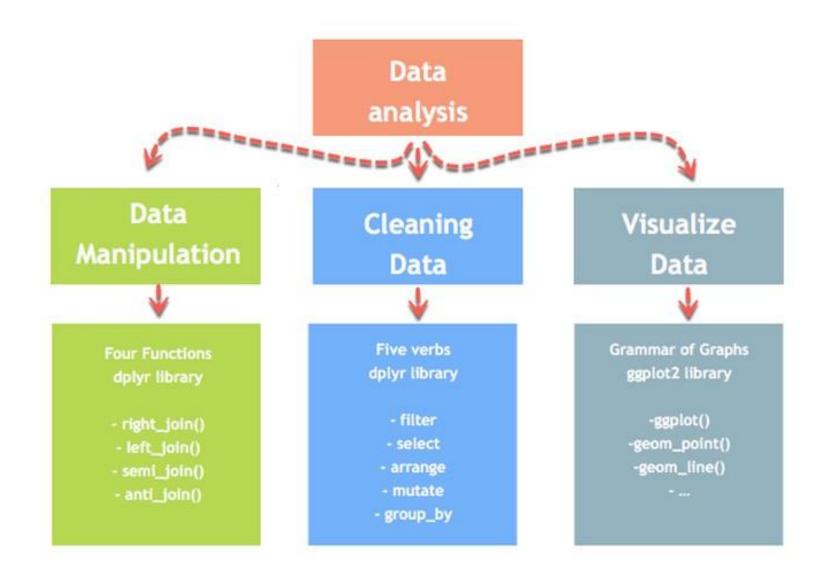


Jonathan Hersh, PhD (Chapman Argyros School of Business)
4/8/22

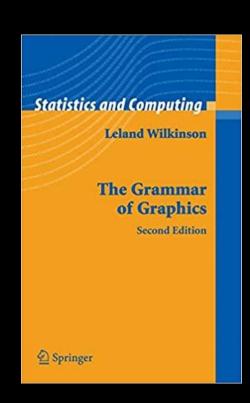
Data Manipulation Process



Language follows grammar

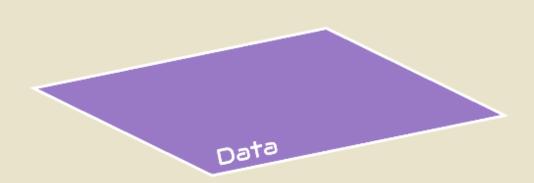
The boy hit the ball

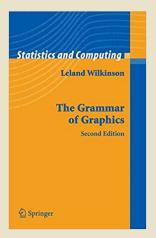
Can graphics follow a grammar?



Grammar of Graphics

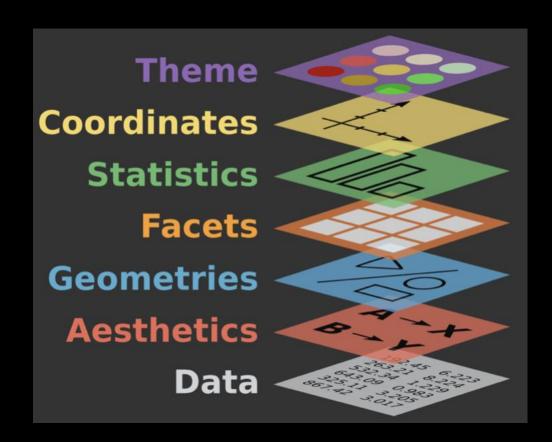
xy, 3902, 29, 9, 4756, x, 72, 633, 647, 617, 827, 3, 1, 21, 45, tyu, 6, 987, 457, 283, 8, 4, 5, 671, 34, 67, x, 981, hu, 89, 5

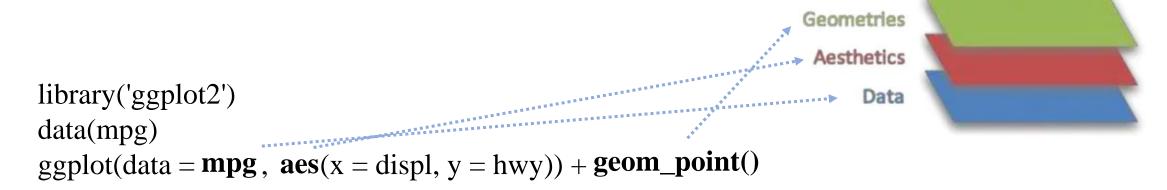


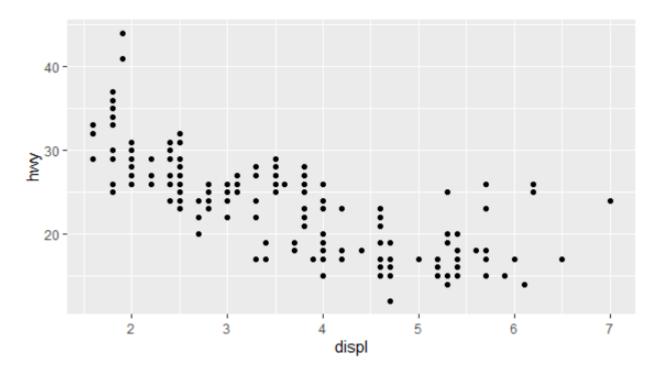


Seven grammar elements of every plot

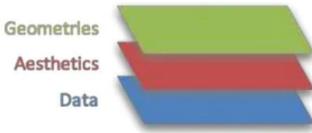
- 1. Data: What is the data you want to visualize?
- **2. Aesthetics**: What data will be on the x and y axes?
- **3. Geometry**: What shapes (bars, lines, points) will you use to represent your data?
- **4. Facets**: Will your data be split into multiple plots? If so, how?
- **5. Statistics**: Will 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)?



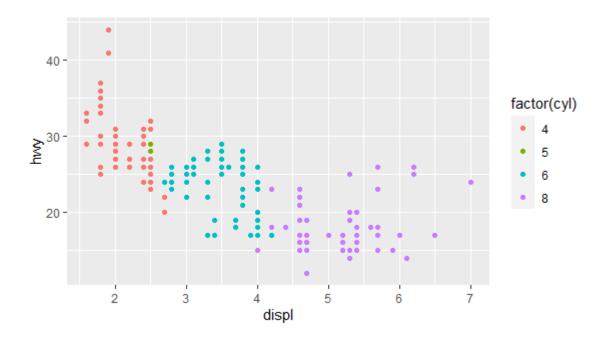




Let's change the aesthetic by coloring points by number of cylinders



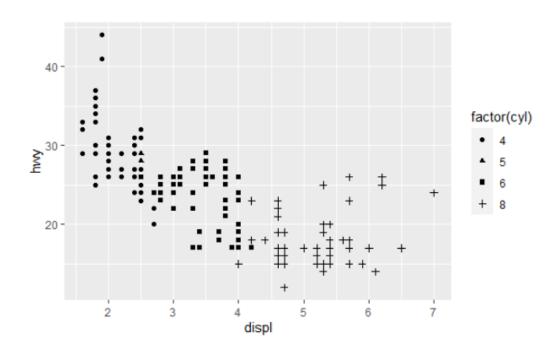
```
library('ggplot2')
data(mpg)
ggplot(data = mpg, aes(x = displ, y = hwy, color = cyl)) + geom_point()
```



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



c2 + geom_qq(aes(sample = hwy))

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, vjust



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()

map <- map_data("state")

k <- ggplot(data, aes(fill = murder))

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



i + geom_step(direction = "hv")

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

data <- data.frame(murder = USArrests\$Murder,

state = tolower(rownames(USArrests)))

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,
vjust = 0.5, interpolate = FALSE)
x, y, alpha, fill

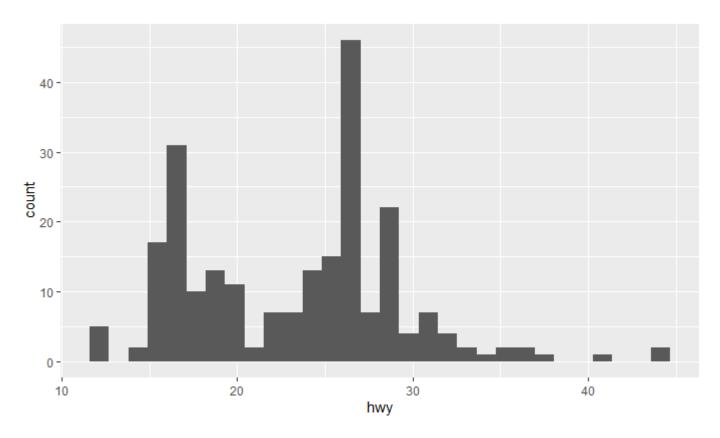


l + geom_tile(aes(fill = z))
x, y, alpha, color, fill, linetype, size, width

maps

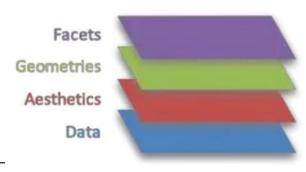
Let's create a histogram for highway mile per gallon $ggplot(data = mpg, aes(x = hwy)) + geom_histogram()$



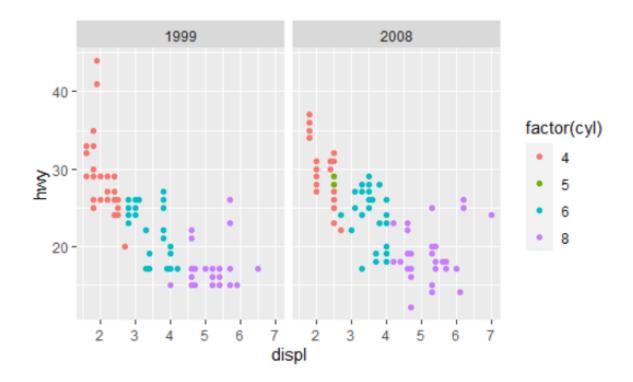


Layer 4: Facet

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



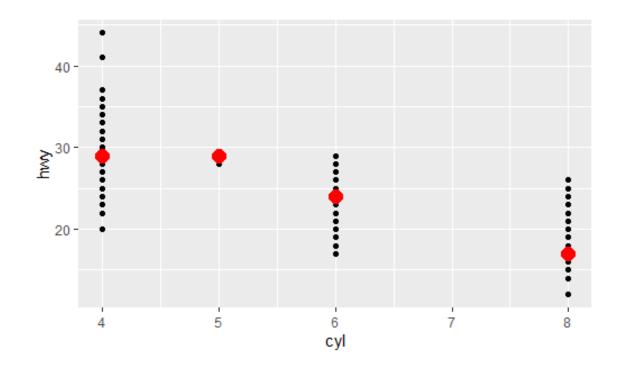
ggplot(data = mpg, aes(x = displ, y = hwy, shape = cyl)) + geom_point() +
 facet_wrap(~ year)

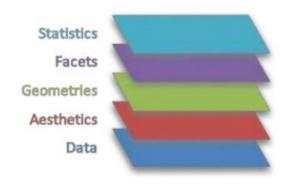


Layer 5: Statistics

 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)
```

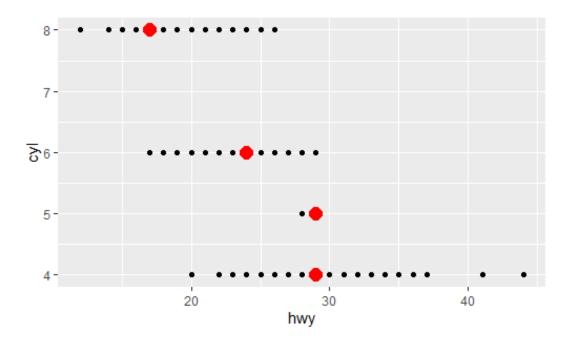


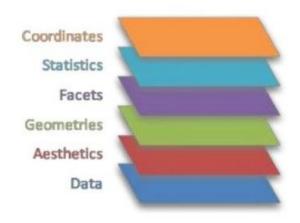


Layer 6: Coordinates

Let's change the coordinates

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

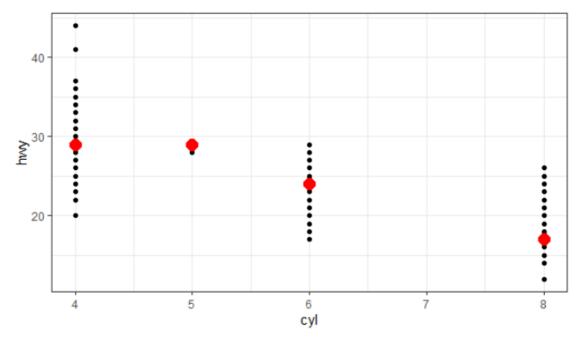


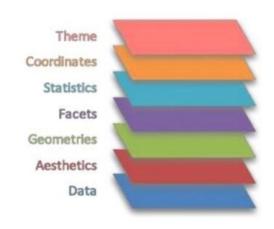


Layer 7: Themes

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

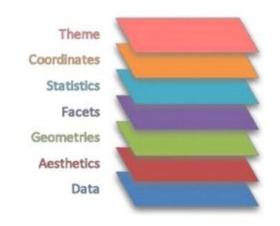
```
ggplot(data = mpg, aes(x = cyl, y = hwy)) +
geom_point() +
stat_summary(fun = "median", color = "red", size = 1) +
theme_bw() +
```



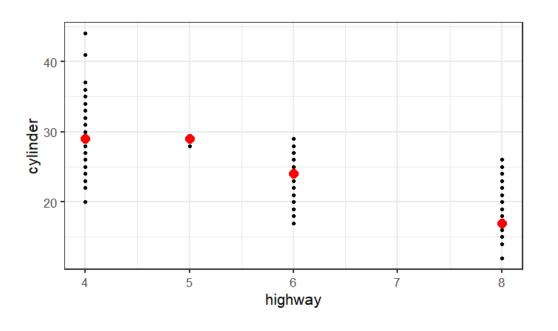


Layer 7: Axes labels and font size

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

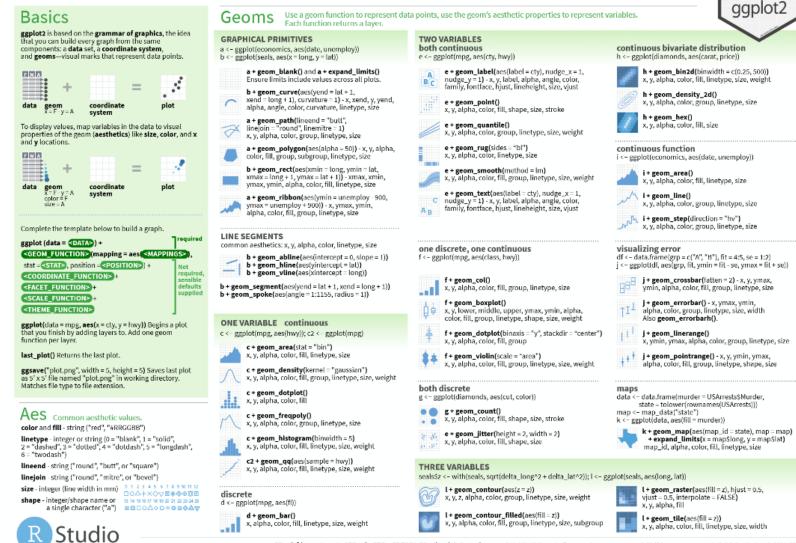


```
ggplot(data = mpg, aes(x = cyl, y = hwy)) +
geom_point() +
stat_summary(fun = "median", color = "red") +
theme_bw(base_size = 16) +
labs(x = "highway", y = "cylinder")
```



Data visualization with ggplot2:: CHEAT SHEET





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