Reading in Data

Data Wrangling, Session 6

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Code Horizons

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Reading in data with readr and haven

Load the packages, as always

```
library(here) # manage file paths
library(socviz) # data and some useful functions
library(tidyverse) # your friend and mine
library(haven) # for Stata, SAS, and SPSS files
```

We've put a lot of pieces in place at this point

Including several things we haven't fully exploited yet

Data we want to get into R

Reading in CSV files

If we're loading a file, it's coming from somewhere.

If it's on our local disk somewhere, we will need to interact with the file system. We should try to do this in a way that avoids *absolute* file paths.

This is not portable
df ← read_csv("/Users/kjhealy/Documents/data/misc/project/data/mydata.csv")

If we're loading a file, it's coming from somewhere.

If it's on our local disk somewhere, we will need to interact with the file system. We should try to do this in a way that avoids *absolute* file paths.

```
# This is not portable
df ← read_csv("/Users/kjhealy/Documents/data/misc/project/data/mydata.csv")
```

We should also do it in a way that is *platform independent*.

This makes it easier to share your work, move it around, etc. Projects should be self-contained.

The here package, and here() function builds paths relative to the top level of your R project.

here() # this path will be different for you

[1] "/Users/kjhealy/Documents/courses/data_wrangling"

This seminar's files all live in an RStudio project. It looks like this:

```
/Users/kjhealy/Documents/courses/data_wrangling
   00_dummy_files
   LICENSE
   Makefile
  - README.md

    README.gmd

   _extensions
   _freeze
   _quarto.yml
   _site
   _targets
   _targets.R
   _variables.yml
  - avhrr
  - build
  - code
  - course_notes.qmd
  - data
   data-raw
```

I want to load files from the data folder, but I also want *you* to be able to load them. I'm writing this from somewhere deep in the slides folder, but you won't be there. Also, I'm on a Mac, but you may not be.

So:

```
## Load the file relative to the path from the top of the project, without separators, etc
organs ← read_csv(file = here("data", "organdonation.csv"))
```

organs

```
# A tibble: 238 × 21
                         pop pop.dens
                                        gdp gdp.lag health health.lag pubhealth
   country year donors
           <dbl> <dbl> <dbl>
   <chr>
                                 <dbl> <dbl>
                                               <dbl> <dbl>
                                                                 <dbl>
                                                                           <dbl>
 1 Austra...
             NA NA
                        17065
                                 0.220 16774
                                               16591
                                                       1300
                                                                  1224
                                                                             4.8
 2 Austra... 1991 12.1 17284
                                 0.223 17171
                                               16774
                                                       1379
                                                                  1300
                                                                             5.4
 3 Austra... 1992 12.4 17495
                                 0.226 17914
                                               17171
                                                       1455
                                                                  1379
                                                                             5.4
 4 Austra... 1993 12.5
                      17667
                                 0.228 18883
                                               17914
                                                       1540
                                                                  1455
                                                                             5.4
 5 Austra... 1994 10.2 17855
                                 0.231 19849
                                               18883
                                                       1626
                                                                  1540
                                                                             5.4
 6 Austra... 1995 10.2 18072
                                 0.233 21079
                                               19849
                                                       1737
                                                                  1626
                                                                             5.5
 7 Austra... 1996 10.6
                       18311
                                 0.237 21923
                                               21079
                                                       1846
                                                                  1737
                                                                             5.6
 8 Austra... 1997 10.3
                      18518
                                 0.239 22961
                                               21923
                                                       1948
                                                                  1846
                                                                             5.7
 9 Austra... 1998 10.5 18711
                                 0.242 24148
                                                       2077
                                                                  1948
                                                                             5.9
                                               22961
10 Austra... 1999 8.67 18926
                                 0.244 25445
                                                       2231
                                               24148
                                                                  2077
                                                                             6.1
# i 228 more rows
# i 11 more variables: roads <dbl>, cerebvas <dbl>, assault <dbl>,
   external <dbl>, txp.pop <dbl>, world <chr>, opt <chr>, consent.law <chr>,
# consent.practice <chr>, consistent <chr>, ccode <chr>
```

read_csv() comes in different varieties

read_csv() Field separator is a comma:,

```
organs ← read_csv(file = here("data", "organdonation.csv"))

read_csv2() Field separator is a semicolon:;

# Example only
my_data ← read_csv2(file = here("data", "my_euro_file.csv))
```

Both are special cases of read_delim()

Other species are also catered to

```
read_tsv() Tab separated.
read_fwf() Fixed-width files.
read_log() Log files (i.e. computer log files).
read_lines() Just read in lines, without trying to parse them.
read_table() Data that's separated by one (or more) columns of space.
```

You can read files remotely, too

You can give all of these functions local files, or they can point to URLs.

Compressed files will be automatically uncompressed.

(Be careful what you download from remote locations!)

```
organ_remote ← read_csv("http://kjhealy.co/organdonation.csv")
organ_remote
# A tibble: 238 × 21
                        pop pop.dens qdp qdp.lag health health.lag pubhealth
   country year donors
   <chr> <dbl> <dbl> <dbl>
                                <dbl> <dbl>
                                              <dbl> <dbl>
                                                                <dbl>
                                                                          <dbl>
 1 Austra... NA NA
                       17065
                                0.220 16774
                                              16591
                                                      1300
                                                                 1224
                                                                            4.8
 2 Austra... 1991 12.1 17284
                                0.223 17171
                                              16774
                                                      1379
                                                                 1300
                                                                            5.4
 3 Austra... 1992 12.4 17495
                                0.226 17914
                                                      1455
                                                                            5.4
                                             17171
                                                                 1379
 4 Austra... 1993 12.5 17667
                                0.228 18883
                                             17914
                                                      1540
                                                                 1455
                                                                            5.4
 5 Austra... 1994 10.2 17855
                                0.231 19849
                                              18883
                                                      1626
                                                                 1540
                                                                            5.4
 6 Austra... 1995 10.2 18072
                                                                            5.5
                                0.233 21079
                                              19849
                                                      1737
                                                                 1626
 7 Austra... 1996 10.6 18311
                                0.237 21923
                                                                 1737
                                                                            5.6
                                              21079
                                                      1846
 8 Austra... 1997 10.3 18518
                                0.239 22961
                                                                 1846
                                                                            5.7
                                              21923
                                                      1948
 9 Austra... 1998 10.5 18711
                                0.242 24148
                                                      2077
                                                                 1948
                                                                            5.9
                                              22961
10 Austra... 1999 8.67 18926
                                                      2231
                                                                            6.1
                                0.244 25445
                                              24148
                                                                 2077
# i 228 more rows
# i 11 more variables: roads <dbl>, cerebvas <dbl>, assault <dbl>,
   external <dbl>, txp.pop <dbl>, world <chr>, opt <chr>, consent.law <chr>,
  consent.practice <chr>, consistent <chr>, ccode <chr>
```

An example: read_table()

England	and Wales, Total	Population, Death	rates (period 1x	Last modified:	02 Apr
2018;	Methods Protocol:	v6 (2017)			
Year	Age	Female	Male	Total	
1841	ē	0.136067	0.169189	0.152777	
1841	1	0.059577	0.063208	0.061386	
1841	2	0.036406	0.036976	0.036689	
1841	3	0.024913	0.026055	0.025480	
1841	4	0.018457	0.019089	0.018772	
1841	5	0.013967	0.014279	0.014123	
1841	6	0.010870	0.011210	0.011040	
1841		0.008591	0.008985	0.008788	
1841	8	0.006860	0.007246	0.007053	
1841	9	0.005772	0.006050	0.005911	
1841	10	0.005303	0.005382	0.005343	
1841	11	0.005114	0.005002	0.005057	
1841	12	0.005145	0.004856	0.004999	
1841	13	0.005455	0.004955	0.005202	

1041	102	0.5/696/	1./2/848	0./003/3
1841	106	0.677711	6.000000	0.795287
1841	107	0.900000		0.900000
1841	108	1.388430		1.388430
1841	109			
1841	110+			
1842	0	0.148491	0.184007	0.166481
1842	1	0.063038	0.066596	0.064818
1842	2	0.035203	0.035854	0.035527

An example: read_table()

i 212 more rows

```
England and Wales, Total Population, Death rates (period 1x1), Last modified: 02 Apr
2018; Methods Protocol: v6 (2017)
                                                        Male
                                                                      0.152777
                                   0.136067
                                                    0.169189
                                   0.059577
                                                    0.063208
                                                                      0.061386
                                   0.036406
                                                    0.036976
                                                                      0.036689
                                   0.024913
                                                                      0.025480
                                                    0.026055
                                   0.018457
                                                    0.019089
                                                                      0.018772
                                   0.013967
                                                                      0.014123
                                                    0.014279
                                   0.010870
                                                    0.011210
                                                                      0.011040
  1841
1841
1841
1841
1841
1841
1841
                                   0.008591
                                                    0.008985
                                                                      0.008788
                                   0.006860
                                                    0.007246
                                                                      0.007053
                                   0.005772
                                                    0.006050
                                                                      0.005911
                                                    0.005382
0.005002
0.004856
0.004955
                                   0.005303
                                   0.005114
                                   0.005145
```

1	541	102	0.5/696/	1./2/848	0.700373
1	841	106	0.677711	6.000000	0.795287
1	841	107	0.900000		0.900000
1	841	108	1.388430		1.388430
1	841	109			
1	841	110+			
1	842	0	0.148491	0.184007	0.166481
1	842	1	0.063038	0.066596	0.064818
1	842	2	0.035203	0.035854	0.035527

```
engmort ← read_table(here("data", "mortality.txt"),
                     skip = 2, na = ".")
engmort
# A tibble: 222 × 5
               Female Male Total
   Year Age
  <dbl> <dbl> <dbl>
                      <dbl> <dbl>
 1 1841 0
              0.136
                      0.169
                             0.153
                      0.0632 0.0614
   1841 1
              0.0596
   1841 2
              0.0364
                     0.0370
                             0.0367
   1841 3
              0.0249
                     0.0261
                             0.0255
   1841 4
              0.0185
                     0.0191 0.0188
   1841 5
              0.0140
                     0.0143 0.0141
   1841 6
              0.0109 0.0112 0.0110
   1841 7
              0.00859 0.00898 0.00879
   1841 8
              0.00686 0.00725 0.00705
   1841 9
              0.00577 0.00605 0.00591
```

Attend to the column specification

Attend to the column specification

Absent you giving them a column specification, the read_ functions try to *guess* what the type of each column is. They do this by looking at the first thousand rows of each column. They may guess incorrectly!

Normalizing names and recoding

```
# A tibble: 222 × 5
   Year Age
              Female Male Total
  <dbl> <dbl> <dbl> <dbl> <dbl>
1 1841 0
             0.136
                    0.169 0.153
 2 1841 1
             0.0596 0.0632 0.0614
 3 1841 2
             0.0364 0.0370 0.0367
4 1841 3
             0.0249 0.0261 0.0255
 5 1841 4
             0.0185 0.0191 0.0188
 6 1841 5
             0.0140 0.0143 0.0141
7 1841 6
             0.0109 0.0112 0.0110
8 1841 7
             0.00859 0.00898 0.00879
9 1841 8
             0.00686 0.00725 0.00705
10 1841 9
             0.00577 0.00605 0.00591
# i 212 more rows
```

Normalizing names and recoding

```
read_table(here("data", "mortality.txt"),
skip = 2, na = ".") ▷
janitor::clean_names()
```

```
# A tibble: 222 × 5
   year age
              female male total
  <dbl> <dbl> <dbl> <dbl> <dbl>
1 1841 0
             0.136
                    0.169 0.153
 2 1841 1
             0.0596 0.0632 0.0614
 3 1841 2
             0.0364 0.0370 0.0367
4 1841 3
             0.0249 0.0261 0.0255
 5 1841 4
             0.0185 0.0191 0.0188
 6 1841 5
             0.0140 0.0143 0.0141
7 1841 6
             0.0109 0.0112 0.0110
8 1841 7
             0.00859 0.00898 0.00879
9 1841 8
             0.00686 0.00725 0.00705
10 1841 9
             0.00577 0.00605 0.00591
# i 212 more rows
```

Normalizing names and recoding

```
# A tibble: 222 × 5
         age female male total
               <dbl> <dbl> <dbl>
  <dbl> <int>
           0 0.136
                    0.169 0.153
1 1841
 2 1841
          1 0.0596 0.0632 0.0614
 3 1841
           2 0.0364 0.0370 0.0367
 4 1841
          3 0.0249 0.0261 0.0255
 5 1841
          4 0.0185 0.0191 0.0188
 6 1841
           5 0.0140 0.0143 0.0141
7 1841
           6 0.0109 0.0112 0.0110
8 1841 7 0.00859 0.00898 0.00879
9 1841
           8 0.00686 0.00725 0.00705
10 1841
           9 0.00577 0.00605 0.00591
# i 212 more rows
```

Janitor

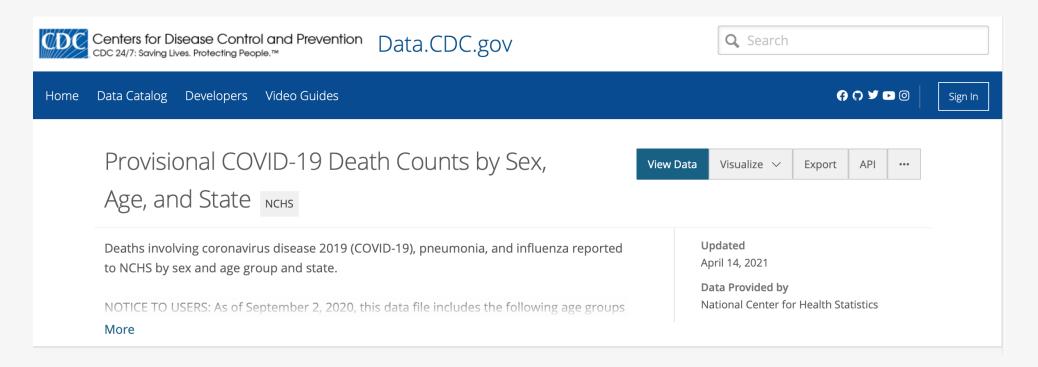
The janitor package is very handy!

The main cost of normalizing names comes with, e.g., data where there is a codebook you need to consult. But in general it's worth it.

Example: Colspecs

More on column specifications

CDC/NCHS data: Provisional COVID-19 Death Counts by Sex, Age, and State



More on column specifications

What's in this Dataset?

Rows Columns
52.3K 16

Columns in this Dataset

Column Name	Description	Туре		
Data As Of	Date of analysis	Date & Time	台	~
Start Date	First date of data period	Date & Time	曲	~
End Date	Last date of data period	Date & Time	⊞	~
Group	Indicator of whether data measured by Month, by Year, or	Plain Text	T	~
Year	Year in which death occurred	Number	#	~
Month	Month in which death occurred	Number	#	~
State	Jurisdiction of occurrence	Plain Text	T	~
Sex	Sex	Plain Text	T	~
Age Group	Age group	Plain Text	T	~
COVID-19 Deaths	Deaths involving COVID-19 (ICD-code U07.1)	Number	#	~
Total Deaths	Deaths from all causes of death	Number	#	~
Pneumonia Deaths	Pneumonia Deaths (ICD-10 codes J12.0-J18.9)	Number	#	~
Pneumonia and COVID-19 Deaths	Deaths with Pneumonia and COVID-19 (ICD-10 codes J12.0	Number	#	~
Influenza Deaths	Influenza Deaths (ICD-10 codes J09-J11)	Number	#	~
Pneumonia, Influenza, or COVID-19 Deaths	Deaths with Pneumonia, Influenza, or COVID-19 (ICD-10 co	Number	#	~
Footnote	Suppressed counts (1-9)	Plain Text	T	~
				Show Less

Let's try to load it

```
nchs \leftarrow with\_edition(1, read\_csv(here("data", "SAS\_on\_2021-04-13.csv")))
```

```
— Column specification
cols(
  `Data As Of` = col_character(),
  `Start Date` = col_character(),
  `End Date` = col_character(),
  Group = col_character(),
  Year = col logical(),
  Month = col logical(),
  State = col_character(),
  Sex = col character(),
  `Age Group` = col_character(),
  `COVID-19 Deaths` = col_double(),
  `Total Deaths` = col double().
  `Pneumonia Deaths` = col_double(),
  `Pneumonia and COVID-19 Deaths` = col_double(),
  `Influenza Deaths` = col_double(),
  `Pneumonia, Influenza, or COVID-19 Deaths` = col_double(),
  Footnote = col_character()
```

```
Warning: 88128 parsing failures.

row col expected actual file

2755 Year 1/0/T/F/TRUE/FALSE 2020 '/Users/kjhealy/Documents/courses/data_wrangling/data/SAS_on_2021-04-13.csv'

2756 Year 1/0/T/F/TRUE/FALSE 2020 '/Users/kjhealy/Documents/courses/data_wrangling/data/SAS_on_2021-04-13.csv'

2757 Year 1/0/T/F/TRUE/FALSE 2020 '/Users/kjhealy/Documents/courses/data_wrangling/data/SAS_on_2021-04-13.csv'

2758 Year 1/0/T/F/TRUE/FALSE 2020 '/Users/kjhealy/Documents/courses/data_wrangling/data/SAS_on_2021-04-13.csv'

2759 Year 1/0/T/F/TRUE/FALSE 2020 '/Users/kjhealy/Documents/courses/data_wrangling/data/SAS_on_2021-04-13.csv'
```

Let's try to load it

problems(nchs)

```
# A tibble: 88,128 × 5
                                  actual file
     row col
               expected
   <int> <chr> <chr>
                                  <chr> <chr>
   2755 Year 1/0/T/F/TRUE/FALSE 2020
                                          '/Users/kjhealy/Documents/courses/data...
   2756 Year 1/0/T/F/TRUE/FALSE 2020
                                          '/Users/kjhealy/Documents/courses/data...
    2757 Year 1/0/T/F/TRUE/FALSE 2020
                                          '/Users/kjhealy/Documents/courses/data...
    2758 Year 1/0/T/F/TRUE/FALSE 2020
                                          '/Users/kjhealy/Documents/courses/data...
    2759 Year 1/0/T/F/TRUE/FALSE 2020
                                          '/Users/kjhealy/Documents/courses/data...
                                          '/Users/kjhealy/Documents/courses/data...
   2760 Year 1/0/T/F/TRUE/FALSE 2020
                                          '/Users/kjhealy/Documents/courses/data...
   2761 Year 1/0/T/F/TRUE/FALSE 2020
   2762 Year 1/0/T/F/TRUE/FALSE 2020
                                          '/Users/kjhealy/Documents/courses/data...
   2763 Year 1/0/T/F/TRUE/FALSE 2020
                                          '/Users/kjhealy/Documents/courses/data...
   2764 Year 1/0/T/F/TRUE/FALSE 2020
                                          '/Users/kjhealy/Documents/courses/data...
# i 88,118 more rows
```

Let's try to load it

problems(nchs)

```
# A tibble: 88,128 × 5
                                  actual file
     row col
               expected
   <int> <chr> <chr>
                                  <chr> <chr>
   2755 Year 1/0/T/F/TRUE/FALSE 2020
                                         '/Users/kjhealy/Documents/courses/data...
                                         '/Users/kjhealy/Documents/courses/data...
 2 2756 Year 1/0/T/F/TRUE/FALSE 2020
   2757 Year 1/0/T/F/TRUE/FALSE 2020
                                         '/Users/kjhealy/Documents/courses/data...
   2758 Year 1/0/T/F/TRUE/FALSE 2020
                                         '/Users/kjhealy/Documents/courses/data...
   2759 Year 1/0/T/F/TRUE/FALSE 2020
                                         '/Users/kjhealy/Documents/courses/data...
   2760 Year 1/0/T/F/TRUE/FALSE 2020
                                         '/Users/kjhealy/Documents/courses/data...
                                         '/Users/kjhealy/Documents/courses/data...
   2761 Year 1/0/T/F/TRUE/FALSE 2020
 8 2762 Year 1/0/T/F/TRUE/FALSE 2020
                                         '/Users/kjhealy/Documents/courses/data...
                                         '/Users/kjhealy/Documents/courses/data...
   2763 Year 1/0/T/F/TRUE/FALSE 2020
10 2764 Year 1/0/T/F/TRUE/FALSE 2020
                                         '/Users/kjhealy/Documents/courses/data...
# i 88,118 more rows
```

Problems are stored as an attribute of the nchs object, so we can revisit them.

Parsing failures tend to cascade. Our data only has 56k rows but we got 88k failures.

Take a look with head ()

head(nchs)

```
# A tibble: 6 × 16
  `Data As Of` `Start Date` `End Date` Group Year Month State Sex `Age Group`
 <chr>
              <chr>
                                      <chr> <lql> <lql> <chr> <chr> <chr>
                            <chr>
1 04/07/2021 01/01/2020 04/03/2021 By T... NA
                                                         Unit... All ... All Ages
2 04/07/2021 01/01/2020
                          04/03/2021 By T... NA
                                                         Unit... All ... Under 1 ye...
3 04/07/2021 01/01/2020 04/03/2021 By T... NA
                                                         Unit... All ... 0-17 years
4 04/07/2021 01/01/2020 04/03/2021 By T... NA
                                                         Unit... All ... 1-4 years
5 04/07/2021 01/01/2020 04/03/2021 By T... NA
                                                         Unit... All ... 5-14 years
6 04/07/2021 01/01/2020 04/03/2021 By T... NA
                                                         Unit... All ... 15-24 years
# i 7 more variables: `COVID-19 Deaths` <dbl>, `Total Deaths` <dbl>,
# `Pneumonia Deaths` <dbl>, `Pneumonia and COVID-19 Deaths` <dbl>,
# `Influenza Deaths` <dbl>, `Pneumonia, Influenza, or COVID-19 Deaths` <dbl>,
# Footnote <chr>
```

Take a look with tail()

tail(nchs)

```
# A tibble: 6 × 16
  `Data As Of` `Start Date` `End Date` Group Year Month State Sex `Age Group`
 <chr>
                                      <chr> <lql> <lql> <chr> <chr> <chr>
              <chr>
                            <chr>
1 04/07/2021 04/01/2021 04/03/2021 By M... NA
                                                         Puer... Fema... 45-54 years
2 04/07/2021 04/01/2021
                          04/03/2021 By M... NA
                                                         Puer... Fema... 50-64 years
3 04/07/2021 04/01/2021 04/03/2021 By M... NA
                                                         Puer... Fema... 55-64 years
4 04/07/2021 04/01/2021 04/03/2021 By M... NA
                                                         Puer... Fema... 65-74 years
5 04/07/2021 04/01/2021 04/03/2021 By M... NA
                                                         Puer... Fema... 75-84 years
6 04/07/2021 04/01/2021 04/03/2021 By M... NA
                                                         Puer... Fema... 85 years a...
# i 7 more variables: `COVID-19 Deaths` <dbl>, `Total Deaths` <dbl>,
# `Pneumonia Deaths` <dbl>, `Pneumonia and COVID-19 Deaths` <dbl>,
# `Influenza Deaths` <dbl>, `Pneumonia, Influenza, or COVID-19 Deaths` <dbl>,
# Footnote <chr>
```

Take a look with slice_sample()

```
nchs ▷ slice_sample(n = 10)
```

```
# A tibble: 10 × 16
   `Data As Of` `Start Date` `End Date` Group Year Month State
                                                                        Sex
  <chr>
               <chr>
                            <chr>
                                      <chr>
                                               <lg1> <lg1> <chr>
                                                                        <chr>
 1 04/07/2021 04/01/2021
                            04/03/2021 By Month NA
                                                           Colorado
                                                                        Male
 2 04/07/2021
              02/01/2021
                            02/28/2021 By Month NA
                                                                        Male
                                                          Texas
 3 04/07/2021 09/01/2020
                            09/30/2020 By Month NA
                                                          Indiana
                                                                        Male
              01/01/2021
                                                     TRUE Indiana
 4 04/07/2021
                            01/31/2021 By Month NA
                                                                        Fema...
              01/01/2020
                            04/03/2021 By Total NA
 5 04/07/2021
                                                           Massachusetts Fema...
 6 04/07/2021
              01/01/2020
                            04/03/2021 By Total NA
                                                          Arizona
                                                                        Fema...
 7 04/07/2021
              02/01/2020
                            02/29/2020 By Month NA
                                                          Kansas
                                                                        All ...
8 04/07/2021 01/01/2021
                            04/03/2021 By Year NA
                                                          New Jersey
                                                                        Fema...
 9 04/07/2021 09/01/2020 09/30/2020 By Month NA
                                                           Rhode Island Fema...
10 04/07/2021 02/01/2020 02/29/2020 By Month NA
                                                          Connecticut
                                                                        Male
# i 8 more variables: `Age Group` <chr>, `COVID-19 Deaths` <dbl>,
# `Total Deaths` <dbl>, `Pneumonia Deaths` <dbl>,
# `Pneumonia and COVID-19 Deaths` <dbl>, `Influenza Deaths` <dbl>,
 `Pneumonia, Influenza, or COVID-19 Deaths` <dbl>, Footnote <chr>
```

Aside: one that happened earlier ...

```
nchs %>%
  slice sample(n = 10)
## # A tibble: 10 x 16
      `Data As Of` `Start Date` `End Date` Group
                                                   Year Month State
                                                                             Sex
      <chr>
                                           <chr>
                                                   <lgl> <lgl> <chr>
                   <chr>>
                                <chr>>
                                                                             <chr>
   1 04/07/2021
                   01/01/2020
                                04/03/2021 By Tot... NA
                                                                             Male
                                                                Minnesota
   2 04/07/2021
                   02/01/2020
                                02/29/2020 By Mon... NA
                                                               Georgia
                                                                             Male
   3 04/07/2021
                   02/01/2021
                                02/28/2021 By Mon... NA
                                                               Maine
                                                                             Male
## 4 04/07/2021
                   11/01/2020
                                11/30/2020 By Mon... NA
                                                               New Jersey
                                                                             Female
                   01/01/2020
   5 04/07/2021
                                12/31/2020 By Year NA
                                                               Rhode Island All Se...
   6 04/07/2021
                   01/01/2020 01/31/2020 By Mon... NA
                                                         TRUE
                                                               New York
                                                                             All Se...
   7 04/07/2021
                   05/01/2020 05/31/2020 By Mon... NA
                                                               District of... Male
                   04/01/2021 04/03/2021 By Mon... NA
                                                               North Carol... Female
   8 04/07/2021
## 9 04/07/2021 03/01/2021 03/31/2021 By Mon... NA
                                                               Kentucky
                                                                             Male
## 10 04/07/2021
                   04/01/2021
                                04/03/2021 By Mon... NA
                                                               New Mexico
                                                                             Female
### # ... with 8 more variables: Age Group <chr>, COVID-19 Deaths <dbl>,
      Total Deaths <dbl>, Pneumonia Deaths <dbl>,
## # Pneumonia and COVID-19 Deaths <dbl>, Influenza Deaths <dbl>,
      Pneumonia, Influenza, or COVID-19 Deaths <dbl>, Footnote <chr>
## #
```

Take a look with slice()

Let's look at the rows read_csv() complained about.

```
nchs ▷
  slice(2750:2760)
# A tibble: 11 × 16
   `Data As Of` `Start Date` `End Date` Group Year Month State
                                                                        Sex
  <chr>
               <chr>
                            <chr>
                                      <chr>
                                               <lg1> <lg1> <chr>
                                                                        <chr>
1 04/07/2021 01/01/2020 04/03/2021 By Total NA
                                                          Puerto Rico
                                                                        Fema...
 2 04/07/2021 01/01/2020 04/03/2021 By Total NA
                                                          Puerto Rico
                                                                       Fema...
 3 04/07/2021 01/01/2020
                           04/03/2021 By Total NA
                                                          Puerto Rico
                                                                       Fema...
 4 04/07/2021 01/01/2020
                            04/03/2021 By Total NA
                                                          Puerto Rico
                                                                      Fema...
 5 04/07/2021 01/01/2020
                            04/03/2021 By Total NA
                                                          Puerto Rico
                                                                      Fema...
                            12/31/2020 By Year NA
 6 04/07/2021
              01/01/2020
                                                          United States All ...
7 04/07/2021 01/01/2020
                           12/31/2020 By Year NA
                                                          United States All ...
8 04/07/2021 01/01/2020 12/31/2020 By Year NA
                                                          United States All ...
 9 04/07/2021 01/01/2020 12/31/2020 By Year NA
                                                          United States All ...
10 04/07/2021 01/01/2020 12/31/2020 By Year NA
                                                          United States All ...
11 04/07/2021 01/01/2020 12/31/2020 By Year NA
                                                          United States All ...
# i 8 more variables: `Age Group` <chr>, `COVID-19 Deaths` <dbl>,
# `Total Deaths` <dbl>, `Pneumonia Deaths` <dbl>,
 `Pneumonia and COVID-19 Deaths` <dbl>, `Influenza Deaths` <dbl>,
 `Pneumonia, Influenza, or COVID-19 Deaths` <dbl>, Footnote <chr>
```

Take a look with slice()

```
nchs ⊳
  slice(2750:2760) ▷
  select(Year, Month, State)
# A tibble: 11 × 3
  Year Month State
  <lgl> <lgl> <chr>
            Puerto Rico
1 NA
 2 NA
        NA Puerto Rico
3 NA
        NA Puerto Rico
4 NA
        NA Puerto Rico
 5 NA
        NA Puerto Rico
6 NA
            United States
7 NA
            United States
8 NA
            United States
9 NA
       NA United States
           United States
10 NA
11 NA
             United States
```

Hm, something to do with the transition to national numbers maybe?

Take a look with select() & filter()

```
nchs ⊳
  select(Year, Month, State) ▷
  filter(State = "New York")
# A tibble: 969 × 3
  Year Month State
  <lgl> <lgl> <chr>
 1 NA
             New York
 2 NA
            New York
 3 NA
            New York
 4 NA
            New York
 5 NA
            New York
 6 NA
            New York
 7 NA
            New York
 8 NA
             New York
             New York
 9 NA
10 NA
             New York
# i 959 more rows
```

Take a look with is.na()

```
nchs >
  select(Year, Month, State) >
  filter(!is.na(Year))
# A tibble: 0 × 3
```

```
# i 3 variables: Year <lgl>, Month <lgl>, State <chr>
```

It really has been read in as a completely empty column.

That doesn't seem like it can be right.

Take a look with distinct()

```
nchs >
  select(Year) >
  distinct(Year)

# A tibble: 1 × 1
  Year
  <lgl>
1 NA
```

Again, it's been read in as a completely empty column.

Take a look with read_lines()

Time to reach for a different kitchen knife.

```
read lines(here("data", "SAS on 2021-04-13.csv"), n max = 10)
 [1] "Data As Of, Start Date, End Date, Group, Year, Month, State, Sex, Age Group, COVID-19 Deaths, Total Deaths, Pneumonia
Deaths, Pneumonia and COVID-19 Deaths, Influenza Deaths, "Pneumonia, Influenza, or COVID-19 Deaths, "Footnote"
 [2] "04/07/2021,01/01/2020,04/03/2021,By Total,,,United States,All Sexes,All
Ages, 539723, 4161167, 466437, 263147, 9037, 750804, "
 [3] "04/07/2021,01/01/2020,04/03/2021,By Total,,,United States,All Sexes,Under 1 year,59,22626,246,10,21,316,"
 [4] "04/07/2021,01/01/2020,04/03/2021,By Total,,,United States,All Sexes,0-17 years,251,39620,667,46,179,1051,"
 [5] "04/07/2021,01/01/2020,04/03/2021,By Total,,,United States,All Sexes,1-4 years,31,4069,137,5,61,224,"
 [6] "04/07/2021,01/01/2020,04/03/2021,By Total,,,United States,All Sexes,5-14 years,89,6578,195,19,76,341,"
 [7] "04/07/2021,01/01/2020,04/03/2021,By Total,,,United States,All Sexes,15-24 years,804,42596,930,317,81,1493,"
 [8] "04/07/2021,01/01/2020,04/03/2021,By Total,,,United States,All Sexes,18-29
years, 1996, 75339, 2184, 884, 150, 3434, "
 [9] "04/07/2021,01/01/2020,04/03/2021,By Total,,,United States,All Sexes,25-34
years, 3543, 88196, 3493, 1617, 237, 5638, "
[10] "04/07/2021,01/01/2020,04/03/2021,By Total,,,United States,All Sexes,30-39
years, 5792, 107348, 5276, 2658, 318, 8706, "
```

We can get the whole thing this way

```
raw_file ← read_lines(here("data", "SAS_on_2021-04-13.csv"))
```

This imports the data as a long, long character vector, with each element being a line.

```
# reminder: indexing 1D vectors
letters[5:6]
```

[1] "e" "f"

Now we're just looking at lines in a file

This is not a tibble; we have to index it the basic way
raw_file[2753:2758]

- [1] "04/07/2021,01/01/2020,04/03/2021,By Total,,,Puerto Rico,Female,65-74 years,203,2650,410,151,,466,One or more data cells have counts between 1-9 and have been suppressed in accordance with NCHS confidentiality standards."
- [2] "04/07/2021,01/01/2020,04/03/2021,By Total,,,Puerto Rico,Female,75-84 years,234,4274,656,154,16,751,"
- [3] "04/07/2021,01/01/2020,04/03/2021,By Total,,,Puerto Rico,Female,85 years and over,222,6164,795,136,29,909,"
- [4] "04/07/2021,01/01/2020,12/31/2020,By Year,2020,,United States,All Sexes,All Ages,380949,3372967,349667,178222,8779,560025,"
- [5] "04/07/2021,01/01/2020,12/31/2020,By Year,2020,,United States,All Sexes,Under 1 year,48,19356,224,9,21,284,"
- [6] "04/07/2021,01/01/2020,12/31/2020,By Year,2020,,United States,All Sexes,0-17 years,189,33808,598,35,178,930,"

OK, let's go back to the colspec!

```
nchs \leftarrow with\_edition(1, read\_csv(here("data", "SAS\_on_2021-04-13.csv")))
```

```
— Column specification
cols(
  `Data As Of` = col_character(),
  `Start Date` = col_character(),
  `End Date` = col_character(),
  Group = col_character(),
  Year = col logical(),
  Month = col_logical(),
  State = col_character(),
  Sex = col_character(),
  `Age Group` = col_character(),
  `COVID-19 Deaths` = col double(),
  `Total Deaths` = col_double(),
  `Pneumonia Deaths` = col_double(),
  `Pneumonia and COVID-19 Deaths` = col_double(),
  `Influenza Deaths` = col_double(),
  `Pneumonia, Influenza, or COVID-19 Deaths` = col_double(),
  Footnote = col_character()
```

We can just copy it from the console output! It's valid code.

We use it with col_types

```
nchs ← with_edition(1, read_csv(here("data", "SAS_on_2021-04-13.csv"),
           col_types = cols(
  `Data As Of` = col_character(),
  `Start Date` = col_character(),
  `End Date` = col character(),
  Group = col_character(),
  Year = col_logical(),
  Month = col_logical(),
  State = col_character(),
  Sex = col_character(),
  `Age Group` = col_character(),
  `COVID-19 Deaths` = col_double(),
  `Total Deaths` = col_double(),
  `Pneumonia Deaths` = col_double(),
  `Pneumonia and COVID-19 Deaths` = col_double(),
  `Influenza Deaths` = col_double(),
  `Pneumonia, Influenza, or COVID-19 Deaths` = col_double(),
  Footnote = col_character()
```

But we know we need to make some adjustments.

Fixes

```
us_style ← "%m/%d/%Y"
nchs ← with_edition(1, read_csv(
 here("data", "SAS_on_2021-04-13.csv"),
 col_types = cols(
    `Data As Of` = col_date(format = us_style),
    `Start Date` = col_date(format = us_style),
    `End Date` = col_date(format = us_style),
    Group = col_character(),
    Year = col_character(),
    Month = col_character(),
   State = col_character(),
   Sex = col_character(),
    `Age Group` = col_character(),
    `COVID-19 Deaths` = col_integer(),
    `Total Deaths` = col_integer(),
    `Pneumonia Deaths` = col_integer(),
    `Pneumonia and COVID-19 Deaths` = col_integer(),
    `Influenza Deaths` = col_integer(),
    `Pneumonia, Influenza, or COVID-19 Deaths` = col_integer(),
   Footnote = col_character()
 janitor∷clean_names() ▷
 select(-footnote) ▷
 mutate(age_group = str_to_sentence(age_group)) >
 filter(!str_detect(state, "Total"))
```

Now let's look again

```
dim(nchs)
[1] 52326
            15
nchs ⊳
  select(year, month, state) ▷
  filter(!is.na(year))
# A tibble: 49,572 × 3
  year month state
  <chr> <chr> <chr>
        <NA> United States
1 2020
 2 2020 <NA> United States
 3 2020 <NA> United States
 4 2020 <NA> United States
 5 2020 <NA> United States
6 2020 <NA> United States
7 2020 <NA> United States
8 2020 <NA> United States
9 2020 <NA> United States
10 2020 <NA> United States
# i 49,562 more rows
```

Now let's look again

```
nchs ▷
distinct(year)
```

```
# A tibble: 3 x 1
  year
  <chr>
1 <NA>
2 2020
3 2021
```

Lessons learned

library(stringr) # it's back!

library(stringr) # it's back!
nchs

```
# A tibble: 52,326 × 15
   data_as_of start_date end_date group
                                             year month state sex
age_group
   <date>
              <date>
                         <date>
                                    <chr>
                                             <chr> <chr> <chr> <chr>
<chr>
1 2021-04-07 2020-01-01 2021-04-03 By Total <NA> <NA> United... All ...
All ages
2 2021-04-07 2020-01-01 2021-04-03 By Total <NA> <NA> United... All ...
Under 1 ...
3 2021-04-07 2020-01-01 2021-04-03 By Total <NA> <NA> United... All ...
0-17 yea...
4 2021-04-07 2020-01-01 2021-04-03 By Total <NA> <NA> United... All ...
1-4 years
5 2021-04-07 2020-01-01 2021-04-03 By Total <NA> <NA> United... All ...
6 2021-04-07 2020-01-01 2021-04-03 By Total <NA> <NA> United... All ...
15-24 ye...
7 2021-04-07 2020-01-01 2021-04-03 By Total <NA> <NA> United... All ...
18-29 ye...
 8 2021-04-07 2020-01-01 2021-04-03 By Total <NA> <NA> United... All ...
25-34 ye...
9 2021-04-07 2020-01-01 2021-04-03 By Total <NA> <NA> United... All ...
30-39 ye...
10 2021-04-07 2020-01-01 2021-04-03 By Total <NA> <NA> United... All ...
35-44 ye...
```

```
library(stringr) # it's back!

nchs ▷

select(!(c(data_as_of:end_date, year, month)))
```

# A tibble: 52,326 × 1 group state sex pneumonia_deaths	10 x age_group covid_19_deaths	total_deaths
<chr> <chr> <chr> <chr></chr></chr></chr></chr>	nr> <chr> <int></int></chr>	<int></int>
<int></int>		/4/44/7
1 By Total Unite All 466437	l All ages 539723	4161167
2 By Total Unite All 246	l Under 1 59	22626
3 By Total Unite… All 667	l 0-17 yea 251	39620
4 By Total Unite All	l 1-4 years 31	4069
5 By Total Unite… All 195	l 5-14 yea 89	6578
6 By Total Unite All 930	l 15-24 ye 804	42596
7 By Total Unite… All 2184	l 18-29 ye 1996	75339
8 By Total Unite… All 3493	1 25-34 ye 3543	88196
9 By Total Unite… All 5276	1 30-39 ye 5792	107348
10 By Total Unite All 8203	1 35-44 ye 9259	126848

```
# A tibble: 313,956 × 6
   group
            state
                          sex
                                    age_group
                                                 outcome
n
            <chr>
                          <chr>
                                    <chr>
                                                 <chr>
   <chr>
<int>
1 By Total United States All Sexes All ages
                                                 covid 19 deaths
5.40e5
2 By Total United States All Sexes All ages
                                                 total_deaths
4.16e6
3 By Total United States All Sexes All ages
                                                pneumonia_deaths
4.66e5
4 By Total United States All Sexes All ages
pneumonia_and_covid_19_... 2.63e5
5 By Total United States All Sexes All ages
                                                influenza deaths
9.04e3
6 By Total United States All Sexes All ages
pneumonia_influenza_or_... 7.51e5
7 By Total United States All Sexes Under 1 year covid_19_deaths
5.9 e1
8 By Total United States All Sexes Under 1 year total deaths
2.26e4
9 By Total United States All Sexes Under 1 year pneumonia_deaths
2.46e2
10 By Total United States All Sexes Under 1 year
pneumonia_and_covid_19_... 1 e1
```

```
# A tibble: 313,956 × 6
   group
            state
                          sex
                                    age_group
                                                 outcome
n
            <chr>
                          <chr>
   <chr>
                                    <chr>
                                                 <chr>
<int>
1 By Total United States All Sexes All ages
                                                 COVID-19 deaths
5.40e5
2 By Total United States All Sexes All ages
                                                 Total deaths
4.16e6
 3 By Total United States All Sexes All ages
                                                 Pneumonia deaths
4.66e5
4 By Total United States All Sexes All ages
                                                 Pneumonia and COVID-19
... 2.63e5
5 By Total United States All Sexes All ages
                                                 Influenza deaths
9.04e3
 6 By Total United States All Sexes All ages
                                                 Pneumonia influenza or
... 7.51e5
7 By Total United States All Sexes Under 1 year COVID-19 deaths
5.9 e1
8 By Total United States All Sexes Under 1 year Total deaths
2.26e4
9 By Total United States All Sexes Under 1 year Pneumonia deaths
2.46e2
10 By Total United States All Sexes Under 1 year Pneumonia and COVID-19
... 1 e1
```

Put this in an object called nchs_fmt

... we could make a table or graph

```
nchs_fmt ▷
  select(state, age_group, outcome, n)
```

```
# A tibble: 313,956 × 4
  state
                age_group
                             outcome
                                                                        n
             <chr>
  <chr>
                             <chr>
                                                                     <int>
 1 United States All ages
                             COVID-19 deaths
                                                                    539723
 2 United States All ages
                            Total deaths
                                                                   4161167
 3 United States All ages
                            Pneumonia deaths
                                                                    466437
 4 United States All ages Pneumonia and COVID-19 deaths
                                                                    263147
 5 United States All ages Influenza deaths
                                                                     9037
 6 United States All ages Pneumonia influenza or COVID-19 deaths 750804
 7 United States Under 1 year COVID-19 deaths
                                                                       59
 8 United States Under 1 year Total deaths
                                                                     22626
 9 United States Under 1 year Pneumonia deaths
                                                                       246
10 United States Under 1 year Pneumonia and COVID-19 deaths
                                                                       10
# i 313,946 more rows
```

Cleaned up (but not tidy)

```
nchs_fmt ▷
distinct(group)

# A tibble: 3 × 1
group
<chr>
1 By Total
2 By Year
3 By Month
```

Cleaned up (but not tidy)

16 75-84 years

```
nchs_fmt >
    distinct(group)

# A tibble: 3 × 1
    group
    <chr>
1 By Total
2 By Year
3 By Month
```

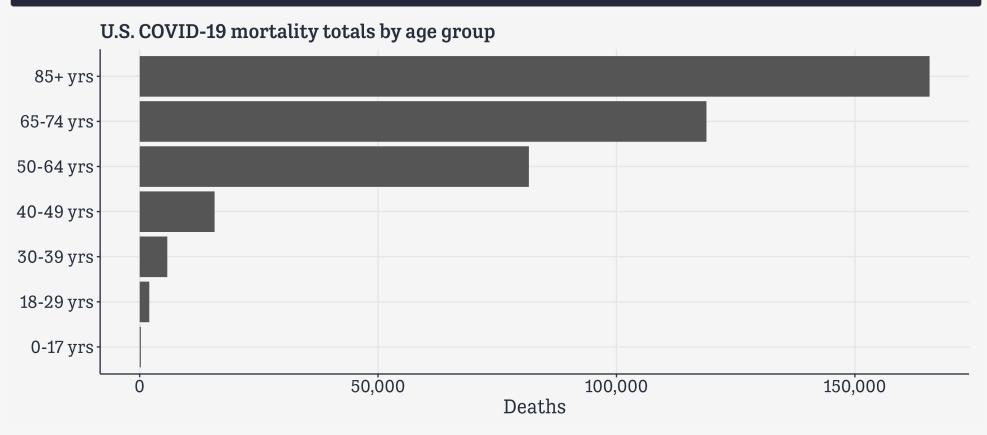
```
nchs_fmt ▷
  distinct(age_group)
# A tibble: 17 × 1
   age_group
   <chr>
 1 All ages
 2 Under 1 year
 3 0-17 years
 4 1-4 years
 5 5-14 years
 6 15-24 years
7 18-29 years
8 25-34 years
 9 30-39 years
10 35-44 years
11 40-49 years
12 45-54 years
13 50-64 years
14 55-64 years
15 65-74 years
```

Make our plot

```
p_out ← nchs_fmt ▷
  filter(group %in% "By Total",
         sex %in% "All Sexes",
         state %in% "United States",
         age_group %in% c("0-17 years",
                          "18-29 years",
                          "30-39 years",
                          "40-49 years",
                          "50-64 years",
                          "65-74 years",
                          "85 years and over"),
         outcome %in% "COVID-19 deaths") ▷
  mutate(age_group = str_replace(age_group, "years", "yrs"),
         age_group = str_replace(age_group, " and over", ""),
         age_group = str_replace(age_group, "85", "85+")) >
  ggplot(mapping = aes(x = n, y = age\_group)) +
  geom_col() + scale_x_continuous(labels = scales::comma) +
  labs(x = "Deaths", y = NULL, title = "U.S. COVID-19 mortality totals by age group")
```

Result

p_out



Every dataset is different

Dropping missings

Dropping missing values

Dropping missing values

```
# 2 Convenience function
df >
    drop_na()

# A tibble: 1 × 3
    a    b    c
    <dbl> <dbl> <dbl> 1
    2
    2
    2
```

Drops all rows with any missing cases.

Dropping missing values

What if we only want to drop all rows with *all* missing cases?

```
filter(!if_all(everything(), \(x) is.na(x)))
# A tibble: 2 × 3
 <dbl> <dbl> <dbl>
df ⊳
  janitor::remove_empty("rows")
# A tibble: 2 × 3
     a b c
 <dbl> <dbl> <dbl>
```

Example: cleaning a table

With that in mind ... Some marketing data

SEGMENT	DESCRIPTION	R	F	М
Champions	Bought recently, buy often and spend the most	4- 5	4- 5	4- 5
Loyal Customers	Spend good money. Responsive to promotions	2- 5	3- 5	3- 5
Potential Loyalist	Recent customers, spent good amount, bought more than once	3- 5	1- 3	1- 3
New Customers	Bought more recently, but not often	4- 5	<= 1	<= 1
Promising	Recent shoppers, but haven't spent much	3- 4	<= 1	<= 1
Need Attention	Above average recency, frequency & monetary values	2- 3	2- 3	2- 3
About To Sleep	Below average recency, frequency & monetary values	2- 3	<= 2	<= 2
At Risk	Spent big money, purchased often but long time ago	<= 2	2- 5	2- 5
Can't Lose Them	Made big purchases and often, but long time ago	<= 1	4- 5	4- 5
Hibernating	Low spenders, low frequency, purchased long time ago	1- 2	1- 2	1- 2
Lost	Lowest recency, frequency & monetary scores	<= 2	<= 2	<= 2

read_csv(here("data", "rfm_table.csv"))

```
# A tibble: 23 × 5
                                                                       Μ
  SEGMENT
                     DESCRIPTION
  <chr>
                     <chr>
                                                            <chr> <chr> <chr>
1 <NA>
                     <NA>
2 Champions
                    Bought recently, buy often and spend th... 4-5 4-5 4-5
3 <NA>
4 Loyal Customers
                    Spend good money. Responsive to promoti... 2- 5 3- 5 3- 5
5 <NA>
6 Potential Loyalist Recent customers, spent good amount, bo... 3- 5 1- 3 1- 3
7 <NA>
                    Bought more recently, but not often
8 New Customers
                                                            4-5 ≤ 1 ≤ 1
9 <NA>
                     <NA>
                                                            <NA> <NA> <NA>
                    Recent shoppers, but haven't spent much 3-4 \le 1 \le 1
10 Promising
# i 13 more rows
```

```
read_csv(here("data", "rfm_table.csv")) ▷
  janitor::clean_names()
```

```
# A tibble: 23 × 5
                     description
  segment
                     <chr>
   <chr>
                                                            <chr> <chr> <chr>
1 <NA>
                     <NA>
2 Champions
                     Bought recently, buy often and spend th... 4-5 4-5 4-5
3 <NA>
4 Loyal Customers
                    Spend good money. Responsive to promoti... 2- 5 3- 5 3- 5
5 <NA>
6 Potential Loyalist Recent customers, spent good amount, bo... 3- 5 1- 3 1- 3
7 <NA>
                     Bought more recently, but not often
8 New Customers
                                                            4-5 ≤ 1 ≤ 1
9 <NA>
                     <NA>
                                                            <NA> <NA> <NA>
                     Recent shoppers, but haven't spent much 3-4 \le 1 \le 1
10 Promising
# i 13 more rows
```

```
read_csv(here("data", "rfm_table.csv")) ▷
  janitor::clean_names() ▷
  janitor::remove_empty("rows")
```

```
# A tibble: 11 × 5
   segment
                     description
                     <chr>
   <chr>
                                                              <chr> <chr> <chr>
1 Champions
                     Bought recently, buy often and spend th... 4-5 4-5 4-5
                     Spend good money. Responsive to promoti... 2- 5 3- 5 3- 5
2 Loyal Customers
3 Potential Loyalist Recent customers, spent good amount, bo... 3- 5 1- 3 1- 3
                     Bought more recently, but not often
4 New Customers
                     Recent shoppers, but haven't spent much 3-4 \le 1 \le 1
5 Promising
                     Above average recency, frequency & mone... 2- 3 2- 3 2- 3
6 Need Attention
                     Below average recency, frequency & mone... 2- 3 ≤ 2 ≤ 2
7 About To Sleep
                     Spent big money, purchased often but lo... ≤ 2 2-5 2-5
8 At Risk
                     Made big purchases and often, but long ... \leq 1 4-5 4-5
9 Can't Lose Them
                     Low spenders, low frequency, purchased ... 1- 2 1- 2 1- 2
10 Hibernating
                     Lowest recency, frequency & monetary sc... \leq 2 \leq 2 \leq 2
11 Lost
```

```
# A tibble: 33 × 4
   segment
                     description
                                                                   name value
                     <chr>
   <chr>
                                                                   <chr> <chr>
1 Champions
                     Bought recently, buy often and spend the most r
                                                                         4- 5
                     Bought recently, buy often and spend the most f
2 Champions
                                                                         4- 5
3 Champions
                     Bought recently, buy often and spend the most m
                                                                         4- 5
                     Spend good money. Responsive to promotions
4 Loyal Customers
                                                                         2- 5
                     Spend good money. Responsive to promotions
                                                                         3- 5
5 Loyal Customers
6 Loyal Customers
                     Spend good money. Responsive to promotions
                                                                         3- 5
7 Potential Loyalist Recent customers, spent good amount, bought m... r
                                                                         3- 5
8 Potential Loyalist Recent customers, spent good amount, bought m... f
                                                                         1- 3
9 Potential Loyalist Recent customers, spent good amount, bought m... m
                                                                         1- 3
                     Bought more recently, but not often
                                                                         4- 5
10 New Customers
# i 23 more rows
```

```
# A tibble: 33 × 6
                                                       name value
   segment
                     description
                                                                   lo hi
                     <chr>
                                                       <chr> <chr> <int> <int>
   <chr>
1 Champions
                     Bought recently, buy often and sp... r
2 Champions
                     Bought recently, buy often and sp... f
3 Champions
                     Bought recently, buy often and sp... m
                    Spend good money. Responsive to p... r
                                                             2- 5
4 Loyal Customers
                    Spend good money. Responsive to p... f
5 Loyal Customers
6 Loyal Customers Spend good money. Responsive to p... m
                                                            3- 5
7 Potential Loyalist Recent customers, spent good amou... r
                                                             3- 5
8 Potential Loyalist Recent customers, spent good amou... f
                                                             1-3 1
9 Potential Loyalist Recent customers, spent good amou... m
                                                             1- 3
                     Bought more recently, but not oft... r
                                                             4- 5
10 New Customers
# i 23 more rows
```

```
# A tibble: 33 × 5
   segment
                     description
                                                                       10
                                                                           hi
                      <chr>
                                                              <chr> <int> <int>
   <chr>
1 Champions
                     Bought recently, buy often and spend th... r
                     Bought recently, buy often and spend th... f
2 Champions
                     Bought recently, buy often and spend th... m
3 Champions
                     Spend good money. Responsive to promoti... r
4 Loyal Customers
5 Loyal Customers Spend good money. Responsive to promoti... f
6 Loyal Customers Spend good money. Responsive to promoti... m
                                                                            5
7 Potential Loyalist Recent customers, spent good amount, bo... r
8 Potential Loyalist Recent customers, spent good amount, bo... f
9 Potential Loyalist Recent customers, spent good amount, bo... m
                     Bought more recently, but not often
10 New Customers
# i 23 more rows
```

# A tibble: 11 × 8							
segment	description	lo_r	lo_f	lo_m	hi_r	hi_f	hi_m
<chr></chr>	<chr></chr>	<int></int>	<int></int>	<int></int>	<int></int>	<int></int>	<int></int>
1 Champions	Bought recently, buy	4	4	4	5	5	5
2 Loyal Customers	Spend good money. Res	2	3	3	5	5	5
3 Potential Loyalist	Recent customers, spe	3	1	1	5	3	3
4 New Customers	Bought more recently,	4	NA	NA	5	1	1
5 Promising	Recent shoppers, but	3	NA	NA	4	1	1
6 Need Attention	Above average recency	2	2	2	3	3	3
7 About To Sleep	Below average recency	2	NA	NA	3	2	2
8 At Risk	Spent big money, purc	NA	2	2	2	5	5
9 Can't Lose Them	Made big purchases an	NA	4	4	1	5	5
10 Hibernating	Low spenders, low fre	1	1	1	2	2	2
11 Lost	Lowest recency, frequ	NA	NA	NA	2	2	2

# A tibble: 11 × 8							
segment	description	lo_r	lo_f	lo_m	hi_r	hi_f	hi_m
<chr></chr>	<chr></chr>	<int></int>	<int></int>	<int></int>	<int></int>	<int></int>	<int></int>
1 Champions	Bought recently, buy	4	4	4	5	5	5
2 Loyal Customers	Spend good money. Res	2	3	3	5	5	5
3 Potential Loyalist	Recent customers, spe	3	1	1	5	3	3
4 New Customers	Bought more recently,	4	0	0	5	1	1
5 Promising	Recent shoppers, but	3	0	0	4	1	1
6 Need Attention	Above average recency	2	2	2	3	3	3
7 About To Sleep	Below average recency	2	0	0	3	2	2
8 At Risk	Spent big money, purc	0	2	2	2	5	5
9 Can't Lose Them	Made big purchases an	0	4	4	1	5	5
10 Hibernating	Low spenders, low fre	1	1	1	2	2	2
11 Lost	Lowest recency, frequ	0	0	0	2	2	2

Cleaning a table

```
read_csv(here("data", "rfm_table.csv")) >
 janitor::clean_names() ▷
 janitor::remove_empty("rows") ▷
 pivot_longer(cols = r:m) >
 separate(col = value, into = c("lo", "hi"),
          remove = FALSE, convert = TRUE,
         fill = "left") ▷
 select(-value) ▷
 pivot wider(names from = name,
            values from = lo:hi) ▷
 mutate(across(where(is.integer), replace_na, 0)) >
 select(segment,
        lo_r, hi_r,
        lo_f, hi_f,
        lo_m, hi_m,
        description)
```

```
# A tibble: 11 × 8
                       lo_r hi_r lo_f hi_f lo_m hi_m description
   segment
                      <int> <int> <int> <int> <int> <int> <int> <int> 
   <chr>
1 Champions
                                                         5 Bought recently, buy ...
                                                         5 Spend good money. Res...
2 Loyal Customers
3 Potential Loyalist
                                                         3 Recent customers, spe...
                                                         1 Bought more recently,...
4 New Customers
                                                         1 Recent shoppers, but ...
5 Promising
                                                         3 Above average recency...
6 Need Attention
                                                         2 Below average recency...
7 About To Sleep
                                                         5 Spent big money, purc...
8 At Risk
9 Can't Lose Them
                                                         5 Made big purchases an...
10 Hibernating
                                                         2 Low spenders, low fre...
                                                         2 Lowest recency, frequ...
11 Lost
```

rfm_table

```
# A tibble: 11 × 8
                       lo_r hi_r lo_f hi_f lo_m hi_m description
   segment
   <chr>
                       <int> <int> <int> <int> <int> <int> <int> <int> <int> <
 1 Champions
                                                           5 Bought recently, buy ...
 2 Loyal Customers
                                                           5 Spend good money. Res...
 3 Potential Loyalist
                                                           3 Recent customers, spe...
 4 New Customers
                                                           1 Bought more recently,...
 5 Promising
                                                           1 Recent shoppers, but ...
 6 Need Attention
                                                           3 Above average recency...
 7 About To Sleep
                                                           2 Below average recency...
8 At Risk
                                                           5 Spent big money, purc...
                                                           5 Made big purchases an...
9 Can't Lose Them
10 Hibernating
                                                           2 Low spenders, low fre...
                                                           2 Lowest recency, frequ...
11 Lost
                                                    0
```

This does what we expect:

```
rfm_table ▷
    mutate(sum_lo = lo_r + lo_f + lo_m,
                sum_hi = hi_r + hi_f + hi_m) >
    select(segment, sum_lo, sum_hi, everything())
# A tibble: 11 × 10
                                sum_lo sum_hi lo_r hi_r lo_f hi_f lo_m hi_m description
     segment
                              <chr>
 1 Champions
                                                                                                                  5 Bought rec...
                                                                                                                  5 Spend good...
 2 Loyal Customers

      5
      11
      3
      5
      1
      3
      1

      4
      7
      4
      5
      0
      1
      0

      3
      6
      3
      4
      0
      1
      0

      6
      9
      2
      3
      2
      3
      2

      2
      7
      2
      3
      0
      2
      0

      4
      12
      0
      2
      2
      5
      2

      8
      11
      0
      1
      4
      5
      4

      3
      6
      1
      2
      1
      2
      1

 3 Potential Loya...
                                                                                                                  3 Recent cus...
 4 New Customers
                                                                                                                  1 Bought mor...
 5 Promising
                                                                                                                1 Recent sho...
 6 Need Attention
                                                                                                               3 Above aver...
                                                                                                               2 Below aver...
 7 About To Sleep
 8 At Risk
                                                                                                                  5 Spent big ...
 9 Can't Lose Them
                                                                                                                  5 Made big p...
10 Hibernating
                                                                                                                  2 Low spende...
11 Lost
                                                                                                                  2 Lowest rec...
```

But this does not:

```
rfm_table ▷
  mutate(sum_lo = sum(lo_r, lo_f, lo_m),
          sum_hi = sum(hi_r, hi_f, hi_m)) >
  select(segment, sum_lo, sum_hi, everything())
# A tibble: 11 × 10
                   sum_lo sum_hi lo_r hi_r lo_f hi_f lo_m hi_m description
   segment
   <chr>
                  1 Champions
                             105
                                                                      5 Bought rec...
                                                                      5 Spend good...
 2 Loyal Customers
                           105
                        55 105
 3 Potential Loya...
                                                                     3 Recent cus...
4 New Customers
                        55 105
                                                                      1 Bought mor...
                        55 105
                                                                     1 Recent sho...
 5 Promising
 6 Need Attention
                        55 105
                                                                     3 Above aver...
                                                               0 2 Below aver...
                        55 105
7 About To Sleep

    55
    105
    0
    2
    2
    5
    2

    55
    105
    0
    1
    4
    5
    4

    55
    105
    1
    2
    1
    2
    1

8 At Risk
                                                                      5 Spent big ...
9 Can't Lose Them
                                                                      5 Made big p...
10 Hibernating
                                                                      2 Low spende...
11 Lost
                              105
                                                                      2 Lowest rec...
```

Sum is taking all the columns, adding them up (into a single number), and putting that result in each row.

Similarly, this will not give the answer we probably expect:

```
rfm_table ▷
  mutate(mean_lo = mean(c(lo_r, lo_f, lo_m)),
          mean_hi = mean(c(hi_r, hi_f, hi_m))) >
  select(segment, mean_lo, mean_hi, everything())
# A tibble: 11 × 10
                 mean_lo mean_hi lo_r hi_r lo_f hi_f lo_m hi_m description
   segment
                           <dbl> <int> <int> <int> <int> <int> <int> <int> <int> <int> 
   <chr>
                   <dbl>
 1 Champions
                    1.67
                            3.18
                                                                      5 Bought rec...
                             3.18
                                                                      5 Spend good...
 2 Loyal Custom...
                    1.67
 3 Potential Lo...
                             3.18
                    1.67
                                                                      3 Recent cus...
 4 New Customers
                    1.67
                             3.18
                                                                      1 Bought mor...
 5 Promising
                             3.18
                                                                      1 Recent sho...
                    1.67
 6 Need Attenti...
                    1.67
                             3.18
                                                                      3 Above aver...
                                                                      2 Below aver...
7 About To Sle...
                    1.67
                             3.18
8 At Risk
                    1.67
                             3.18
                                                                      5 Spent big ...
9 Can't Lose T...
                    1.67
                             3.18
                                                                      5 Made big p...
10 Hibernating
                    1.67
                             3.18
                                                                      2 Low spende...
11 Lost
                    1.67
                             3.18
                                                                      2 Lowest rec...
```

But this will:

```
rfm_table ▷
  rowwise() ▷
  mutate(mean_lo = mean(c(lo_r, lo_f, lo_m)),
          mean_hi = mean(c(hi_r, hi_f, hi_m))) >
  select(segment, mean_lo, mean_hi, everything())
# A tibble: 11 × 10
# Rowwise:
                 mean_lo mean_hi lo_r hi_r lo_f hi_f lo_m hi_m description
   segment
   <chr>
                    <dhl>
                            <dbl> <int> 
 1 Champions
                                                                       5 Bought rec...
 2 Loyal Custom...
                    2.67
                                                                       5 Spend good...
 3 Potential Lo...
                    1.67
                             3.67
                                                                       3 Recent cus...
 4 New Customers
                    1.33
                             2.33
                                                                       1 Bought mor...
                                                                       1 Recent sho...
 5 Promising
                             2
 6 Need Attenti...
                                                                       3 Above aver...
 7 About To Sle... 0.667
                             2.33
                                                                      2 Below aver...
 8 At Risk
                    1.33
                                                                       5 Spent big ...
 9 Can't Lose T... 2.67
                             3.67
                                                                       5 Made big p...
10 Hibernating
                                                                       2 Low spende...
11 Lost
                                                                       2 Lowest rec...
```

Rowwise isn't very efficient

You may want group_by() instead

```
rfm_table ▷
  group_by(segment) ▷
  mutate(mean_lo = mean(c(lo_r, lo_f, lo_m)),
         mean_hi = mean(c(hi_r, hi_f, hi_m))) >
  select(segment, mean_lo, mean_hi, everything())
# A tibble: 11 × 10
# Groups: segment [11]
                 mean_lo mean_hi lo_r hi_r lo_f hi_f lo_m hi_m description
   segment
   <chr>
                           <dbl> <int> <int> <int> <int> <int> <int> <int> <int> <int> 
 1 Champions
                                                                    5 Bought rec...
 2 Loyal Custom...
                   2.67
                                                                    5 Spend good...
 3 Potential Lo...
                   1.67
                          3.67
                                                                    3 Recent cus...
                            2.33
 4 New Customers 1.33
                                                                    1 Bought mor...
 5 Promising
                                                                    1 Recent sho...
 6 Need Attenti... 2
                                                                   3 Above aver...
                                                              0 2 Below aver...
7 About To Sle... 0.667
                            2.33
8 At Risk
                  1.33
                                                                    5 Spent big ...
9 Can't Lose T... 2.67
                            3.67
                                                                    5 Made big p...
10 Hibernating
                                                                    2 Low spende...
                            2
11 Lost
                                                                    2 Lowest rec...
```

You may want group_by() instead

```
rfm_table ▷
  group_by(segment) ▷
  mutate(sum_lo = sum(lo_r, lo_f, lo_m),
          sum_hi = sum(hi_r, hi_f, hi_m)) >
  select(segment, sum_lo, sum_hi, everything())
# A tibble: 11 × 10
# Groups: segment [11]
                   sum_lo sum_hi lo_r hi_r lo_f hi_f lo_m hi_m description
   segment
   <chr>
          <int> 
 1 Champions
                                                                      5 Bought rec...
 2 Loyal Customers
                                                                      5 Spend good...
 3 Potential Loya...
                                                                      3 Recent cus...
 4 New Customers
                                                                     1 Bought mor...
 5 Promising
                                                                     1 Recent sho...
 6 Need Attention
                                                                    3 Above aver...
                        2 7 2 3 0 2 0 2 Below aver...
4 12 0 2 2 5 2 5 Spent big ...
8 11 0 1 4 5 4 5 Made big p...
7 About To Sleep
8 At Risk
9 Can't Lose Them
10 Hibernating
                                                                      2 Low spende...
11 Lost
                                                                      2 Lowest rec...
```

Foreign formats

What about Stata?

Using haven

Haven is the Tidyverse's package for reading and managing files from Stata, SPSS, and SAS. You should prefer it to the older Base R package foreign, which has similar functionality.

We're going to import a General Social Survey dataset that's in Stata's .dta format.

```
library(haven)

# This will take a moment
gss_panel ← read_stata(here("data", "gss_panel_long.dta"))
```

The data:

```
gss_panel
# A tibble: 14,610 × 2,757
         firstyear firstid
                                                                                                                                    vstrat adults ballot dateintv famgen
                                                                            vear
                                                                                                id vpsu
                      <dbl> <dbl+ <dbl+ <dbl+ <dbl+ <dbl+ <dbl+ <dbl+ > <dbl
                         2006 9
                                                                              2006
                                                                                                                                       1957
                                                                                                                                                                           1 3 [BAL... 709
                                                                                                                                                                                                                                            1 [1 G...
                                                                                                           9
                                                                                                                             2
                          2006 9
                                                                              2008
                                                                                                3001
                                                                                                                          NA
                                                                                                                                             NA
                                                                                                                                                                           2 3 [BAL... 503
                                                                                                                                                                                                                                            1 [1 G...
                          2006 9
                                                                                              6001 NA(i)
                                                                              2010
                                                                                                                                             NA
                                                                                                                                                                           2 3 [BAL... 508
                                                                                                                                                                                                                                            1 [1 G...
                         2006 10
                                                                              2010 6002 NA(i)
                                                                                                                                                                           1 1 [BAL... 408
                                                                                                                                                                                                                                            1 [1 G...
                                                                                                                                              NA
                                                                                                                                                                           2 1 [BAL... 630
                         2006 10
                                                                              2006
                                                                                                     10
                                                                                                                                      1957
                                                                                                                                                                                                                                            2 [2 G...
                         2006 10
                                                                              2008
                                                                                                3002
                                                                                                                                             NA
                                                                                                                                                                           2 1 [BAL... 426
                                                                                                                                                                                                                                            2 [2 G...
                                                                                                                          NA
                         2006 11
                                                                              2008
                                                                                                3003
                                                                                                                          NA
                                                                                                                                             NA
                                                                                                                                                                           2 3 [BAL... 718
                                                                                                                                                                                                                                            4 [2 G...
                         2006 11
                                                                              2010
                                                                                                6003 NA(i)
                                                                                                                                                              NA(n) 3 [BAL... 518
                                                                                                                                                                                                                                            2 [2 G...
   9
                         2006 11
                                                                              2006
                                                                                                      11
                                                                                                                                       1957
                                                                                                                                                                           2 3 [BAL... 630
                                                                                                                                                                                                                                            4 [2 G...
                          2006 12
10
                                                                              2010 6004 NA(i)
                                                                                                                                                                           4 1 [BAL... 324
                                                                                                                                                                                                                                            2 [2 G...
# i 14,600 more rows
# i 2,747 more variables: form <dbl+lbl>, formwt <dbl>, gender1 <dbl+lbl>,
            hompop <dbl+lbl>, intage <dbl+lbl>, intid <dbl+lbl>, intyrs <dbl+lbl>,
            mode <dbl+lbl>, oversamp <dbl>, phase <dbl+lbl>, race <dbl+lbl>,
```

reg16 <dbl+lbl>, region <dbl+lbl>, relate1 <dbl+lbl>, relhh1 <dbl+lbl>,

relhhd1 <dbl+lbl>, respnum <dbl+lbl>, rvisitor <dbl+lbl>,

You can see the labeling system at work:

```
gss_panel ⊳
  select(degree) ▷
  group_by(degree) ▷
  tally()
# A tibble: 6 × 2
 degree
                           n
 <dbl+lbl>
                       <int>
     0 [LT HIGH SCHOOL] 1850
2 1 [HIGH SCHOOL]
                        7274
    2 [JUNIOR COLLEGE] 1161
    3 [bachelor]
                        2767
     4 [graduate]
                        1556
6 NA(d)
```

Values get pivoted, not labels, though.

```
gss_panel ▷
  select(sex, degree) ▷
  group_by(sex, degree) ▷
  tally() ▷
  pivot_wider(names_from = sex, values_from = n)
# A tibble: 6 × 3
                      `1` `2`
 degree
 <dbl+lbl>
                     <int> <int>
     0 [LT HIGH SCHOOL] 814 1036
2 1 [HIGH SCHOOL]
                      3131 4143
  2 [JUNIOR COLLEGE] 440 721
    3 [bachelor]
                      1293 1474
     4 [graduate] 696 860
6 NA(d)
                        NA
```

Option 1: Just drop all the labels.

```
gss_panel ▷
  zap_missing() >
  zap labels()
# A tibble: 14,610 × 2,757
                            id vpsu vstrat adults ballot dateintv famgen
   firstyear firstid year
             <dbl> <dbl> <dbl> <dbl> <dbl> <dbl> <dbl> <dbl>
      <dbl>
                                                             <dbl> <dbl>
       2006
                  9 2006
                                       1957
                                                               709
       2006
                  9 2008 3001
                                                               503
                                         NA
                  9 2010
       2006
                           6001
                                         NA
                                                               508
       2006
                 10 2010 6002
                                                               408
                                         NA
       2006
                 10 2006
                           10
                                        1957
                                                               630
       2006
                 10 2008 3002
                                                               426
                 11 2008
       2006
                           3003
                                         NA
                                                               718
                 11 2010 6003
       2006
                                         NA
                                                 NA
                                                               518
       2006
                 11 2006
                                        1957
                            11
                                                               630
       2006
                 12 2010 6004
                                                                        2
10
                                   NA
                                         NA
                                                               324
# i 14,600 more rows
# i 2,747 more variables: form <dbl>, formwt <dbl>, gender1 <dbl>,
   hompop <dbl>, intage <dbl>, intid <dbl>, intyrs <dbl>, mode <dbl>,
   oversamp <dbl>, phase <dbl>, race <dbl>, reg16 <dbl>, region <dbl>,
   relate1 <dbl>, relhh1 <dbl>, relhhd1 <dbl>, respnum <dbl>, rvisitor <dbl>,
   sampcode <dbl>, sample <dbl>, sex <dbl>, size <dbl>, spaneng <dbl>,
```

Option 2: Convert the labels

Let's focus on a few measures of interest, and do some recoding.

Cut down the dataset

```
gss_sub ← gss_panel ▷
  select(all_of(my_gss_vars))
gss_sub
# A tibble: 14,610 × 19
    year
            id ballot
                                       tvhours
                                                                     degree relig
                              age
                                                             sex
                                                    race
   <dbl> <dbl> <dbl+lbl>
                              <dbl+lb> <dbl+lbl>
                                                    <dbl+1> <dbl+1> <dbl+1> <dbl+1>
    2006
             9 3 [BALLOT C] 23
                                       NA(a) [iap] 2 [bla... 2 [fem... 3 [bac... 4 [non...
    2008
          3001 3 [BALLOT C] 25
                                                    3 [oth... 2 [fem... 3 [bac... 4 [non...
                                       NA(i)
    2010
          6001 3 [BALLOT C] 27
                                       NA(i)
                                                    2 [bla... 2 [fem... 3 [bac... 4 [non...
    2010
          6002 1 [BALLOT A] 36
                                                    1 [whi... 2 [fem... 4 [gra... 4 [non...
    2006
                                                    3 [oth... 2 [fem... 4 [gra... 4 [non...
            10 1 [BALLOT A] 32
    2008
         3002 1 [BALLOT A] 34
                                                    3 [oth... 2 [fem... 4 [gra... 4 [non...
          3003 3 [BALLOT C] 83
                                                    2 [bla... 2 [fem... 0 [LT ... 1 [pro...
    2008
                                       NA(i)
    2010
         6003 3 [BALLOT C] 85
                                       NA(i)
                                                    2 [bla... 2 [fem... 0 [LT ... 1 [pro...
            11 3 [BALLOT C] 81
                                       NA(a) [iap] 2 [bla... 2 [fem... 0 [LT ... 1 [pro...
    2006
    2010 6004 1 [BALLOT A] 51
                                          10
                                                    3 [oth... 1 [mal... 1 [HIG... 2 [cat...
# i 14,600 more rows
# i 10 more variables: income <dbl+lbl>, polviews <dbl+lbl>, fefam <dbl+lbl>,
  vpsu <dbl+lbl>, vstrat <dbl+lbl>, oversamp <dbl>, formwt <dbl>,
# wtssall <dbl+lbl>, sampcode <dbl+lbl>, sample <dbl+lbl>
```

The GSS Panel: Recoding

```
gss_sub ▷
  mutate(across(everything(), zap_missing)) >
  mutate(across(all_of(wt_vars), as.numeric)) >
  mutate(across(all_of(int_vars), as.integer)) >
  mutate(across(all_of(cat_vars), as_factor)) >
  mutate(across(all_of(cat_vars), fct_relabel, tolower)) >
  mutate(across(all_of(cat_vars), fct_relabel, tools::toTitleCase)) ▷
  mutate(income = str_replace(income, " - ", "-"))
# A tibble: 14,610 × 19
           id ballot
                       age tvhours race sex
                                                degree
                                                         relig income polviews
    vear
   <int> <int> <int> <int>
                             <int> <fct> <fct> <fct>
                                                         <fct> <chr> <fct>
   2006
                                NA Black Female Bachelor None $2500... Conserv...
   2008
         3001
                                NA Other Female Bachelor None $2500... Extreme...
   2010
         6001
                                NA Black Female Bachelor None
                                                                $2500... Extreme...
   2010 6002
                        36
                                 3 White Female Graduate None
                                                                $2500... Liberal
                                                                       Slightl...
   2006
           10
                                 3 Other Female Graduate None <NA>
   2008
         3002
                                 3 Other Female Graduate None $2500... Moderate
         3003
                                NA Black Female Lt High ... Prot... $2000... Liberal
   2008
                                NA Black Female Lt High ... Prot... <NA> Moderate
8 2010
         6003
   2006
                                NA Black Female Lt High ... Prot... <NA> Moderate
          11
   2010 6004
                                10 Other Male High Sch... Cath... Lt $1... Liberal
# i 14,600 more rows
# i 8 more variables: fefam <fct>, vpsu <dbl>, vstrat <dbl>, oversamp <dbl>,
# formwt <dbl>, wtssall <dbl>, sampcode <dbl>, sample <dbl>
```

Age quintiles: find the cutpoints

Age quintiles: create the quintile variable

We'll need to clean up those labels.

I told you that regexp stuff would pay off.

```
convert_agegrp ← function(x){
    x ← stringr::str_remove(x, "\\(") # Remove open paren
    x ← stringr::str_remove(x, "\\(") # Remove open bracket
    x ← stringr::str_remove(x, "\\"]") # Remove close bracket
    x ← stringr::str_replace(x, ",", "-") # Replace comma with dash
    x ← stringr::str_replace(x, "-89", "+") # Replace -89 with +
    regex ← "^(.*$)" # Matches everything in string to end of line
    x ← stringr::str_replace(x, regex, "Age \\1") # Preface string with "Age"
    x
}
```

gss_sub

```
# A tibble: 14,610 × 19
          id ballot age tyhours race sex degree relig income polviews
                            <int> <fct> <fct> <fct>
                                                         <fct> <fct> <fct>
   <int> <int> <int> <int>
                               NA Black Female Bachelor None $2500... Conserv...
 1 2006
 2 2008 3001
                               NA Other Female Bachelor None $2500... Extreme...
                               NA Black Female Bachelor None $2500... Extreme...
 3 2010 6001
                            3 White Female Graduate None $2500... Liberal
 4 2010 6002
                            3 Other Female Graduate None <NA> Slightl...
 5 2006
 6 2008 3002
                            3 Other Female Graduate None $2500... Moderate
                               NA Black Female Lt High ... Prot... $2000... Liberal
 7 2008 3003
                               NA Black Female Lt High ... Prot... <NA>
 8 2010 6003
                               NA Black Female Lt High ... Prot... <NA> Moderate
 9 2006
                               10 Other Male High Sch... Cath... Lt $1... Liberal
10 2010 6004
# i 14,600 more rows
# i 8 more variables: fefam <fct>, vpsu <dbl>, vstrat <dbl>, oversamp <dbl>,
  formwt <dbl>, wtssall <dbl>, sampcode <dbl>, sample <dbl>
```

```
# A tibble: 14,610 × 20
           id ballot age tyhours race sex degree relig income polviews
                            <int> <fct> <fct> <fct>
                                                         <fct> <fct> <fct>
   <int> <int> <int> <int>
                               NA Black Female Bachelor None $2500... Conserv...
1 2006
                               NA Other Female Bachelor None $2500... Extreme...
 2 2008 3001
3 2010 6001
                               NA Black Female Bachelor None $2500... Extreme...
                            3 White Female Graduate None $2500... Liberal
 4 2010 6002
 5 2006
                            3 Other Female Graduate None <NA>
                                                                     Slightl...
 6 2008 3002
                            3 Other Female Graduate None $2500... Moderate
                               NA Black Female Lt High ... Prot... $2000... Liberal
7 2008 3003
8 2010 6003
                               NA Black Female Lt High ... Prot... <NA>
                               NA Black Female Lt High ... Prot... <NA> Moderate
9 2006
                               10 Other Male High Sch... Cath... Lt $1... Liberal
10 2010 6004
# i 14,600 more rows
# i 9 more variables: fefam <fct>, vpsu <dbl>, vstrat <dbl>, oversamp <dbl>,
 formwt <dbl>, wtssall <dbl>, sampcode <dbl>, sample <dbl>, agequint <fct>
```

```
# A tibble: 14,610 × 20
           id ballot age tvhours race sex degree relig income polviews
                            <int> <fct> <fct> <fct>
                                                         <fct> <fct> <fct>
   <int> <int> <int> <int>
1 2006
                               NA Black Female Bachelor None $2500... Conserv...
                               NA Other Female Bachelor None $2500... Extreme...
2 2008 3001
3 2010 6001
                               NA Black Female Bachelor None $2500... Extreme...
                             3 White Female Graduate None $2500... Liberal
 4 2010
         6002
5 2006
                                3 Other Female Graduate None <NA>
                                                                     Slightl...
 6 2008 3002
                            3 Other Female Graduate None $2500... Moderate
7 2008 3003
                               NA Black Female Lt High ... Prot... $2000... Liberal
   2010 6003
                               NA Black Female Lt High ... Prot... <NA>
                               NA Black Female Lt High ... Prot... <NA> Moderate
   2006
         11
                               10 Other Male High Sch... Cath... Lt $1... Liberal
10 2010 6004
# i 14,600 more rows
# i 9 more variables: fefam <fct>, vpsu <dbl>, vstrat <dbl>, oversamp <dbl>,
 formwt <dbl>, wtssall <dbl>, sampcode <dbl>, sample <dbl>, agequint <fct>
```

```
# A tibble: 14,610 × 21
           id ballot age tvhours race sex degree relig income polviews
                            <int> <fct> <fct> <fct>
                                                         <fct> <fct> <fct>
   <int> <int> <int> <int>
1 2006
                                NA Black Female Bachelor None $2500... Conserv...
                                NA Other Female Bachelor None $2500... Extreme...
2 2008 3001
3 2010 6001
                                NA Black Female Bachelor None $2500... Extreme...
4 2010
         6002
                             3 White Female Graduate None $2500... Liberal
5 2006
                                3 Other Female Graduate None <NA>
                                                                     Slightl...
 6 2008 3002
                            3 Other Female Graduate None $2500... Moderate
7 2008 3003
                                NA Black Female Lt High ... Prot... $2000... Liberal
   2010 6003
                               NA Black Female Lt High ... Prot... <NA>
                               NA Black Female Lt High ... Prot... <NA> Moderate
   2006
         11
                               10 Other Male High Sch... Cath... Lt $1... Liberal
10 2010 6004
# i 14,600 more rows
# i 10 more variables: fefam <fct>, vpsu <dbl>, vstrat <dbl>, oversamp <dbl>,
   formwt <dbl>, wtssall <dbl>, sampcode <dbl>, sample <dbl>, agequint <fct>,
  year_f <fct>
```

```
# A tibble: 14,610 × 22
           id ballot age tyhours race sex degree relig income polviews
                            <int> <fct> <fct> <fct>
                                                         <fct> <fct> <fct>
   <int> <int> <int> <int>
1 2006
                               NA Black Female Bachelor None $2500... Conserv...
                               NA Other Female Bachelor None $2500... Extreme...
2 2008 3001
3 2010 6001
                               NA Black Female Bachelor None $2500... Extreme...
4 2010 6002
                            3 White Female Graduate None $2500... Liberal
5 2006
                   1
                                3 Other Female Graduate None <NA>
                                                                     Slightl...
 6 2008 3002
                            3 Other Female Graduate None $2500... Moderate
7 2008 3003
                               NA Black Female Lt High ... Prot... $2000... Liberal
   2010 6003
                               NA Black Female Lt High ... Prot... <NA>
                   3
                               NA Black Female Lt High ... Prot... <NA> Moderate
   2006
         11
                               10 Other Male High Sch... Cath... Lt $1... Liberal
10 2010 6004
# i 14,600 more rows
# i 11 more variables: fefam <fct>, vpsu <dbl>, vstrat <dbl>, oversamp <dbl>,
   formwt <dbl>, wtssall <dbl>, sampcode <dbl>, sample <dbl>, agequint <fct>,
  year_f <fct>, young <chr>
```

```
# A tibble: 14,610 × 23
          id ballot age tvhours race sex degree relig income polviews
                            <int> <fct> <fct> <fct>
                                                         <fct> <fct> <fct>
   <int> <int> <int> <int>
1 2006
                               NA Black Female Bachelor None $2500... Conserv...
                               NA Other Female Bachelor None $2500... Extreme...
2 2008 3001
3 2010 6001
                               NA Black Female Bachelor None $2500... Extreme...
                             3 White Female Graduate None $2500... Liberal
4 2010 6002
5 2006
                   1
                                3 Other Female Graduate None <NA>
                                                                     Slightl...
6 2008 3002
                            3 Other Female Graduate None $2500... Moderate
7 2008 3003
                               NA Black Female Lt High ... Prot... $2000... Liberal
   2010 6003
                               NA Black Female Lt High ... Prot... <NA>
9 2006
         11
                   3
                               NA Black Female Lt High ... Prot... <NA> Moderate
10 2010 6004
                               10 Other Male High Sch... Cath... Lt $1... Liberal
# i 14,600 more rows
# i 12 more variables: fefam <fct>, vpsu <dbl>, vstrat <dbl>, oversamp <dbl>,
   formwt <dbl>, wtssall <dbl>, sampcode <dbl>, sample <dbl>, agequint <fct>,
  year_f <fct>, young <chr>, fefam_d <fct>
```

```
# A tibble: 14,610 × 23
           id ballot age tyhours race sex degree relig income polviews
                                                         <fct> <fct> <fct>
   <int> <int> <int> <int>
                            <int> <fct> <fct> <ord>
1 2006
                               NA Black Female Bachelor None $2500... Conserv...
                               NA Other Female Bachelor None $2500... Extreme...
2 2008 3001
3 2010 6001
                               NA Black Female Bachelor None $2500... Extreme...
4 2010 6002
                             3 White Female Graduate None $2500... Liberal
5 2006
                   1
                                3 Other Female Graduate None <NA>
                                                                     Slightl...
6 2008 3002
                            3 Other Female Graduate None $2500... Moderate
7 2008 3003
                               NA Black Female Lt High ... Prot... $2000... Liberal
8 2010 6003
                               NA Black Female Lt High ... Prot... <NA>
9 2006
         11
                   3
                               NA Black Female Lt High ... Prot... <NA> Moderate
10 2010 6004
                               10 Other Male High Sch... Cath... Lt $1... Liberal
# i 14,600 more rows
# i 12 more variables: fefam <fct>, vpsu <dbl>, vstrat <dbl>, oversamp <dbl>,
   formwt <dbl>, wtssall <dbl>, sampcode <dbl>, sample <dbl>, agequint <fct>,
  year_f <fct>, young <chr>, fefam_d <fct>
```

GSS Panel

```
gss_sub ▷
  select(sex, year, year_f, age, young, fefam, fefam_d) ▷
  sample_n(15)
```

```
# A tibble: 15 × 7
                         age young fefam
                                                    fefam_d
           year year_f
   sex
   <fct> <int> <fct> <int> <fct>
                                                    <fct>
 1 Female 2008 2008
                         73 No
                                  Disagree
                                                    Disagree
 2 Female 2012 2012
                         79 No
                                  Strongly Agree
                                                    Agree
 3 Female 2014 2014
                         68 No
                                  Strongly Disagree Disagree
 4 Female 2012 2012
                          45 No
                                  Disagree
                                                    Disagree
 5 Female 2010 2010
                          43 No
                                  Agree
                                                    Agree
 6 Female 2010 2010
                          63 No
                                   Agree
                                                    Agree
 7 Male
           2012 2012
                          54 No
                                   Agree
                                                    Agree
 8 Male
           2008 2008
                          62 No
                                                    Disagree
                                   Disagree
 9 Female 2006 2006
                          34 No
                                  Strongly Disagree Disagree
10 Female 2010 2010
                          26 No
                                  Disagree
                                                    Disagree
11 Female 2008 2008
                                   <NA>
                          61 No
                                                     <NA>
12 Male
           2014 2014
                          49 No
                                  Disagree
                                                    Disagree
13 Male
          2010 2010
                          43 No
                                  Disagree
                                                    Disagree
14 Male
          2010 2010
                          35 No
                                  Agree
                                                    Agree
15 Female 2006 2006
                          40 No
                                   Agree
                                                    Agree
```

GSS Panel

```
gss_sub ▷
  select(sex, degree) ▷
  group_by(sex, degree) ▷
  tally() ▷
  pivot_wider(names_from = sex, values_from = n)
# A tibble: 6 × 3
 degree
         Male Female
 <ord>
       <int> <int>
1 Lt High School 814 1036
2 High School
               3131 4143
3 Junior College 440 721
4 Bachelor
               1293 1474
5 Graduate
           696 860
6 <NA>
           NA
```

More about factors

We've already seen fct_relabel() and fct_recode() from forcats.

There are numerous other convenience functions for factors.

gss_sub ▷ count(degree)

levels(gss_sub\$degree)

```
[1] "Lt High School" "High School" "Junior College" "Bachelor"
```

[5] "Graduate"

Make the NA values an explicit level

```
gss_sub ▷
  mutate(degree_na = fct_explicit_na(degree)) >
  count(degree_na)
# A tibble: 6 × 2
 degree_na
                    n
 <ord>
                <int>
1 Lt High School 1850
2 High School
                 7274
3 Junior College 1161
4 Bachelor
                 2767
5 Graduate
                 1556
6 (Missing)
```

Relevel by frequency

```
gss_sub ▷
  mutate(degree_freq = fct_infreq(degree)) >
  count(degree_freq)
# A tibble: 6 × 2
 degree_freq
                 n
 <ord>
                <int>
1 High School
              7274
2 Bachelor
                 2767
3 Lt High School 1850
4 Graduate
                1556
5 Junior College 1161
6 <NA>
```

Relevel manually

is.ordered(gss_sub\$sex)

[1] FALSE

levels(gss_sub\$sex)

[1] "Male" "Female"

Relevel manually

```
summary(lm(age ~ sex, data = gss_sub))
Call:
lm(formula = age ~ sex, data = gss_sub)
Residuals:
   Min 1Q Median 3Q
                                 Max
-31.431 -13.972 -0.431 12.569 40.028
Coefficients:
           Estimate Std. Error t value Pr(>|t|)
(Intercept) 48.9720 0.2149 227.846 <2e-16 ***
sexFemale 0.4594 0.2864 1.604 0.109
Signif. codes: 0 '*** ' 0.001 '** ' 0.05 '.' 0.1 ' ' 1
Residual standard error: 17.08 on 14463 degrees of freedom
 (145 observations deleted due to missingness)
Multiple R-squared: 0.0001779, Adjusted R-squared: 0.0001088
F-statistic: 2.573 on 1 and 14463 DF, p-value: 0.1087
```

Relevel manually

```
gss_sub ← gss_sub ▷
  mutate(sex = fct_relevel(sex, "Female"))
levels(gss_sub$sex)
[1] "Female" "Male"
```

Relevel manually

```
summary(lm(age ~ sex, data = gss_sub))
Call:
lm(formula = age ~ sex, data = gss_sub)
Residuals:
   Min 1Q Median 3Q
                                 Max
-31.431 -13.972 -0.431 12.569 40.028
Coefficients:
           Estimate Std. Error t value Pr(>|t|)
(Intercept) 49.4313 0.1892 261.233 <2e-16 ***
sexMale -0.4594 0.2864 -1.604 0.109
Signif. codes: 0 '*** ' 0.001 '** ' 0.05 '.' 0.1 ' ' 1
Residual standard error: 17.08 on 14463 degrees of freedom
 (145 observations deleted due to missingness)
Multiple R-squared: 0.0001779, Adjusted R-squared: 0.0001088
F-statistic: 2.573 on 1 and 14463 DF, p-value: 0.1087
```

Interact or cross factors

```
gss_sub ← gss_sub ▷
  mutate(degree_by_race = fct_cross(race, degree))
gss_sub ▷
  count(degree_by_race)
# A tibble: 16 × 2
   degree_by_race
                            n
   <fct>
                        <int>
 1 White:Lt High School 1188
 2 Black:Lt High School
                         379
 3 Other:Lt High School
                          283
 4 White: High School
                         5548
 5 Black:High School
                         1180
 6 Other: High School
                          546
 7 White: Junior College
                          885
 8 Black: Junior College
                          206
9 Other: Junior College
10 White:Bachelor
                         2334
11 Black:Bachelor
                          233
12 Other:Bachelor
                          200
13 White:Graduate
                         1293
14 Black:Graduate
                          116
15 Other: Graduate
                          147
16 <NA>
```

Relevel manually by lumping ... the least frequent n

```
gss_sub ▷
  mutate(degree_n = fct_lump_n(degree, n = 3)) >
  count(degree_n)
# A tibble: 5 × 2
 degree_n
                   n
 <ord>
                <int>
1 Lt High School 1850
2 High School
                 7274
3 Bachelor
                 2767
4 Other
                 2717
5 <NA>
```

Relevel manually by lumping ...to other, manually

```
gss_sub ▷
  mutate(degree_o = fct_other(degree,
                              keep = c("Lt High School",
                                      "High School"))) ▷
  count (degree_o)
# A tibble: 4 × 2
 degree_o
                   n
 <ord>
                <int>
1 Lt High School 1850
2 High School
                 7274
3 Other
                 5484
4 <NA>
```