Reading in Data

Data Wrangling, Session 6

Kieran Healy

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

Nice, clean CSV files.

More troublesome CSVs.

Other plain-text formats.

Foreign formats, like Stata.

Quite messy things like tables on web pages.

... and more besides.

Reading in CSV files

CSV is not really a proper format at all!

Base R has read.csv()

Corresponding tidyverse "underscored" version: read_csv().

It is pickier and more talkative than the Base R version.

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.qmd
  - _extensions
 - _freeze
  quarto.yml
   site
  - _targets
  - _targets.R
   _variables.yml
   build
   code
  course notes.qmd
   data
   data_wrangling.Rproj
   deploy.sh
```

I want to load files from the data folder, but I also want *you* to be able

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
                        country year donors
          <dbl> <dbl> <dbl>
                                                  <dbl>
  <chr>
                               <dbl> <dbl>
                                             <dbl>
                                                              <dbl>
                                                                        <dbl>
             NΑ
                       17065
                                                               1224
1 Austra...
                               0.220 16774
                                             16591
                                                    1300
                                                                         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
                                             22961
                                                    2077
                                                               1948
                                                                         5.9
10 Austra... 1999
                 8.67 18926
                               0.244 25445
                                            24148
                                                    2231
                                                               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
   country year donors pop pop.dens gdp gdp.lag health health.lag pubhealth
   <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
                                               17171
                                                       1455
                                                                             5.4
                                                                  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
                                 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
                                               22961
                                                       2077
                                                                  1948
                                                                             5.9
10 Austra... 1999
                  8.67 18926
                                 0.244 25445
                                               24148
                                                       2231
                                                                  2077
                                                                             6.1
# i 228 more rows
# i 11 more variables: roads <dbl>, cerebvas <dbl>, assault <dbl>,
```

An example: read_table()

			rates (period	1x1), Last modified:	02 Apr
2018;	Methods Protocol:	v6 (2017)			
Year	Age	Female	Male	Total	
1841	0	0.136067	0.169189	0.152777	
1841		0.059577	0.063208	0.061386	
1841		0.036406	0.036976	0.036689	
1841		0.024913	0.026055	0.025480	
1841	4	0.018457	0.019089	0.018772	
1841		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	105	U.5/080/	1./2/040	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()

			rates (period 1x1)	, Last modified: 02 Apr
2018; Met	hods Protocol:	v6 (2017)		
Year	Age	Female	Male	Total
1841	0	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
				·

1841	102	0.5/696/	1./2/848	0.700373
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

```
engmort ← read_table(here("data", "mortality.txt"),
                     skip = 2, na = ".")
engmort
# A tibble: 222 × 5
               Female
                      Male
   Year Age
                               Total
  <dbl> <chr> <dbl>
                        <dbl>
                               <dbl>
   1841 0
              0.136
                      0.169
                             0.153
   1841 1
              0.0596
                      0.0632 0.0614
   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
# i 212 more rows
```

Attend to the column specification

```
engmort ← read_table(here("data", "mortality.txt"),
skip = 2, na = ".")
```

The column specification tells you what the read function did. That is, how it interpreted each of the columns. It will also report if things don't go as expected.

Why is age imported in character format?

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
  1841 2
             0.0364 0.0370
                            0.0367
4 1841 3
           0.0249 0.0261
                           0.0255
  1841 4
           0.0185 0.0191
                           0.0188
  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
              female
                       male
   year age
total
  <dbl> <dbl> <dbl> <dbl>
<dbl>
 1 1841 0
             0.136 0.169
                            0.153
  1841 1
             0.0596 0.0632
                            0.0614
  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
7 1841 6
            0.0109 0.0112 0.0110
  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
   year
total
  <dbl> <int> <dbl> <dbl>
<dbl>
 1 1841
           0 0.136 0.169
                          0.153
 2 1841
           1 0.0596 0.0632
                          0.0614
  1841
           2 0.0364 0.0370
                          0.0367
4 1841
           3 0.0249 0.0261
                          0.0255
  1841 4 0.0185 0.0191 0.0188
  1841
           5 0.0140 0.0143 0.0141
7 1841 6 0.0109 0.0112 0.0110
  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

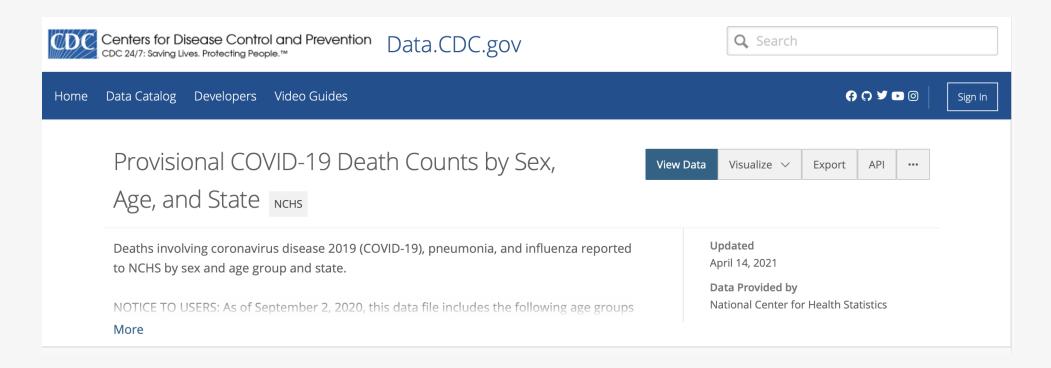
The janitor package is very handy!

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?				
	Columns 16				
Columns in th	nis Dataset				
Column Name		Description	Туре		
Data As Of		Date of analysis	Date & Time	餔	
Start Date		First date of data period	Date & Time	Ħ	
End Date		Last date of data period	Date & Time	曲	
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	Т	
Age Group		Age group	Plain Text	Т	
COVID-19 Deaths	5	Deaths involving COVID-19 (ICD-code U07.1)	Number	#	
Total Deaths		Deaths from all causes of death	Number	#	
Pneumonia Deat	ths	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	5	Influenza Deaths (ICD-10 codes J09-J11)	Number	#	
Pneumonia, Influ	uenza, or COVID-19 Deaths	Deaths with Pneumonia, Influenza, or COVID-19 (ICD-10 co	Number	#	
Footnote		Suppressed counts (1-9)	Plain Text	Т	
					Show Le

Let's try to load it

```
nchs ← 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.
                    expected actual
 row col
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/kihealy/Documents/courses/data_wrangling/data/SAS_on_2021-04-13_csy'
```

Let's try to load it

problems(nchs)

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

Let's try to load it

problems(nchs)

```
# A tibble: 88,128 × 5
     row col
              expected
                                  actual file
   <int> <chr> <chr>
                                  <chr> <chr>
 1 2755 Year 1/0/T/F/TRUE/FALSE 2020
                                         '/Users/kjhealy/Documents/courses/data...
 2 2756 Year 1/0/T/F/TRUE/FALSE 2020
                                         '/Users/kjhealy/Documents/courses/data...
                                         '/Users/kjhealy/Documents/courses/data...
 3 2757 Year 1/0/T/F/TRUE/FALSE 2020
                                         '/Users/kjhealy/Documents/courses/data...
 4 2758 Year 1/0/T/F/TRUE/FALSE 2020
 5 2759 Year 1/0/T/F/TRUE/FALSE 2020
                                         '/Users/kjhealy/Documents/courses/data...
 6 2760 Year 1/0/T/F/TRUE/FALSE 2020
                                         '/Users/kjhealy/Documents/courses/data...
7 2761 Year 1/0/T/F/TRUE/FALSE 2020
                                         '/Users/kjhealy/Documents/courses/data...
 8 2762 Year 1/0/T/F/TRUE/FALSE 2020
                                         '/Users/kjhealy/Documents/courses/data...
                                         '/Users/kjhealy/Documents/courses/data...
 9 2763 Year 1/0/T/F/TRUE/FALSE 2020
                                         '/Users/kjhealy/Documents/courses/data...
10 2764 Year 1/0/T/F/TRUE/FALSE 2020
# 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> <chr> <chr> <lql> <lql> <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...
              01/01/2020 04/03/2021 By T... NA
3 04/07/2021
                                                        Unit... All ... 0-17 years
              01/01/2020 04/03/2021 By T... NA
4 04/07/2021
                                                        Unit... All ... 1-4 years
5 04/07/2021
              01/01/2020 04/03/2021 By T... NA
                                                        Unit... All ... 5-14 years
                                                  NA
6 04/07/2021
              01/01/2020 04/03/2021 By T... NA
                                                        Unit... All ... 15-24 years
                                                  NA
# 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>
                           <chr> <chr> <chr> <lql> <lql> <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
                                                 NA Puer... Fema... 50-64 years
3 04/07/2021 04/01/2021 04/03/2021 By M... NA
                                                 NA Puer... Fema... 55-64 years
4 04/07/2021
              04/01/2021 04/03/2021 By M... NA
                                                 NA Puer... Fema... 65-74 years
5 04/07/2021
              04/01/2021 04/03/2021 By M... NA
                                                NA Puer... Fema... 75-84 years
6 04/07/2021 04/01/2021 04/03/2021 By M... NA
                                                       Puer... Fema... 85 years a...
                                                 NA
# 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
               01/01/2021
                            01/31/2021 By Month NA
                                                      TRUE Washington
                                                                          Fema...
 2 04/07/2021
               01/01/2020
                            04/03/2021 By Total NA
                                                            New Jersey
                                                                          All ...
                                                      NA
                            12/31/2020 By Month NA
 3 04/07/2021
               12/01/2020
                                                      NA
                                                            Maryland
                                                                          All ...
                                                            North Caroli... Fema...
 4 04/07/2021
               01/01/2020
                            01/31/2020 By Month NA
                                                     TRUE
 5 04/07/2021
               01/01/2020
                            01/31/2020 By Month NA
                                                      TRUE
                                                                           All ...
                                                            Texas
 6 04/07/2021
               06/01/2020
                            06/30/2020 By Month NA
                                                            New Jersey
                                                                          Male
                                                      NA
                            04/03/2021 By Year NA
 7 04/07/2021
               01/01/2021
                                                      NA
                                                             Kentucky
                                                                          Fema...
 8 04/07/2021
               01/01/2020
                            01/31/2020 By Month NA
                                                            Utah
                                                                          All ...
                                                      TRUE
 9 04/07/2021
               02/01/2020
                            02/29/2020 By Month NA
                                                            Ohio
                                                      NA
                                                                          Fema...
10 04/07/2021
               03/01/2020
                            03/31/2020 By Month NA
                                                            Louisiana
                                                                          All ...
                                                      NΑ
# 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
                                                   <lgl> <lgl> <chr>
      <chr>
                   <chr>
                                <chr>
                                           <chr>
                                                                             <chr>
   1 04/07/2021
                  01/01/2020
                                04/03/2021 By Tot... NA
                                                               Minnesota
                                                                             Male
   2 04/07/2021
                  02/01/2020
                                02/29/2020 By Mon... NA
                                                                             Male
                                                               Georgia
   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 Jersev
                                                                             Female
   5 04/07/2021
                  01/01/2020
                               12/31/2020 By Year NA
                                                               Rhode Island All Se...
   6 04/07/2021
                  01/01/2020
                                01/31/2020 By Mon... NA
                                                               New York
                                                                             All Se...
                                                         TRUE
   7 04/07/2021
                  05/01/2020
                                05/31/2020 By Mon... NA
                                                               District of... Male
   8 04/07/2021
                  04/01/2021 04/03/2021 By Mon... NA
                                                               North Carol... Female
   9 04/07/2021
                  03/01/2021 03/31/2021 By Mon... NA
                                                               Kentucky
                                                                             Male
                  04/01/2021
                                04/03/2021 By Mon... NA
## 10 04/07/2021
                                                               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>
                                                <lg1> <lg1> <chr>
                                                                          <chr>
               <chr>
                            <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
                                                                         Fema...
                                                           Puerto Rico
 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...
6 04/07/2021
                                                            United States All ...
               01/01/2020
                            12/31/2020 By Year NA
7 04/07/2021
               01/01/2020
                            12/31/2020 By Year NA
                                                            United States All ...
               01/01/2020
                            12/31/2020 By Year NA
 8 04/07/2021
                                                            United States All ...
 9 04/07/2021
               01/01/2020
                            12/31/2020 By Year NA
                                                            United States All ...
               01/01/2020 12/31/2020 By Year NA
10 04/07/2021
                                                           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
  <lg1> <lg1> <chr>
1 NA
             Puerto Rico
 2 NA
        NA Puerto Rico
        NA Puerto Rico
3 NA
4 NA
        NA Puerto Rico
 5 NA
        NA Puerto Rico
 6 NA
        NA United States
7 NA
        NA United States
8 NA
        NA United States
9 NA
        NA United States
10 NA
        NA United States
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
  <lg1> <lg1> <chr>
             New York
 1 NA
 2 NA
        NA New York
 3 NA
        NA New York
 4 NA
        NA New York
 5 NA
        NA New York
        NA New York
 6 NA
7 NA
        NA New York
 8 NA
        NA New York
 9 NA
        NA New York
10 NA
             New York
# i 959 more rows
```

Take a look with is na ()

```
nchs D
    select(Year, Month, State) D
    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 D
   select(Year) D
   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, "
```

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,O-17 years,189,33808,598,35,178,930,"
```

There you are, you bastard.

In this case, this is due to the kind of data this is, mixing multiple reporting levels and totals. That is, it's not a mistake in the *data*, but rather in the *parsing*.

OK, let's go back to the colspec!

```
nchs ← 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"),
    `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 = stringr::str_to_sentence(age_group)) >
  filter(!stringr::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>
 1 2020 <NA> United States
 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 × 1
    year
    <chr>
1 <NA>
2 2020
3 2021
```

Lessons learned

```
I said at the start that it was no fun, but also weirdly satisfying.

When read_csv() warns you of a parsing failure, don't ignore it.

read_lines() lets you get the file in a nearly unprocessed form.

The colspec output is your friend.
```

If we wanted to ...

library(stringr) # it's back!

If we wanted to

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 ... 5-14 vea...
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...
# i 52,316 more rows
# i 6 more variables: covid_19_deaths <int>, total_deaths <int>,
```

If we wanted to ...

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

nchs ▷

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

```
# A tibble: 52,326 × 10
            state sex age_group covid_19_deaths total_deaths
pneumonia_deaths
   <chr> <chr> <chr> <chr>
                                                <int>
                                                              <int>
<int>
1 By Total Unite... All ... All ages
                                               539723
                                                            4161167
466437
2 By Total Unite... All ... Under 1 ...
                                                   59
                                                              22626
246
 3 By Total Unite... All ... 0-17 yea...
                                                  251
                                                              39620
 4 By Total Unite... All ... 1-4 years
                                                   31
                                                               4069
 5 By Total Unite... All ... 5-14 yea...
                                                   89
                                                               6578
 6 By Total Unite... All ... 15-24 ye...
                                                  804
                                                              42596
7 By Total Unite... All ... 18-29 ye...
                                                 1996
                                                             75339
2184
8 By Total Unite... All ... 25-34 ye...
                                                 3543
                                                              88196
 9 By Total Unite... All ... 30-39 ye...
                                                 5792
                                                             107348
10 By Total Unite... All ... 35-44 ye...
                                                 9259
                                                             126848
8203
# i 52,316 more rows
# i 3 more variables: pneumonia_and_covid_19_deaths <int>,
```

If we wanted to

```
# A tibble: 313,956 × 6
   group
            state
                                                 outcome
                          sex
                                    age_group
   <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
# i 313,946 more rows
```

If we wanted to ...

```
# A tibble: 313,956 × 6
   group
            state
                          sex
                                    age_group
                                                 outcome
   <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
                                                 Pneumonia and
 4 By Total United States All Sexes All ages
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
# i 313,946 more rows
```

If we wanted to ...

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 D
   distinct(group)

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

Cleaned up (but not tidy)

```
nchs_fmt ▷
distinct(group)
```

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

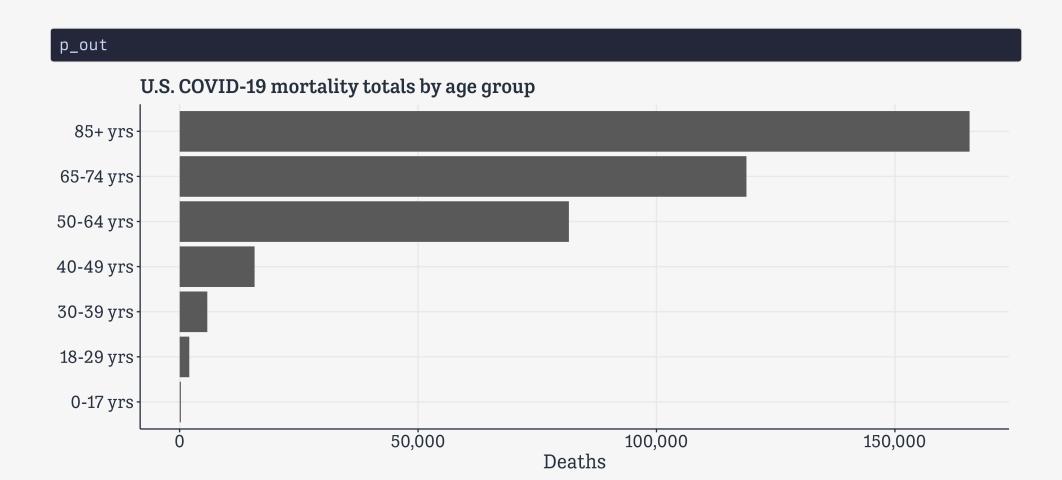
nchs_fmt ⊳ distinct(age_group)

```
# 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
16 75-84 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



Every dataset is different

Dropping missings

Dropping missing values

```
df ← tribble(
    ~a, ~b, ~c,
    1, NA, 2,
    NA, NA, NA,
    2, 2, 2
)

df

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

2 NA NA NA 3 2 2 2

Dropping missing values

Drops all rows with *any* missing cases.

Dropping missing values

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

```
df ⊳
  # Anonymous function \setminus (x)
  filter(!if_all(everything(), \(x) is.na(x)))
# A tibble: 2 \times 3
  <dbl> <dbl> <dbl>
df ⊳
  janitor::remove_empty("rows")
# A tibble: 2 \times 3
 <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 \times 5
  SEGMENT
                     DESCRIPTION
   <chr>
                     <chr>
                                                              <chr> <chr> <chr>
1 <NA>
                     <NA>
                                                              <NA> <NA> <NA>
                     Bought recently, buy often and spend th... 4-5
2 Champions
 3 <NA>
                     Spend good money. Responsive to promoti... 2- 5 3- 5 3- 5
4 Loyal Customers
5 <NA>
                     <NA>
                                                              <NA> <NA> <NA>
6 Potential Loyalist Recent customers, spent good amount, bo... 3- 5 1- 3 1- 3
7 <NA>
                                                              <NA> <NA> <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>
                                                            <NA> <NA> <NA>
                     Bought recently, buy often and spend th... 4-5 4-5
2 Champions
 3 <NA>
                     Spend good money. Responsive to promoti... 2- 5 3- 5 3- 5
4 Loyal Customers
5 <NA>
                     <NA>
                                                            <NA> <NA> <NA>
6 Potential Loyalist Recent customers, spent good amount, bo... 3- 5 1- 3 1- 3
7 <NA>
                                                            <NA> <NA> <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
                     description
   segment
                     <chr>
                                                             <chr> <chr> <chr>
   <chr>
                     Bought recently, buy often and spend th... 4-5 4-5 4-5
1 Champions
                     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 4-5 \le 1 \le 1
 4 New Customers
5 Promising
                     Recent shoppers, but haven't spent much 3-4 \le 1 \le 1
                     Above average recency, frequency & mone... 2- 3 2- 3
 6 Need Attention
7 About To Sleep
                     Below average recency, frequency & mone... 2- 3 ≤ 2 ≤ 2
 8 At Risk
                     Spent big money, purchased often but lo… ≤ 2 2-5 2-5
9 Can't Lose Them
                     Made big purchases and often, but long ... ≤ 1 4-5 4-5
10 Hibernating
                     Low spenders, low frequency, purchased ... 1- 2 1- 2 1- 2
11 Lost
                     Lowest recency, frequency & monetary sc... \leq 2 \leq 2 \leq 2
```

```
read_csv(here("data", "rfm_table.csv")) ▷
janitor::clean_names() ▷
janitor::remove_empty("rows") ▷
pivot_longer(cols = r:m)
```

```
# 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
2 Champions
                     Bought recently, buy often and spend the most f
                                                                          4- 5
                     Bought recently, buy often and spend the most m
3 Champions
                                                                          4- 5
                     Spend good money. Responsive to promotions
4 Loval Customers
                                                                          2- 5
5 Loyal Customers
                     Spend good money. Responsive to promotions
                                                                          3- 5
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 \times 6
   segment
                      description
                                                         name value
                                                                        10
                      <chr>
                                                         <chr> <chr> <int> <int>
   <chr>
1 Champions
                      Bought recently, buy often and sp... r
2 Champions
                      Bought recently, buy often and sp... f
                      Bought recently, buy often and sp... m
3 Champions
4 Loval Customers
                      Spend good money. Responsive to p... r
5 Loyal Customers
                      Spend good money. Responsive to p... f
6 Loyal Customers
                      Spend good money. Responsive to p... m
                                                               3- 5
7 Potential Loyalist Recent customers, spent good amou... r
                                                                                3
8 Potential Loyalist Recent customers, spent good amou... f
                                                               1- 3
9 Potential Loyalist Recent customers, spent good amou... m
                                                                1- 3
                                                                        1
                      Bought more recently, but not oft... r
10 New Customers
                                                                4- 5
# i 23 more rows
```

```
# A tibble: 33 × 5
   segment
                      description
                                                                         10
                      <chr>
                                                               <chr> <int> <int>
   <chr>
1 Champions
                      Bought recently, buy often and spend th... r
2 Champions
                     Bought recently, buy often and spend th... f
                     Bought recently, buy often and spend th... m
3 Champions
4 Loval Customers
                     Spend good money. Responsive to promoti... r
5 Loyal Customers
                     Spend good money. Responsive to promoti... f
6 Loyal Customers
                     Spend good money. Responsive to promoti... m
7 Potential Loyalist Recent customers, spent good amount, bo... r
8 Potential Loyalist Recent customers, spent good amount, bo... f
                                                                                3
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 Loyali	st 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, ∅)) ▷
 select(segment,
        lo_r, hi_r,
       lo_f, hi_f,
        lo_m, hi_m,
        description)
```

```
# A tibble: 11 × 8
                      lor hir lof hif lom him description
   segment
   <chr>
                      <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 ...
                                                        3 Above average recency...
6 Need Attention
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...
11 Lost
                                                         2 Lowest recency, frequ...
```

rfm_table

```
# A tibble: 11 × 8
                       lo r hi r lo f hi f lo m hi m description
   seament
   <chr>
                      <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,...
                                                         1 Recent shoppers, but ...
 5 Promising
 6 Need Attention
                                                         3 Above average recency...
7 About To Sleep
                                                         2 Below average recency...
8 At Risk
                                                         5 Spent big money, purc...
 9 Can't Lose Them
                                                         5 Made big purchases an...
10 Hibernating
                                                         2 Low spenders, low fre...
11 Lost
                                                         2 Lowest recency, frequ...
```

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
  1 Champions
                                                           5 Bought rec...
2 Loyal Customers
                                                           5 Spend good...
                      11 3 5
7 4 5
3 Potential Lova...
                                                           3 Recent cus...
4 New Customers
                                                           1 Bought mor...
                                                      0 1 Recent sho...
5 Promising
                                                      2 3 Above aver...
6 Need Attention
7 About To Sleep
                                                           2 Below aver...
                       12
11
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...
```

This adds each column, elementwise.

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
  1 Champions
                    55
                          105
                                                            5 Bought rec...
2 Loyal Customers
                         105
                                                            5 Spend good...
 3 Potential Lova...
                         105
                                                            3 Recent cus...
4 New Customers
                         105
                                                            1 Bought mor...
                                                      0 1 Recent sho...
                         105 3
105 2
 5 Promising
                                                      2 3 Above aver...
6 Need Attention
                         105
7 About To Sleep
                                                            2 Below aver...
8 At Risk
                         105
                                                            5 Spent big ...
9 Can't Lose Them
                         105
                                                            5 Made big p...
                                                            2 Low spende...
10 Hibernating
                         105
11 Lost
                          105
                                                            2 Lowest rec...
```

Sum is taking all the columns, adding them up (into a single number),

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
  <chr>
                 <dbl>
                      1 Champions
             1.67
                       3.18
                                                            5 Bought rec...
2 Loyal Custom...
                1.67 3.18
                                                            5 Spend good...
3 Potential Lo...
                 1.67
                      3.18
                                                            3 Recent cus...
4 New Customers
                 1.67
                      3.18
                                                            1 Bought mor...
                 1.67
5 Promising
                      3.18
                                                            1 Recent sho...
6 Need Attenti...
                1.67
                      3.18
                                                            3 Above aver...
7 About To Sle...
                 1.67
                      3.18
                                                            2 Below aver...
8 At Risk
                 1.67
                       3.18
                                                            5 Spent big ...
9 Can't Lose T...
                                                            5 Made big p...
                 1.67
                      3.18
                      3.18
                                                            2 Low spende...
10 Hibernating
                  1.67
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
                            <dbl> <int> <int> <int> <int> <int> <int> <int> <int> <int> 
   <chr>
                    <dbl>
 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...
                                                                       3 Above aver...
 6 Need Attenti...
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

In general, you'll want to see if some vectorized ("operating on columns, but elementwise") function exists, as it'll be faster.

And most of the time, R and the tidyverse "wants" you to work in vectorized, columnar terms ... hence your first move will often be to pivot the data into long format.

So, rowwise() is not likely to see a whole lot of further development.

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]
   segment mean_lo mean_hi lo_r hi_r lo_f hi_f lo_m hi_m description
   <chr>
                   <fdb>>
                           <dbl> <int> <int> <int> <int> <int> <int> <int> <int> 
 1 Champions
                                                                     5 Bought rec...
 2 Loyal Custom...
                                                                     5 Spend good...
                   2.67
                         3.67
 3 Potential Lo...
                   1.67
                                                                    3 Recent cus...
                   1.33
                            2.33
                                                                    1 Bought mor...
 4 New Customers
 5 Promising
                                                                    1 Recent sho...
 6 Need Attenti...
                                                                    3 Above aver...
                            2.33
7 About To Sle...
                   0.667
                                                                    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...
                                                                    2 Lowest rec...
11 Lost
```

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>
                  1 Champions
                     12
                           15
                                                             5 Bought rec...
2 Loyal Customers
                                                             5 Spend good...
3 Potential Loya...
                                                             3 Recent cus...
                                                             1 Bought mor...
4 New Customers
5 Promising
                                                             1 Recent sho...
                                                        2 3 Above aver...
6 Need Attention
7 About To Sleep
                                                             2 Below aver...
                           12
8 At Risk
                                                             5 Spent big ...
                          11
9 Can't Lose Them
                                                             5 Made big p...
10 Hibernating
                                                             2 Low spende...
                                  0
                                                             2 Lowest rec...
11 Lost
```

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"))
```

We'll do some of the common recoding and reorganizing tasks that accompany this.

The data:

gss_panel

```
# A tibble: 14,610 × 2,757
   firstyear firstid
                                id vpsu vstrat adults ballot dateintv famgen
                        vear
       <dbl> <dbl+ dbl> <dbl> <dbl+> <dbl+> <dbl+> <dbl+l> <dbl+l>
        2006 9
                        2006
                                           1957
                                                                           1 [1 G...
                                  9
                                        2
                                                         3 [BAL... 709
        2006 9
                        2008
                              3001
                                                         3 [BAL... 503
                                                                           1 [1 G...
                                       NA
                                             NA
                                                                           1 [1 G...
        2006 9
                        2010
                              6001 NA(i)
                                             NA
                                                         3 [BAL... 508
        2006 10
                        2010
                              6002 NA(i)
                                                                           1 [1 G...
                                             NA
                                                         1 [BAL... 408
                        2006
                                                                           2 [2 G...
        2006 10
                               10
                                           1957
                                                         1 [BAL... 630
        2006 10
                        2008
                              3002
                                                         1 [BAL... 426
                                                                           2 [2 G...
                                             NA
                                                                           4 [2 G...
                                                         3 [BAL... 718
        2006 11
                        2008
                              3003
                                             NA
 8
        2006 11
                        2010
                              6003 NA(i)
                                             NA
                                                  NA(n)
                                                         3 [BAL... 518
                                                                           2 [2 G...
 9
                                                                           4 [2 G...
        2006 11
                        2006
                                11
                                           1957
                                                         3 [BAL... 630
10
        2006 12
                        2010
                              6004 NA(i)
                                             NA
                                                      4 1 [BAL... 324
                                                                           2 [2 G...
   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>,
```

Many variables.

Stata's missing value types are preserved

Data types are things like db1+1b1 indicating that Stata's numeric values and variable labels have been preserved.

You can see the labeling system at work:

```
gss_panel ▷
  select(degree) ▷
  group_by(degree) ▷
  tally()
# A tibble: 6 \times 2
 degree
                             n
  <dbl+1b1>
                         <int>
      0 [LT HIGH SCHOOL]
                         1850
  1 [HIGH SCHOOL]
                          7274
  2 [JUNIOR COLLEGE]
                         1161
     3 [bachelor]
                          2767
     4 [graduate]
                          1556
6 NA(d)
                             2
```

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 \times 3
                         `1` `2`
 degree
  <dbl+1b1>
                       <int> <int>
     0 [LT HIGH SCHOOL] 814 1036
  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
  firstyear firstid year
                            id vpsu vstrat adults ballot dateintv famgen
              <dbl> <dbl> <dbl> <dbl> <dbl> <dbl> <dbl> <
      <dbl>
                                                             <dbl> <dbl>
       2006
                  9 2006
                                       1957
                                                               709
       2006
                  9 2008 3001
                                         NA
                                                               503
                                  NA
       2006
                     2010
                           6001
                                  NA
                                      NA
                                                               508
       2006
                     2010
                           6002
                                  NA
                                         NA
                                                               408
       2006
                     2006
                             10
                                       1957
                                                               630
       2006
                     2008 3002
                                  NA
                                         NA
                                                               426
       2006
                     2008 3003
                                                               718
                                  NA
                                         NA
                                                               518
       2006
                     2010 6003
                                  NA
                                         NA
                                                NA
 9
       2006
                     2006
                          11
                                       1957
                                                               630
10
       2006
                 12
                     2010 6004
                                  NA
                                         NA
                                                               324
   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
            id ballot
                                                                      degree reliq
    vear
                                        tvhours
                              age
                                                     race
                                                              sex
   <dbl> <dbl> <dbl+lbl>
                                                     <dbl+1> <dbl+1> <dbl+1> <dbl+1>
                              <dbl+lb> <dbl+lbl>
    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
            10 1 [BALLOT A] 32
                                                     3 [oth... 2 [fem... 4 [gra... 4 [non...
    2008
          3002 1 [BALLOT A] 34
                                                     3 [oth... 2 [fem... 4 [gra... 4 [non...
    2008
          3003 3 [BALLOT C] 83
                                                     2 [bla... 2 [fem... 0 [LT ... 1 [pro...
                                        NA(i)
    2010
          6003 3 [BALLOT C] 85
                                        NA(i)
                                                     2 [bla... 2 [fem... 0 [LT ... 1 [pro...
    2006
            11 3 [BALLOT C] 81
                                        NA(a) [iap] 2 [bla... 2 [fem... 0 [LT ... 1 [pro...
    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 = stringr::str_replace(income, " - ", "-"))
# A tibble: 14,610 × 19
                       age tyhours race sex degree relig income polviews
           id ballot
   vear
   <int> <int> <int> <int> <fct> <fct> <fct> <fct> <fct> <fct>
 1 2006
                                NA Black Female Bachelor None $2500... Conserv...
 2 2008 3001
                                NA Other Female Bachelor None $2500... Extreme...
 3 2010 6001
                                NA Black Female Bachelor None $2500... Extreme...
 4 2010 6002
                        36
                               3 White Female Graduate None $2500... Liberal
  2006
         10
                        32
                               3 Other Female Graduate None <NA>
                                                                      Slightl...
  2008 3002
                        34
                                3 Other Female Graduate None $2500... Moderate
                                NA Black Female Lt High ... Prot... $2000... Liberal
   2008 3003
                        83
   2010 6003
                        85
                                NA Black Female Lt High ... Prot... <NA> Moderate
   2006
           11
                        81
                                NA Black Female Lt High ... Prot... <NA> Moderate
   2010 6004
                        51
                                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> <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...
         6001
                                NA Black Female Bachelor None $2500... Extreme...
   2010
        6002
                              3 White Female Graduate None $2500... Liberal
   2006
                            3 Other Female Graduate None <NA> Slightl...
         10
   2008
        3002
                              3 Other Female Graduate None $2500... Moderate
                               NA Black Female Lt High ... Prot... $2000... Liberal
   2008
        3003
8 2010 6003
                               NA Black Female Lt High ... Prot... <NA>
9 2006
         11
                        81
                                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 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> <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...
         6001
                                NA Black Female Bachelor None $2500... Extreme...
   2010
   2010
         6002
                               3 White Female Graduate None $2500... Liberal
   2006
          10
                             3 Other Female Graduate None <NA> Slightl...
   2008
         3002
                               3 Other Female Graduate None $2500... Moderate
                                NA Black Female Lt High ... Prot... $2000... Liberal
   2008
        3003
8 2010 6003
                                NA Black Female Lt High ... Prot... <NA>
   2006
          11
                        81
                                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 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
                                                          relig income polviews
           id ballot age tyhours race sex
                                                degree
   <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...
         6001
                                NA Black Female Bachelor None $2500... Extreme...
   2010
         6002
                                3 White Female Graduate None $2500... Liberal
   2006
          10
                             3 Other Female Graduate None <NA> Slightl...
   2008
         3002
                               3 Other Female Graduate None $2500... Moderate
                                NA Black Female Lt High ... Prot... $2000... Liberal
   2008
         3003
   2010
        6003
                                NA Black Female Lt High ... Prot... <NA>
   2006
          11
                        81
                                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 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 tyhours race sex
                                                degree
                                                          relig income polviews
   <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...
         6001
                                NA Black Female Bachelor None $2500... Extreme...
   2010
         6002
                               3 White Female Graduate None $2500... Liberal
   2010
   2006
          10
                               3 Other Female Graduate None <NA> Slightl...
   2008
         3002
                               3 Other Female Graduate None $2500... Moderate
                                NA Black Female Lt High ... Prot... $2000... Liberal
   2008
        3003
   2010 6003
                                NA Black Female Lt High ... Prot... <NA>
   2006
          11
                        81
                                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 10 more variables: fefam <fct>, vpsu <dbl>, vstrat <dbl>, oversamp <dbl>,
  formwt <dbl>, wtssall <dbl>, sampcode <dbl>, sample <dbl>, agequint <fct>,
   vear f <fct>
```

```
# A tibble: 14,610 × 22
                                                         relig income polviews
           id ballot age tyhours race sex
                                                degree
   <int> <int> <int> <int> <fct> <fct> <fct>
                                                         <fct> <chr> <fct>
1 2006
                                NA Black Female Bachelor None $2500... Conserv...
2 2008 3001
                                NA Other Female Bachelor None $2500... Extreme...
         6001
                                NA Black Female Bachelor None $2500... Extreme...
   2010
         6002
                               3 White Female Graduate None $2500... Liberal
   2010
   2006
          10
                               3 Other Female Graduate None <NA> Slightl...
   2008
         3002
                               3 Other Female Graduate None $2500... Moderate
                                NA Black Female Lt High ... Prot... $2000... Liberal
   2008
         3003
   2010 6003
                                NA Black Female Lt High ... Prot... <NA>
   2006
         11
                        81
                                NA Black Female Lt High ... Prot... <NA> Moderate
   2010 6004
                                10 Other Male High Sch... Cath... Lt $1... Liberal
# 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 tyhours race sex
                                                degree
                                                         relig income polviews
   <int> <int> <int> <int> <fct> <fct> <fct>
                                                          <fct> <chr> <fct>
1 2006
                                NA Black Female Bachelor None $2500... Conserv...
2 2008 3001
                                NA Other Female Bachelor None $2500... Extreme...
         6001
                                NA Black Female Bachelor None $2500... Extreme...
   2010
                               3 White Female Graduate None $2500... Liberal
   2010
         6002
   2006
          10
                              3 Other Female Graduate None <NA> Slightl...
   2008
         3002
                               3 Other Female Graduate None $2500... Moderate
                                NA Black Female Lt High ... Prot... $2000... Liberal
   2008
         3003
   2010
         6003
                                NA Black Female Lt High ... Prot... <NA>
   2006
          11
                        81
                                NA Black Female Lt High ... Prot... <NA> Moderate
   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>,
   vear f <fct>, young <chr>, fefam d <fct>
```

```
# A tibble: 14,610 × 23
           id ballot age tyhours race sex
                                                degree
                                                          relig income polviews
   <int> <int> <int> <int> <fct> <fct> <ord>
                                                          <fct> <chr> <fct>
 1 2006
                                NA Black Female Bachelor None $2500... Conserv...
                                NA Other Female Bachelor None $2500... Extreme...
 2 2008 3001
         6001
                                NA Black Female Bachelor None $2500... Extreme...
   2010
                                3 White Female Graduate None $2500... Liberal
   2010
         6002
   2006
          10
                               3 Other Female Graduate None <NA> Slightl...
    2008
         3002
                               3 Other Female Graduate None $2500... Moderate
                                NA Black Female Lt High ... Prot... $2000... Liberal
    2008
         3003
   2010 6003
                                NA Black Female Lt High ... Prot... <NA>
   2006
          11
                        81
                                NA Black Female Lt High ... Prot... <NA> Moderate
   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>,
   vear 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 \times 7
                         age young fefam
                                                      fefam_d
   sex
           year year_f
   <fct> <int> <fct> <int> <fct>
                                                      <fct>
 1 Female 2010 2010
                          83 No
                                   Agree
                                                      Agree
 2 Female 2010 2010
                          23 Yes
                                   <NA>
                                                      <NA>
 3 Female
           2006 2006
                          33 No
                                   Strongly Disagree Disagree
 4 Female
           2008 2008
                          47 No
                                   Disagree
                                                      Disagree
           2010 2010
 5 Female
                          70 No
                                   Disagree
                                                      Disagree
 6 Female
           2008 2008
                          64 No
                                   Strongly Disagree Disagree
 7 Female
           2010 2010
                          40 No
                                   <NA>
                                                      <NA>
           2006 2006
 8 Female
                          30 No
                                   <NA>
                                                      <NA>
 9 Male
           2012 2012
                          35 No
                                   <NA>
                                                      <NA>
10 Male
           2012 2012
                          65 No
                                   <NA>
                                                      <NA>
11 Female
           2012 2012
                          43 No
                                   <NA>
                                                      <NA>
12 Female
           2010 2010
                          62 No
                                   Disagree
                                                      Disagree
13 Female
           2012 2012
                          39 No
                                   Disagree
                                                      Disagree
14 Male
           2010 2010
                          39 No
                                   <NA>
                                                      <NA>
15 Male
           2010 2010
                          77 No
                                   Disagree
                                                      Disagree
```

GSS Panel

```
gss_sub >
  select(sex, degree) ▷
  group_by(sex, degree) ▷
  tally() ▷
  pivot_wider(names_from = sex, values_from = n)
# A tibble: 6 \times 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.

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 \times 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

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 \sim sex, data = gss_sub)
Residuals:
   Min 10 Median 30 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 '** ' 0.01 '* ' 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 \sim sex, data = gss_sub)
Residuals:
   Min 10 Median 30 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
                            70
10 White:Bachelor
                          2334
11 Black:Bachelor
                           233
12 Other:Bachelor
                           200
13 White: Graduate
                          1293
14 Black: Graduate
                          116
15 Other: Graduate
                           147
```

Relevel manually by lumping ... the least frequent n

Relevel manually by lumping ...to other, manually