mbruner3\_Assign1

Mark Bruner

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rm(list = ls())

library(tidyverse)

## ── Attaching packages ──────────────────────────────────────────────────── tidyverse 1.3.0 ──

## ✓ ggplot2 3.3.2 ✓ purrr 0.3.4  
## ✓ tibble 3.0.3 ✓ dplyr 1.0.2  
## ✓ tidyr 1.1.2 ✓ stringr 1.4.0  
## ✓ readr 1.3.1 ✓ forcats 0.5.0

## ── Conflicts ─────────────────────────────────────────────────────── tidyverse\_conflicts() ──  
## x dplyr::filter() masks stats::filter()  
## x dplyr::lag() masks stats::lag()

Online\_Retail <- read\_csv("Online\_Retail.csv", col\_types = c("ccci?dcc"))  
head(Online\_Retail)

## # A tibble: 6 x 8  
## InvoiceNo StockCode Description Quantity InvoiceDate UnitPrice CustomerID  
## <chr> <chr> <chr> <int> <chr> <dbl> <chr>   
## 1 536365 85123A WHITE HANG… 6 12/1/2010 … 2.55 17850   
## 2 536365 71053 WHITE META… 6 12/1/2010 … 3.39 17850   
## 3 536365 84406B CREAM CUPI… 8 12/1/2010 … 2.75 17850   
## 4 536365 84029G KNITTED UN… 6 12/1/2010 … 3.39 17850   
## 5 536365 84029E RED WOOLLY… 6 12/1/2010 … 3.39 17850   
## 6 536365 22752 SET 7 BABU… 2 12/1/2010 … 7.65 17850   
## # … with 1 more variable: Country <chr>

# NUMBER 1

Online\_Retail %>%  
group\_by(Country) %>%  
 tally(sort = TRUE) %>% summarise(Country, Counts = n, Percent = n/sum(n)\*100) %>% filter(Percent > 1)

## # A tibble: 4 x 3  
## Country Counts Percent  
## <chr> <int> <dbl>  
## 1 United Kingdom 495478 91.4   
## 2 Germany 9495 1.75  
## 3 France 8557 1.58  
## 4 EIRE 8196 1.51

**UK, Germany, France, and EIRE account for more than 1% of the total transactions in this dataset.**

# NUMBER 2

Online\_Retail <- mutate(Online\_Retail, TransactionValue = Quantity \* UnitPrice)  
head(Online\_Retail[, 9])

## # A tibble: 6 x 1  
## TransactionValue  
## <dbl>  
## 1 15.3  
## 2 20.3  
## 3 22   
## 4 20.3  
## 5 20.3  
## 6 15.3

# NUMBER 3

Online\_Retail %>%  
group\_by(Country) %>%   
 summarise(TransValueSum = sum(TransactionValue)) %>% filter(TransValueSum > 130000) %>% arrange(desc(TransValueSum))

## `summarise()` ungrouping output (override with `.groups` argument)

## # A tibble: 6 x 2  
## Country TransValueSum  
## <chr> <dbl>  
## 1 United Kingdom 8187806.  
## 2 Netherlands 284662.  
## 3 EIRE 263277.  
## 4 Germany 221698.  
## 5 France 197404.  
## 6 Australia 137077.

**UK, Netherlands, EIRE, Germany, France, and Australia are the countries where their sum is greater than 130,000 British Pound.**

# Number 4 Intro

Temp <- strptime(Online\_Retail$InvoiceDate,format='%m/%d/%Y %H:%M',tz='GMT')  
head(Temp)

## [1] "2010-12-01 08:26:00 GMT" "2010-12-01 08:26:00 GMT"  
## [3] "2010-12-01 08:26:00 GMT" "2010-12-01 08:26:00 GMT"  
## [5] "2010-12-01 08:26:00 GMT" "2010-12-01 08:26:00 GMT"

head(Online\_Retail)

## # A tibble: 6 x 9  
## InvoiceNo StockCode Description Quantity InvoiceDate UnitPrice CustomerID  
## <chr> <chr> <chr> <int> <chr> <dbl> <chr>   
## 1 536365 85123A WHITE HANG… 6 12/1/2010 … 2.55 17850   
## 2 536365 71053 WHITE META… 6 12/1/2010 … 3.39 17850   
## 3 536365 84406B CREAM CUPI… 8 12/1/2010 … 2.75 17850   
## 4 536365 84029G KNITTED UN… 6 12/1/2010 … 3.39 17850   
## 5 536365 84029E RED WOOLLY… 6 12/1/2010 … 3.39 17850   
## 6 536365 22752 SET 7 BABU… 2 12/1/2010 … 7.65 17850   
## # … with 2 more variables: Country <chr>, TransactionValue <dbl>

Online\_Retail$New\_Invoice\_Date <- as.Date(Temp)  
Online\_Retail$Invoice\_Day\_Week <- weekdays(Online\_Retail$New\_Invoice\_Date)  
Online\_Retail$New\_Invoice\_Hour <- as.numeric(format(Temp, "%H"))  
Online\_Retail$New\_Invoice\_Month <- as.numeric(format(Temp, "%m"))  
head(Online\_Retail)

## # A tibble: 6 x 13  
## InvoiceNo StockCode Description Quantity InvoiceDate UnitPrice CustomerID  
## <chr> <chr> <chr> <int> <chr> <dbl> <chr>   
## 1 536365 85123A WHITE HANG… 6 12/1/2010 … 2.55 17850   
## 2 536365 71053 WHITE META… 6 12/1/2010 … 3.39 17850   
## 3 536365 84406B CREAM CUPI… 8 12/1/2010 … 2.75 17850   
## 4 536365 84029G KNITTED UN… 6 12/1/2010 … 3.39 17850   
## 5 536365 84029E RED WOOLLY… 6 12/1/2010 … 3.39 17850   
## 6 536365 22752 SET 7 BABU… 2 12/1/2010 … 7.65 17850   
## # … with 6 more variables: Country <chr>, TransactionValue <dbl>,  
## # New\_Invoice\_Date <date>, Invoice\_Day\_Week <chr>, New\_Invoice\_Hour <dbl>,  
## # New\_Invoice\_Month <dbl>

### **Part a**

Online\_Retail %>%   
 group\_by(Invoice\_Day\_Week) %>%   
 tally(sort = TRUE) %>%   
 summarise(Invoice\_Day\_Week, TransactionCounts = n, Percent = n/sum(n)\*100) %>%   
 arrange(desc(TransactionCounts))

## # A tibble: 6 x 3  
## Invoice\_Day\_Week TransactionCounts Percent  
## <chr> <int> <dbl>  
## 1 Thursday 103857 19.2  
## 2 Tuesday 101808 18.8  
## 3 Monday 95111 17.6  
## 4 Wednesday 94565 17.5  
## 5 Friday 82193 15.2  
## 6 Sunday 64375 11.9

### **Part b**

Online\_Retail %>%   
 group\_by(Invoice\_Day\_Week) %>%   
 summarise(TransValueSum = sum(TransactionValue)) %>%  
 mutate(TransValuePercent = TransValueSum/sum(TransValueSum)) %>%   
 arrange(desc(TransValueSum))

## `summarise()` ungrouping output (override with `.groups` argument)

## # A tibble: 6 x 3  
## Invoice\_Day\_Week TransValueSum TransValuePercent  
## <chr> <dbl> <dbl>  
## 1 Thursday 2112519 0.217   
## 2 Tuesday 1966183. 0.202   
## 3 Wednesday 1734147. 0.178   
## 4 Monday 1588609. 0.163   
## 5 Friday 1540611. 0.158   
## 6 Sunday 805679. 0.0827

### **Part c**

Online\_Retail %>%  
 group\_by(New\_Invoice\_Month) %>%   
 summarise(TransValueSum = sum(TransactionValue)) %>%   
 mutate(TransValuePercent = TransValueSum/sum(TransValueSum)) %>%   
 arrange(desc(TransValuePercent))

## `summarise()` ungrouping output (override with `.groups` argument)

## # A tibble: 12 x 3  
## New\_Invoice\_Month TransValueSum TransValuePercent  
## <dbl> <dbl> <dbl>  
## 1 11 1461756. 0.150   
## 2 12 1182625. 0.121   
## 3 10 1070705. 0.110   
## 4 9 1019688. 0.105   
## 5 5 723334. 0.0742  
## 6 6 691123. 0.0709  
## 7 3 683267. 0.0701  
## 8 8 682681. 0.0700  
## 9 7 681300. 0.0699  
## 10 1 560000. 0.0574  
## 11 2 498063. 0.0511  
## 12 4 493207. 0.0506

### **Part d**

Online\_Retail %>%   
 filter(Country == "Australia") %>%   
 group\_by(InvoiceDate) %>%   
 tally(sort = TRUE) %>%   
 filter(n == max(n))

## # A tibble: 1 x 2  
## InvoiceDate n  
## <chr> <int>  
## 1 6/15/2011 13:37 139

### **Part e**

Online\_Retail %>%   
 group\_by(New\_Invoice\_Hour) %>%   
 tally(sort = TRUE) %>%   
 filter(New\_Invoice\_Hour>= 7 & New\_Invoice\_Hour<=20) %>%   
 arrange(n) %>%   
 head(5)

## # A tibble: 5 x 2  
## New\_Invoice\_Hour n  
## <dbl> <int>  
## 1 7 383  
## 2 20 871  
## 3 19 3705  
## 4 18 7974  
## 5 8 8909

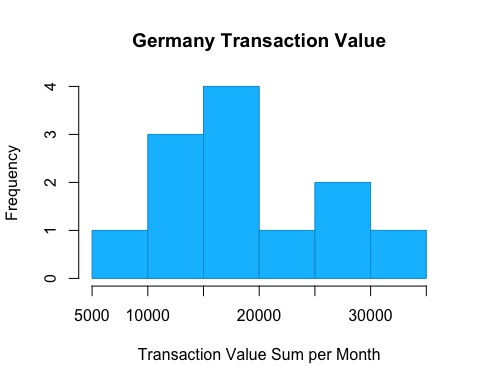
**The answer is the 19th and 20th since they are the 2nd and 3rd lowest values and then combined would be the lowest sum of two consecutive hours.**

# Number 5

Online\_Retail %>%  
 group\_by(Country) %>%  
 filter(Country == "Germany") %>%   
 group\_by(New\_Invoice\_Month) %>%   
 summarise(TransValueSum = sum(TransactionValue)) -> Germany

## `summarise()` ungrouping output (override with `.groups` argument)

hist(Germany$TransValueSum, border = "deepskyblue3", main = "Germany Transaction Value", xlab = "Transaction Value Sum per Month", ylab = "Frequency", col = "deepskyblue")

 # Number 6

Online\_Retail %>%  
 group\_by(CustomerID) %>%  
 tally(sort = TRUE) %>%   
 filter(!is.na(CustomerID)) %>%   
 filter(n==max(n))

## # A tibble: 1 x 2  
## CustomerID n  
## <chr> <int>  
## 1 17841 7983

Online\_Retail %>%  
 group\_by(CustomerID) %>%   
 summarise(Transvaluesum = sum(TransactionValue)) %>%   
 filter(!is.na(CustomerID)) %>%   
 filter(Transvaluesum == max(Transvaluesum))

## `summarise()` ungrouping output (override with `.groups` argument)

## # A tibble: 1 x 2  
## CustomerID Transvaluesum  
## <chr> <dbl>  
## 1 14646 279489.

**Customer 17841 has the most transactions of 7,983 and customer 14646 is the most valuable spending 279,489 British Pound.**

# Number 7

colMeans(is.na(Online\_Retail))

## InvoiceNo StockCode Description Quantity   
## 0.000000000 0.000000000 0.002683107 0.000000000   
## InvoiceDate UnitPrice CustomerID Country   
## 0.000000000 0.000000000 0.249266943 0.000000000   
## TransactionValue New\_Invoice\_Date Invoice\_Day\_Week New\_Invoice\_Hour   
## 0.000000000 0.000000000 0.000000000 0.000000000   
## New\_Invoice\_Month   
## 0.000000000

**Only columns “Description” (.2% missing values) and “CustomerID” (24.9% missing values) have missing values.**

# Number 8

Online\_Retail %>%   
 group\_by(Country) %>%   
 summarise(CustomerID) %>%   
 filter(is.na(CustomerID)) %>%   
 tally(sort = TRUE) # Total "NA" by country.

## `summarise()` regrouping output by 'Country' (override with `.groups` argument)

## # A tibble: 9 x 2  
## Country n  
## <chr> <int>  
## 1 United Kingdom 133600  
## 2 EIRE 711  
## 3 Hong Kong 288  
## 4 Unspecified 202  
## 5 Switzerland 125  
## 6 France 66  
## 7 Israel 47  
## 8 Portugal 39  
## 9 Bahrain 2

# Number 9

Online\_Retail %>% # Creating a variable for the number of days between visits.  
 select(CustomerID, New\_Invoice\_Date) %>%   
 group\_by(CustomerID) %>%   
 distinct(New\_Invoice\_Date) %>%   
 arrange(desc(CustomerID)) %>%   
 mutate(DaysBetween = New\_Invoice\_Date - lag(New\_Invoice\_Date))-> CustDaysBtwVisit #Combined DaysBetween per CustomerID.   
   
CustDaysBtwVisit %>%   
 filter(!is.na(DaysBetween)) -> RetCustDaysBtwVisits # Filtered "NA" from dataset.  
  
mean(RetCustDaysBtwVisits$DaysBetween)

## Time difference of 38.4875 days

**The customers who did return had an average of 38.5 days between visits.**

# Number 10

Online\_Retail %>% # Found the returns from France.  
 group\_by(Country) %>%   
 filter(Country == "France") %>%   
 select(Country, Quantity) %>%   
 filter(Quantity < 0) -> FrenchReturns  
  
 Online\_Retail %>% # Found the purchases from France.  
 group\_by(Country) %>%   
 filter(Country == "France") %>%   
 select(Quantity, Country) %>%   
 filter(Quantity > 0) -> FrenchPurchases  
  
FRReturns <- sum(FrenchReturns$Quantity) # calculated the quantity of returns from France.  
FRTransactions <- sum(FrenchPurchases$Quantity) # calculated the quanity of purchased from France.  
  
FRReturns/FRTransactions \*100 # Using the above two numbers, I then calculated the return rate.

## [1] -1.448655

**France has a 1.45% return rate.**

# Number 11

Online\_Retail %>%  
 group\_by(StockCode) %>%   
 summarise(TransactionValueTot = sum(TransactionValue)) %>%   
 arrange(desc(TransactionValueTot)) %>%   
 filter(StockCode != "DOT") %>% # Looks like this is postage for delivering products.  
 filter(TransactionValueTot == max(TransactionValueTot))

## `summarise()` ungrouping output (override with `.groups` argument)

## # A tibble: 1 x 2  
## StockCode TransactionValueTot  
## <chr> <dbl>  
## 1 22423 164762.

Online\_Retail %>%   
 group\_by(StockCode) %>%   
 filter(StockCode == "22423") %>%   
 select(StockCode, Description) %>%   
 distinct(StockCode, Description) %>%   
 filter(Description == "REGENCY CAKESTAND 3 TIER")

## # A tibble: 1 x 2  
## # Groups: StockCode [1]  
## StockCode Description   
## <chr> <chr>   
## 1 22423 REGENCY CAKESTAND 3 TIER

**Regency 3 tiered cakestand had the highest revenue.**

# Number 12

Online\_Retail %>%   
 group\_by(CustomerID) %>%   
 distinct(CustomerID) -> UniqueCustomers  
  
 length(UniqueCustomers$CustomerID)

## [1] 4373

**There are 4373 unique customers in this dataset.**