Lab_deliverable_2

Yihang Duanmu, Minjun Kim, Annelise Schreiber

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```r
knitr::opts_chunk$set(echo = FALSE, message = FALSE, warning = FALSE,
                      fig.width = 5.8, fig.height = 3.3, dpi = 220)
```

```
## $head_missing
## # A tibble: 10 x 2
##    variable                n_miss
##    <chr>                    <dbl>
##  1 share                        4
##  2 like                         1
##  3 page_total_likes             0
##  4 type                         0
##  5 category                     0
##  6 post_month                   0
##  7 post_weekday                 0
##  8 post_hour                    0
##  9 paid                         0
## 10 lifetime_post_total_reach    0
##
## $quick_summary
##  lifetime_post_consumers lifetime_post_total_reach      like
##  Min.   :    9.0         Min.   :    238         Min.   :    0.0
##  1st Qu.:  332.5         1st Qu.:   3315         1st Qu.:   56.5
##  Median :  551.5         Median :   5281         Median :  101.0
##  Mean   :  798.8         Mean   :  13903         Mean   :  177.9
##  3rd Qu.:  955.5         3rd Qu.:  13168         3rd Qu.:  187.5
##  Max.   :11328.0         Max.   : 180480         Max.   : 5172.0
##                                                  NA's   :1
##      share           comment           paid          post_hour
##  Min.   :  0.00   Min.   :  0.000   Min.   :0.000   Min.   : 1.00
##  1st Qu.: 10.00   1st Qu.:  1.000   1st Qu.:0.000   1st Qu.: 3.00
##  Median : 19.00   Median :  3.000   Median :0.000   Median : 9.00
##  Mean   : 27.27   Mean   :  7.482   Mean   :0.278   Mean   : 7.84
##  3rd Qu.: 32.25   3rd Qu.:  7.000   3rd Qu.:1.000   3rd Qu.:11.00
##  Max.   :790.00   Max.   :372.000   Max.   :1.000   Max.   :23.00
##  NA's   :4
##   post_weekday    post_month
##  Min.   :1.00   Min.   : 1.000
##  1st Qu.:2.00   1st Qu.: 4.000
##  Median :4.00   Median : 7.000
##  Mean   :4.15   Mean   : 7.038
##  3rd Qu.:6.00   3rd Qu.:10.000
##  Max.   :7.00   Max.   :12.000
##
```

Table 1: Descriptive statistics (key variables)

skim_variable	n_missing	mean	sd	p0	p25	p50	p75	p100
consumers	0	798.77200	882.50501	9	332.5	551.5	955.50	11328
reach	0	13903.36000	22740.78789	238	3315.0	5281.0	13168.00	180480
likes	1	177.94589	323.39874	0	56.5	101.0	187.50	5172
shares	4	27.26613	42.61329	0	10.0	19.0	32.25	790
comments	0	7.48200	21.18091	0	1.0	3.0	7.00	372