R Notebook

This is an [R Markdown](http://rmarkdown.rstudio.com) Notebook. When you execute code within the notebook, the results appear beneath the code.

Try executing this chunk by clicking the *Run* button within the chunk or by placing your cursor inside it and pressing *Ctrl+Shift+Enter*.

library(haven)  
survey <- read\_sav("survey.sav")  
View(survey)  
summary(survey)

## Establecimiento Pc1\_Actitud Pc1\_Atencion Pc1\_Atencion\_Esperas  
## Min. :1.000 Min. : 0.00 Min. : 1.000 Min. : 0.000   
## 1st Qu.:1.000 1st Qu.: 5.00 1st Qu.: 5.000 1st Qu.: 5.000   
## Median :2.000 Median : 7.00 Median : 6.000 Median : 6.000   
## Mean :2.043 Mean : 6.37 Mean : 5.901 Mean : 5.973   
## 3rd Qu.:3.000 3rd Qu.: 8.00 3rd Qu.: 7.000 3rd Qu.: 7.000   
## Max. :3.000 Max. :10.00 Max. :10.000 Max. :10.000   
## NA's :3 NA's :10   
## Pc1\_Cliente\_Habitual Pc1\_Actitud\_Servicio Pd1\_Asesoramiento\_Oferta  
## Min. : 0.00 Min. : 1.000 Min. : 1.000   
## 1st Qu.: 4.00 1st Qu.: 5.000 1st Qu.: 5.000   
## Median : 5.00 Median : 6.000 Median : 7.000   
## Mean : 5.25 Mean : 6.182 Mean : 6.287   
## 3rd Qu.: 7.00 3rd Qu.: 8.000 3rd Qu.: 8.000   
## Max. :10.00 Max. :10.000 Max. :10.000   
## NA's :52 NA's :3 NA's :11   
## Pd1\_Informacion\_Completa Pd1\_Aspectos\_Positivos\_Negativos  
## Min. : 1.000 Min. : 1.000   
## 1st Qu.: 5.000 1st Qu.: 4.000   
## Median : 6.000 Median : 5.000   
## Mean : 6.247 Mean : 5.311   
## 3rd Qu.: 8.000 3rd Qu.: 7.000   
## Max. :10.000 Max. :10.000   
## NA's :17 NA's :69   
## Pe1\_Experiencia\_Empleados Pe1\_Resolver\_Consultas Pe1\_Conocimiento\_Gama  
## Min. : 1.00 Min. : 1.00 Min. : 0.000   
## 1st Qu.: 5.00 1st Qu.: 5.00 1st Qu.: 5.000   
## Median : 6.00 Median : 7.00 Median : 7.000   
## Mean : 6.18 Mean : 6.44 Mean : 6.481   
## 3rd Qu.: 8.00 3rd Qu.: 8.00 3rd Qu.: 8.000   
## Max. :10.00 Max. :10.00 Max. :10.000   
## NA's :13 NA's :18 NA's :9   
## Pe1\_Dominio\_Resolver\_Consultas Pe1\_Interes\_Problemas  
## Min. : 1.000 Min. : 1.000   
## 1st Qu.: 5.000 1st Qu.: 5.000   
## Median : 7.000 Median : 7.000   
## Mean : 6.364 Mean : 6.392   
## 3rd Qu.: 8.000 3rd Qu.: 8.000   
## Max. :10.000 Max. :10.000   
## NA's :27 NA's :18   
## Pe1\_Tiempo\_Espera\_Atencion Pe1\_Duracion\_Fila\_Cajas  
## Min. : 1.000 Min. : 1.000   
## 1st Qu.: 5.000 1st Qu.: 4.000   
## Median : 6.000 Median : 6.000   
## Mean : 5.887 Mean : 5.675   
## 3rd Qu.: 7.000 3rd Qu.: 7.000   
## Max. :10.000 Max. :10.000   
## NA's :4 NA's :5   
## Pe1\_Rapidez\_Resolver\_Consultas Pe1\_N\_Empleados\_Cajas  
## Min. : 1.000 Min. : 0.0   
## 1st Qu.: 5.000 1st Qu.: 4.0   
## Median : 6.000 Median : 6.0   
## Mean : 6.005 Mean : 5.8   
## 3rd Qu.: 7.000 3rd Qu.: 8.0   
## Max. :10.000 Max. :10.0   
## NA's :40 NA's :14   
## Pe1\_Tiempo\_Reclamacion Pe1\_Solucion\_Quejas Pe1\_Sencillez\_Tramites  
## Min. : 0.000 Min. : 0.000 Min. : 0.000   
## 1st Qu.: 4.000 1st Qu.: 5.000 1st Qu.: 5.000   
## Median : 5.000 Median : 6.000 Median : 6.000   
## Mean : 5.436 Mean : 5.623 Mean : 5.649   
## 3rd Qu.: 7.000 3rd Qu.: 7.000 3rd Qu.: 7.000   
## Max. :10.000 Max. :10.000 Max. :10.000   
## NA's :457 NA's :447 NA's :452   
## Pf1\_Competitividad\_Oferta\_Productos Pf1\_Amplitud\_Oferta\_Productos  
## Min. : 0.000 Min. : 0.000   
## 1st Qu.: 5.000 1st Qu.: 5.000   
## Median : 7.000 Median : 7.000   
## Mean : 6.534 Mean : 6.447   
## 3rd Qu.: 8.000 3rd Qu.: 8.000   
## Max. :10.000 Max. :10.000   
## NA's :13 NA's :10   
## Pf1\_Beneficios\_Compra\_Habitual Pg1\_N\_Empleados\_Adecuado  
## Min. : 0.000 Min. : 1.000   
## 1st Qu.: 5.000 1st Qu.: 5.000   
## Median : 7.000 Median : 6.000   
## Mean : 6.376 Mean : 5.944   
## 3rd Qu.: 8.000 3rd Qu.: 7.000   
## Max. :10.000 Max. :10.000   
## NA's :45 NA's :7   
## Pg1\_Cajas\_Cerradas Pg1\_Decoracion\_Establecimiento  
## Min. : 1.000 Min. : 1.000   
## 1st Qu.: 4.000 1st Qu.: 5.000   
## Median : 6.000 Median : 6.000   
## Mean : 5.645 Mean : 5.926   
## 3rd Qu.: 7.000 3rd Qu.: 7.000   
## Max. :10.000 Max. :10.000   
## NA's :44 NA's :9   
## Pg1\_Iluminacion\_Establecimiento Pg1\_Climatizacion\_Establecimiento  
## Min. : 0.000 Min. : 1.000   
## 1st Qu.: 5.000 1st Qu.: 5.000   
## Median : 7.000 Median : 7.000   
## Mean : 6.542 Mean : 6.521   
## 3rd Qu.: 8.000 3rd Qu.: 8.000   
## Max. :10.000 Max. :10.000   
## NA's :6 NA's :9   
## Pg1\_Sensacion\_Orden\_Limpieza Pg1\_Amplitud\_Establecimiento  
## Min. : 1.000 Min. : 1.000   
## 1st Qu.: 5.000 1st Qu.: 5.000   
## Median : 7.000 Median : 7.000   
## Mean : 6.464 Mean : 6.689   
## 3rd Qu.: 8.000 3rd Qu.: 8.000   
## Max. :10.000 Max. :10.000   
## NA's :6 NA's :4   
## Pg1\_Señalizacion\_Areas Pg1\_Facilidad\_Identificar\_Cadena  
## Min. : 1.000 Min. : 1.000   
## 1st Qu.: 5.000 1st Qu.: 6.000   
## Median : 7.000 Median : 7.000   
## Mean : 6.211 Mean : 6.933   
## 3rd Qu.: 8.000 3rd Qu.: 8.000   
## Max. :10.000 Max. :10.000   
## NA's :6 NA's :10   
## Ph1\_Relacion\_Calidad\_Precio Ph1\_Satisfaccion\_Global C1\_Edad   
## Min. : 1.00 Min. : 1.000 Min. :1.000   
## 1st Qu.: 6.00 1st Qu.: 5.000 1st Qu.:2.000   
## Median : 7.00 Median : 7.000 Median :3.000   
## Mean : 6.88 Mean : 6.579 Mean :3.175   
## 3rd Qu.: 8.00 3rd Qu.: 8.000 3rd Qu.:4.000   
## Max. :10.00 Max. :10.000 Max. :6.000   
## NA's :3 NA's :9 NA's :4   
## C2\_Sexo C3\_Estado\_Civil C4\_Importe\_Medio\_Compra C5\_Nivel\_Estudios  
## Min. :1.000 Min. :1.000 Min. :0.000 Min. : 1.000   
## 1st Qu.:1.000 1st Qu.:1.000 1st Qu.:2.000 1st Qu.: 5.000   
## Median :2.000 Median :2.000 Median :4.000 Median : 6.000   
## Mean :1.583 Mean :2.172 Mean :3.957 Mean : 5.891   
## 3rd Qu.:2.000 3rd Qu.:3.000 3rd Qu.:5.000 3rd Qu.: 7.000   
## Max. :2.000 Max. :5.000 Max. :8.000 Max. :10.000   
## NA's :6 NA's :49 NA's :88   
## C6\_Ingresos\_Mensuales\_Totales RC1\_Edad RC2\_Sexo   
## Min. :1.000 Min. : 0.00 Min. :0.0000   
## 1st Qu.:2.000 1st Qu.:29.50 1st Qu.:0.0000   
## Median :3.000 Median :39.50 Median :1.0000   
## Mean :3.331 Mean :41.14 Mean :0.5828   
## 3rd Qu.:5.000 3rd Qu.:49.50 3rd Qu.:1.0000   
## Max. :7.000 Max. :65.00 Max. :1.0000   
## NA's :265   
## RC4\_Importe\_Medio RC6\_Ing\_mes   
## Min. : 0.00 Min. : 0   
## 1st Qu.: 22.50 1st Qu.: 600   
## Median : 53.00 Median :1250   
## Mean : 52.66 Mean :1445   
## 3rd Qu.: 68.00 3rd Qu.:1750   
## Max. :120.00 Max. :4501   
##

Add a new chunk by clicking the *Insert Chunk* button on the toolbar or by pressing *Ctrl+Alt+I*.

When you save the notebook, an HTML file containing the code and output will be saved alongside it (click the *Preview* button or press *Ctrl+Shift+K* to preview the HTML file).