

# Sheth I.u.j. And sir m.v. college of arts science and commerce

## Practical no. 3 mod2

Aim: Creating cross-tabulations and two-way tables using table() (R).

The screenshot shows the RStudio interface with the following details:

- File Menu:** File, Edit, Code, View, Plots, Session, Build, Debug, Profile, Tools, Help.
- Code Editor:** Displays R code for reading a CSV file and creating two-way tables.
- Environment View:** Shows global variables and their values.
- Files View:** Shows the project structure with various R files and datasets.

**R Code:**

```
1 data3 <- read.csv("Instagram_Analytics.csv")
2
3 head(data3)
11:1 (Top Level) ▾

R 4.5.2 · ~/ ~
> data3 <- read.csv("Instagram_Analytics.csv")
>
> head(data3)
  post_id      upload_date media_type likes comments shares saves   reach impressions
1 IG00000001 2024-11-30 09:25:22.954916 Reel  31627    7559  4530  6393  615036  1007750
2 IG00000002 2025-08-15 09:25:22.954916 Photo  63206   3490  1680  6809  1237071  1345900
3 IG00000003 2025-09-11 09:25:22.954916 Reel  94373   3727  1761  8367  1127470  1305369
4 IG00000004 2025-09-18 09:25:22.954916 Reel  172053   7222  2875  9290  764030   897874
5 IG00000005 2025-03-21 09:25:22.954916 Video  99646   2703  4444  9746  7004   495406
6 IG00000006 2025-05-06 09:25:22.954916 Carousel 10500   7337  3601  5163  311157  381943
  caption_length hashtags_count followers_gained traffic_source engagement_rate content_category
1           1340            3             899       Home Feed        4.97     Technology
2           1351           20            805       Hashtags        5.59     Fitness
3            242            24            758       Reels Feed       8.29     Beauty
4            446            11            402       External        21.32     Music
5           1905            8            155       Profile        23.52     Technology
6           1448           12            904       Reels Feed       6.96     Photography
>
>
> # Two-way table: media_type x traffic_source
>
> table(data3$media_type, data3$traffic_source)
   Explore External Hashtags Home Feed Profile Reels Feed
Carousel  1233    1265   1307  1241  1289   1191
Photo     1248    1243   1231  1292  1184   1237
Reel      1190    1254   1258  1270  1251   1292
Video     1203    1243   1267  1266  1238   1306
>
> # Two-way table: media_type x content_category
>
> table(data3$media_type, data3$content_category)
```

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The screenshot shows an RStudio interface with the following details:

- File Menu:** File, Edit, Code, View, Plots, Session, Build, Debug, Profile, Tools, Help.
- Code Editor:** An R script window titled "Untitled2.R" containing the following code:

```
1 data3 <- read.csv("Instagram_Analytics.csv")
2
3 head(data3)
```
- Console:** The console window shows the following R session:

```
>
>
> # Two-way table: media_type x traffic_source
>
> table(data3$media_type, data3$traffic_source)

Explore External Hashtags Home Feed Profile Reels Feed
Carousel    1233    1265    1307    1241    1289    1191
Photo        1248    1243    1231    1292    1184    1237
Reel         1190    1254    1258    1270    1251    1292
Video        1203    1243    1267    1266    1238    1306

>
> # Two-way table: media_type x content_category
>
> table(data3$media_type, data3$content_category)

Beauty Comedy Fashion Fitness Food Lifestyle Music Photography Technology Travel
Carousel    749     709     741     725     696      804     776      817     756     753
Photo        697     715     778     748     778      755     747      758     763     696
Reel         773     753     758     755     785      715     758      733     741     744
Video        734     773     757     776     751      743     722      727     765     775

> # Optional: Add margins (totals) to a two-way table
> addmargins(table(data3$media_type, data3$traffic_source))

Explore External Hashtags Home Feed Profile Reels Feed Sum
Carousel    1233    1265    1307    1241    1289    1191    7526
Photo        1248    1243    1231    1292    1184    1237    7435
Reel         1190    1254    1258    1270    1251    1292    7515
Video        1203    1243    1267    1266    1238    1306    7523
Sum          4874    5005    5063    5069    4962    5026    29999
```
- Environment:** Shows variables d, e, g, m.
- Files:** Shows multiple files in the sidebar.