

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 components:

- Source Editor:** Contains the R script for loading and analyzing the data.
- Console:** Displays the output of the R commands, including the head of the data frame and the results of the two-way tables.
- Environment:** Lists the objects in the global environment, including 'data', 'data_full', 'data1', 'data2', 'data3', 'employee_s...', 'global_ear...', and 'market_data'.
- Files:** Shows the file explorer with various files and folders.

```
1 data3 <- read.csv("Instagram_Analytics.csv")
2
3 head(data3)
```

```
> 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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```
RStudio
File Edit Code View Plots Session Build Debug Profile Tools Help

Amazon x Untitled2* x Instagram_Analytics x 4th.R* x Airline_Delay_Cause x Agriculture_price_dataset x 5th.R* x
Source on Save Run Source
1 data3 <- read.csv("Instagram_Analytics.csv")
2
3 head(data3)
11:1 (Top Level) R Script

R 4.5.2 ~ /
>
>
> # Two-way table: media_type x traffic_source
> table(data3$media_type, data3$traffic_source)

      Explore External Hashtags Home Feed Profile Reels Feed
Carouse1 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
Carouse1 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
Carouse1 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
>
```