R Training

Lesson 3
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I. Data Manipulation

Now, we are going to build on the knowledge from the last session and learn how to use the dplyr package to manipulate dataframes quickly and efficiently in conjunction with the packages we covered in the prior lesson.

We are going to continue with the below dataframes as we defined in the last lesson.

```
# define dataframes
ids <- data.frame(name = c("Alice", "Bob", "Carly", "Dylan"), id = 101:104,
                  stringsAsFactors = FALSE)
ages \leftarrow data.frame(age = c(24, 26, 28), id = c(101:102, 105))
# new employees
newEmployees <- data.frame(name = c("Eva", "Frank"), id = 106:107,</pre>
                            stringsAsFactors = FALSE)
# revise the ids dataframe to include all employees
ids <- rbind(ids, newEmployees)</pre>
# view each dataframe
ids
##
      name id
## 1 Alice 101
      Bob 102
## 3 Carly 103
## 4 Dylan 104
     Eva 106
## 5
## 6 Frank 107
ages
##
     age id
## 1 24 101
## 2 26 102
## 3 28 105
newEmployees
##
      name id
## 1
      Eva 106
## 2 Frank 107
```

A. Type conversion and data cleaning

Before we get into the dplyr package, let's learn how to clean up our data for analysis in R. We will use stats for the last 7 days, handle any NULL values that come from our query, and change columns to more appropriate data types. Note that it won't always be necessary to clean this up depending on what you are looking to do in your analysis since you can have summary functions like sum(), mean(), etc. ignore NA's (the value used when R reads in NULL) and you may not need to use the day string as a date. We will learn how to do the cleaning using base R; it is also possible in dplyr, but I will leave that for you to try on your own.

```
# get date for 7 days ago
startDate <- Sys.Date() - 7
# query for last 30 days of client stats for
query <- "SELECT
          FROM
          WHERE
             day >= '%s'
            AND client_id = 8050"
# query Vertica for data and store in dataframe
      <- QueryVertica(username, sprintf(query, startDate), password)</pre>
# look at a summary of the data to check for NA's and wrong data types
summary
##
        day
                          client_id
                                            displays
                                                                clicks
##
    Length:69
                        Min.
                                :8050
                                        Min.
                                                            Min.
##
    Class : character
                        1st Qu.:8050
                                         1st Qu.:
                                                            1st Qu.
##
    Mode :character
                        Median:8050
                                        Median:
                                                            Median
##
                        Mean
                                :8050
                                        Mean
                                                            Mean
##
                        3rd Qu.:8050
                                         3rd Qu.:
                                                            3rd Qu.
##
                                :8050
                        Max.
                                        Max.
                                                            Max.
##
##
                              tac
                                             post_click_conversions
       revenue
##
    Min.
                        Min.
                                             Min.
##
    1st Qu.
                        1st Qu.
                                             1st Qu.
##
    Median
                        Median
                                             Median
                                             Mean
##
    Mean
                        Mean
                        3rd Qu.
                                             3rd Qu.
##
    3rd Qu.
##
    Max.
                        Max.
                                             Max.
##
                                             NA's
##
    post_click_sales post_view_conversions post_view_sales
##
    Min.
                      Min.
                                              Min.
##
    1st Qu.
                      1st Qu.
                                              1st Qu.
##
    Median
                      Median
                                              Median
##
    Mean
                      Mean
                                              Mean
##
    3rd Qu.
                      3rd Qu.
                                              3rd Qu.
##
    Max.
                      Max.
                                              Max.
    NA's
                      NA's
                                              NA's
##
                              :39
##
    post_click_non_deduplicated_conversions post_click_non_deduplicated_sales
##
    Min.
                                               Min.
    1st Qu.:
                                               1st Qu.
```

```
##
    Median
                                                Median
##
    Mean
                                                Mean
##
    3rd Qu.
                                                3rd Qu.
##
    Max.
                                                Max.
##
    NA's
            :37
                                                NA's
##
    cumulated p ctr cumulated p cr zone currency id client country code
    Min.
                                                         Length:69
##
                     Min.
                                      Min.
                     1st Qu.
                                      1st Qu.
##
    1st Qu.
                                                         Class : character
##
    Median
                     Median
                                      Median
                                                         Mode
                                                              :character
##
    Mean
                     Mean
                                      Mean
##
    3rd Qu.
                     3rd Qu.
                                      3rd Qu.
##
    Max.
                     Max.
                                      Max.
##
    marketplace_revenue_raw marketplace_revenue
##
##
                              Min.
    Min.
##
    1st Qu
                              1st Qu.
##
    Median
                              Median
##
    Mean
                              Mean
##
    3rd Qu
                              3rd Qu
##
    Max.
                              Max.
##
```

1. Type Conversion

Looking at the summary we can see that day was read in as a character when it should be a Date and client_id is not stored in the most optimal way. It is stored as a numeric, however, client_id is a categorical value so we should store it as a factor. There are a few other columns that make sense to be converted to factors, but we won't show those here. Type conversions can be accomplished by functions of the form as.*() where * is the class you want to convert to.

2. Data Cleaning (handling NA's)

The second thing we can glean from the summary is which columns have NA's. Depending on the analysis you are doing you may want to remove rows with NA values, replace them with new values such as 0, or impute a value. Here we will replace all NA values in post_click_conversions and post_click_sales with 0 and remove all rows that have NA in the columns post_view_conversions or post_view_sales.

```
# change the day column to a date
     $day <- as.Date
# change the client id column to a factor
     $client_id <- as.factor</pre>$client_id)
# replace NAs with O in select columns
     [is.na(
                spost_click_conversions), "post_click_conversions"] <- 0
                 $post click sales), "post click sales"] <- 0</pre>
# remove select rows
                            $post_view_conversions) |
              [!(is.na(
                              $post_view_sales)),]
                   is.na
# look at summary of modified columns
             [, c("day", "client_id", "post_click_conversions",
                  "post_click_sales", "post_view_conversions", "post_view_sales")])
```

```
##
                           client_id post_click_conversions post_click_sales
         day
##
    Min.
            :2017-05-08
                           8050:30
                                     Min.
                                                               Min.
    1st Qu.:2017-05-09
##
                                      1st Qu.
                                                               1st Qu
    Median :2017-05-11
                                     Median
                                                              Median
##
##
    Mean
            :2017-05-11
                                     Mean
                                                               Mean
    3rd Qu.:2017-05-13
                                                               3rd Qu
##
                                      3rd Qu.
            :2017-05-14
##
    Max.
                                     Max.
                                                               Max.
##
    post_view_conversions post_view_sales
##
    Min.
                            Min.
##
    1st Qu.
                            1st Qu.
##
    Median
                            Median
##
                            Mean
    Mean
##
    3rd Qu.
                            3rd Qu.
##
    Max.
                            Max.
```

B. dplyr

[1] 28

The dplyr package is extremely useful when working with dataframes. You can chain together several "verbs" to step-by-step transform your dataframe without having to write a complicated query. You can also take in granular data (either from Vertica or read in from a file) and use dplyr to get the information you wanted if Vertica keeps timing out or you aren't sure how to write a query to do what you need. We are going to cover the pipe operator (%>%), the 5 verbs and group_by(), joins, and set operations.

```
library(dplyr)
```

1. The pipe operator

The pipe operator (%%) uses the object before the pipe as the first argument to the function after the pipe. It is read as "and then". You can use $\mathbf{ctrl} + \mathbf{shift} + \mathbf{m}$ to add the pipe operator. Note that you can use this operator for any function; it doesn't have to be a dplyr function as long as you load the dplyr package. This becomes extremely helpful for readability when you have multiple nested function calls.

```
# find max age from the ages dataframe defined earlier
max(ages$age)

## [1] 28
# now using the pipe operator
ages$age %>% max()
```

2. The $5 \text{ verbs} + \text{group_by()}$

There are many functions available in the dplyr package, however, the 5 verbs and group_by() are the ones I find applicable in most situations. Before we get into what each one does, let's pull in a dataset to work with in the examples. We are going to look at performance stats for the client. Note that some of the below can be done in base R, but dplyr will make your code easier to read.

```
# get date for 30 days ago
startDate <- Sys.Date() - 30</pre>
# query for last 30 days of client stats for
query <- "SELECT
          FROM
             day >= '%s'
            AND client_id = 4624"
# query Vertica for data and store in dataframe macys
      <- QueryVertica(username, sprintf(query, startDate), password)</pre>
# see how many rows we pulled in
nrow(
## [1] 312
# see what columns we pulled in
colnames(
##
    [1]
##
    [2]
    [3]
##
    [4]
##
    [5]
##
##
    [6]
##
    [7]
##
    [8]
    [9]
##
## [10]
## [11]
## [12]
## [13]
## [14]
## [15]
## [16]
## [17]
## [18]
```

Looks like we got more data than we bargained for! Let's use dplyr to clean up the dataframe.

i. select()

The macys dataframe contains more columns than we need. The select() function in dplyr works just like a SELECT statement in a query. We can use select() to only keep the columns relevant to our analysis. To select columns, provide their name or their index; you can drop columns by negating your selection (adding "-" in front). We can also do the below in base R with df[, c("col1", "col2")]

Note that the below are equivalent ways of performing the same selection (but without the column renaming we performed above).

```
# select columns by index

%>%
select(1:5, 7:8)

# drop columns by index

%>%
select(-c(6, 9:18))
```

dplyr also contains several functions that can be used in conjunction with select() to pick the columns that match certain criteria; among these are starts_with(), ends_with(), contains(), matches(), one_of() which you can read up on later.

ii. filter()

Great, now we have the columns we needed, but turns out we only needed the last 25 days. Now what? We will use the filter() function (like the WHERE clause) to filter the data to what we need continuing from the code we started in the select() section so you get an idea of how this looks in practice. In base R you can filter using: df[condition,] (i.e. df[as.Date(df\$day) <= "2017-05-15",]).

iii. arrange()

Looks like we got the proper dates and columns now, but they are all out of order. We can't tell what we are looking at! Let's use arrange() to sort the data by the day column; this is equivalent to the ORDER BY clause. Note this can be done in base R with df[order(df\$sort_column),] and you can use rev() on order() to do decreasing order (i.e. df[rev(order(df\$sort_column),]).

Note you can sort descending by using arrange(desc(day)).

iv. mutate()

Now that we have data that makes more sense, let's introduce mutate() which allows us to add new columns like CTR and CPC. Note in base R you can add columns as df\$new_col <- new_values.

```
##
            day displays clicks revenue pc_conv pc_sales
                                                                      ctr
## 1 2017-04-20
## 2 2017-04-20
## 3 2017-04-20
## 4 2017-04-20
## 5 2017-04-20
## 6 2017-04-20
##
           срс
## 1
## 2
## 3
## 4
## 5
## 6
```

v. summarize()

All we have to do now is summarize() (aggregate) everything over the time period.

```
## days rows total_clicks total_imps spend conv sales ctr
## 1 25 257
```

Notice how we were able to use total_clicks and total_imps in an equation in summarize() after we defined them; you can also do this with mutate(). dplyr contains the n_distinct() and n() functions among others that will be helpful when aggregating. We also included na.rm = TRUE in our calls to sum(), if you don't R will try to add NA's which are basically NULL's to your data and as a result you won't get anything useful back; this tells R to ignore those in the sum() calculation.

vi. group_by()

That is helpful, but it wasn't exactly what we were looking for. We want all these metrics by day, but the data isn't aggregated like that in Vertica and summarize() can't handle it on its own. We need to GROUP BY just like in a query. We can use dplyr's aptly named group_by() to do this for us and complete our analysis.

```
# select columns, filter to last 25 days, group by day to summarize
# add ctr and cpc and sort by day
    pivot <-
  select(day, displays, clicks, revenue, pc_conv = post_click_conversions,
         pc_sales = post_click_sales) %>%
  filter(as.Date(day) >= Sys.Date() - 25) %>%
  group by(day) %>%
  summarize(total clicks = sum(clicks, na.rm = TRUE),
            total_imps = sum(displays, na.rm = TRUE), spend = sum(revenue, na.rm = TRUE),
            conv = sum(pc_conv, na.rm = TRUE)) %>%
  mutate(ctr = total_clicks/total_imps, cpc = spend/total_clicks) %>%
  arrange(day)
# view first few rows
head( __pivot, 3)
## # A tibble: 3 × 7
##
            day total_clicks total_imps
                                           spend conv
                                                               ctr
                                                                         срс
##
                       <dbl>
                                           <dbl> <dbl>
                                                             <dbl>
                                                                       <dbl>
## 1 2017-04-20
## 2 2017-04-21
## 3 2017-04-22
```

Note that order matters with group_by() and summarize(). If you want to summarize by groups you must first group_by() and then summarize().

It is important to note that after using this dplyr function, your dataframe gets turned into a tibble. Don't worry though, you can still use all your dataframe code on these objects; they are just enhanced versions of dataframes.

3. Join operations

dplyr also provides various functions for joining dataframes with clearer syntax than base R's merge(). There are 2 main categories: mutating joins and filtering joins. As with base R, dplyr's version will join on all common columns, but you can specify them in the by argument. dplyr will tell you which columns it joined on in the output.

i. Mutating joins

Mutating joins add columns to the resulting dataframe. For example, if you are left joining table y to table x, you are adding the columns of y that x didn't have and joining on the columns in common.

- left_join()
- right_join()
- inner_join()
- full_join()

Let's redo the joins we did using merge() from base R in the last lesson.

```
# inner join
inner_join(ids, ages)
## Joining, by = "id"
##
     name id age
## 1 Alice 101 24
      Bob 102 26
## 2
# left outer join
left join(ids, ages)
## Joining, by = "id"
     name id age
## 1 Alice 101
                24
## 2
       Bob 102
                26
## 3 Carly 103
## 4 Dylan 104
               NA
## 5
      Eva 106
## 6 Frank 107
# right outer join
right_join(ids, ages)
## Joining, by = "id"
##
     name id age
## 1 Alice 101
                24
## 2
      Bob 102
## 3 <NA> 105
               28
```

```
# full outer join
full_join(ids, ages)
## Joining, by = "id"
##
     name id age
## 1 Alice 101
      Bob 102
## 2
               26
## 3 Carly 103
## 4 Dylan 104
## 5
      Eva 106
               NA
## 6 Frank 107
               NA
## 7 <NA> 105
```

ii. Filtering joins

Filtering joins return the result of a join without adding columns from the second dataframe. Here you are joining x and y, but you don't want any columns from y, you are just using it to filter x.

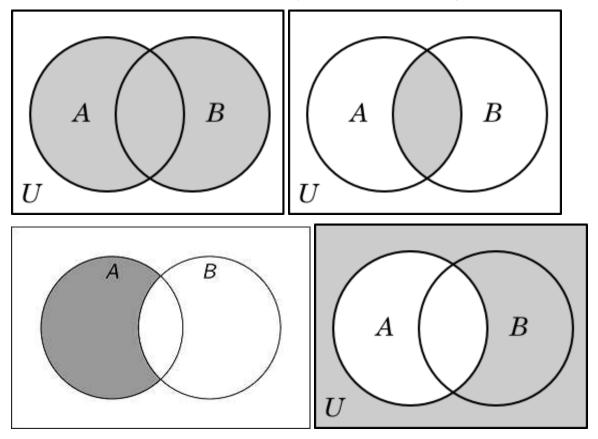
- semi_join(): filters results of primary table to those with matches in the secondary table (preview of rows kept from left table after inner join)
- anti_join(): filters results of primary table to those which do not have a match in the secondary table (opposite of semi-join()). You can also think of this as which columns will I lose if I do an inner join.

Let's take a look at how these work with the same data from the mutating joins section.

```
# semi-join (which rows in ids have matches in ages?)
semi_join(ids, ages)
## Joining, by = "id"
##
      name id
## 1 Alice 101
## 2
       Bob 102
# anti-join (which rows in ids don't have matches in ages?)
anti_join(ids, ages)
## Joining, by = "id"
##
      name id
## 1 Carly 103
## 2 Dylan 104
       Eva 106
## 3
## 4 Frank 107
```

4. Set operations

A set is a collection of distinct objects. There are four set operations best explained with Venn Diagrams: union, intersection, difference, and complement. (Left to right, top to bottom)



R doesn't cover complement because calculating the complement of a dataframe requires knowing the entire sample space which isn't feasible in practice. Set operations from dpylr will take in 2 dataframes (A and B) and return the result of the set operation, removing duplicates. You can also provide other data types such as vectors or dataframe columns to these functions; however, whatever arguments you provide, both need to have the same columns.

- union(): returns all rows that appear in either A or B, removing duplicates.
- intersect(): returns all rows in common.
- setdiff(): returns all rows in A that aren't in B.
- setequal(): tests if A and B contain the exact same data (in any order) and returns a boolean.

Let's continue with the dataframes we defined earlier.

```
# union of employee tables
union(ids, newEmployees2)
      name id
##
## 1 Alice 101
## 2 Alice 110
## 3
       Bob 102
## 4 Carly 103
## 5 Dylan 104
## 6
      Eva 106
## 7 Frank 107
Notice that we lose the "Bob", "Eva", and "Frank" rows since they were entirely duplicates, but "Alice" stays
since the rows had different IDs.
# intersection of employee tables
intersect(ids, newEmployees2)
##
      name id
## 1
     Eva 106
## 2 Frank 107
       Bob 102
## 3
This time we only see the duplicated rows. (You can use intersect() to see what will be deduplicated in a
call to union()).
# difference of employee tables
setdiff(ids, newEmployees2)
##
      name id
## 1 Alice 101
## 2 Carly 103
## 3 Dylan 104
The result contains all the rows from A that we would lose if we ran intersect().
# check if ids and newEmployees2 are the same
setequal(ids, newEmployees2)
## FALSE: Different number of rows
# check if these are equal (order doesn't matter)
setequal(c("Alice", "Bob"), c("Bob", "Alice"))
```

[1] TRUE

II. Exercises

[1] 888

Let's do some practice problems to challenge your understanding.

1. Query for two dataframes: (1) all AS in your office along with their employee IDs and (2) the accounts in the US and the AS employee ID associated with them. Use dplyr filtering joins to (a) preview the results that will be lost from dataframe (1) if you do an inner join on both tables and (b) preview the results that will remain in dataframe (1) if you do an inner join. (c) inner join dataframes (1) and (2) and confirm your results.

```
library(dplyr)
# packages have been loaded along with QueryVertica()
# username/password have been predefined
# query for all AS in NY office
ny_as_query <- "
SELECT
    employee_id
    , full_name
FROM
WHERE
    cost center country = 'NY'
    AND job_name =
GROUP BY
    employee_id
    , full_name
nyAS <- QueryVertica(username, ny_as_query, password)</pre>
# query for US accounts
us_accounts_query <- "
SELECT
    account_strategist_employee_id
    , merchant_name
FROM
WHERE
    ranking = 'TIER 1'
    AND client_country_code = 'US'
GROUP BY
    account_strategist_employee_id
    , merchant_name"
usAccounts <- QueryVertica(username, us_accounts_query, password)
# look at number of rows in each table
nrow(nyAS)
## [1] 17
nrow(usAccounts)
```

```
# preview what will be lost from nyAS in inner join above (these AS don't have accounts)
asWithoutAccounts <- anti_join(nyAS, usAccounts,</pre>
                          by = c("employee_id" = "account_strategist_employee_id"))
nrow(asWithoutAccounts)
## [1] 2
head(asWithoutAccounts)
##
                       full_name
     employee_id
## 1
## 2
# preview what will be kept from nyAS in inner join above (all these AS have accounts)
asWithAccounts <- semi_join(nyAS, usAccounts,
                          by = c("employee_id" = "account_strategist_employee_id"))
nrow(asWithAccounts)
## [1] 15
head(asWithAccounts)
                           full_name
##
     employee_id
## 1
## 2
## 3
## 4
## 5
## 6
# inner join the two tables
nyAccounts <- inner_join(nyAS, usAccounts,
                          by = c("employee_id" = "account_strategist_employee_id"))
nrow(nyAccounts)
## [1] 148
head(nyAccounts)
##
     employee_id
                      full_name
                                        merchant name
## 1
## 2
## 3
## 4
## 5
## 6
# how many employees are left after the join
length(unique(nyAccounts$employee_id))
```

[1] 15

2. Pull in the first names of every employee *currently* working at cost centers US, NY, IL, SF), and, in a second dataframe, the first names of every employee that currently works at but *not* in the US. Be sure to write a dynamic query, so that you only have to write one query! Use an rbind() to get the complete list of employee first names in a separate dataframe.

```
# dynamic query for first names
name_query <- "</pre>
SELECT
    first_name
FROM
WHE
    cost_center_country %s
  AND job_status = 'LIVE'
usNames <- QueryVertica(username,
                         sprintf(name_query, " IN ('US', 'NY', 'IL', 'SF')"),
                         password)
notUSNames <- QueryVertica(username,</pre>
                            sprintf(name_query, "NOT IN ('US', 'NY', 'IL', 'SF')"),
                            password)
# all employee first names
allNames <- rbind(usNames, notUSNames)</pre>
head(allNames)
```

```
## first_name

## 1

## 2

## 3

## 4

## 5

## 6
```

tail(allNames)



3. Using the two dataframes you queried for in (2) and set operations, (a) find all first names that are either in (cost centers US, NY, IL, SF) or any other office, but **not** in both; (b) count how many people have each name, and sort it from most common to least common and by name alphabetically. Then, (c) flag and return the top 10 most common along with their counts, and (d) find the first names of the employees that are the only one in the company with that name, and (e) compare this result to the result from (a). (Hint use setequal()).

```
OR elsewhere (a)
# names either in
noOverlap <- usNames %>%
  union(notUSNames) %>%
  setdiff(intersect(usNames, notUSNames))
head(noOverlap)
##
         first_name
## 1
## 2
## 3
## 4
## 5
## 6
# count names and sort (b)
nameCount <- allNames %>%
  select(first_name) %>%
  group_by(first_name) %>%
  summarize(count = n()) %>%
  arrange(desc(count), first_name)
# top 10 most common (c)
head(nameCount, 10) %>% mutate(top_10 = TRUE)
## # A tibble: 10 × 3
##
      first name count top 10
##
           <chr> <int>
                         <1g1>
## 1
                          TRUE
                          TRUE
## 2
## 3
                         TRUE
## 4
                          TRUE
## 5
                          TRUE
                          TRUE
## 6
## 7
                          TRUE
## 8
                          TRUE
## 9
                          TRUE
                         TRUE
# people with unique first names (d)
uniqueNames <- nameCount %>%
  filter(count == 1) %>%
  select(first_name)
# compare result from (d) to (a)
setequal(noOverlap, uniqueNames)
```

FALSE: Different number of rows