

Data import and tidying

Week 3

AEM 2850 / 5850 : R for Business Analytics
Cornell Dyson
Fall 2025

Acknowledgements: **Grant McDermott, Allison Horst, R4DS (2e)**

Announcements

Submit assignments via gradescope

- Either via canvas or directly in gradescope
- Homework - Week 2 was due yesterday (Monday) at 11:59pm

We will not assign any late penalties for the survey and homework-02

Late assignments will be penalized going forward

- If something comes up, please email me, Victor, and Xiaorui **in advance**

Questions before we get started?

Plan for this week

Tuesday

Prologue

Data import

- `read_csv`
- `write_csv`
- `read_excel`

example-03-1

Thursday

Tidy data

- `pivot_longer`
- `pivot_wider`

Summary

example-03-2

Prologue

What are our concentrations?

Take a guess: what's the most common concentration among classmates?

Let's figure this out using the course survey

First, let's **import** the data:

```
responses <- read_csv("data/survey-responses/homework-1-survey.csv")  
  
## Rows: 114 Columns: 22  
## — Column specification ——————  
## Delimiter: ","  
## chr (22): Timestamp, Email Address, Name, netid, Name pronunciation guide (o...  
##  
## i Use `spec()` to retrieve the full column specification for this data.  
## i Specify the column types or set `show_col_types = FALSE` to quiet this message.
```

What are our concentrations?

```
responses |>  
  select(Concentration)
```

```
## # A tibble: 114 × 1  
##   Concentration  
##   <chr>  
## 1 Finance  
## 2 Finance  
## 3 Business Analytics and Accounting  
## 4 Business Analytics  
## 5 Entrepreneurship  
## 6 Entrepreneurship  
## 7 Finance  
## 8 Strategy  
## 9 Business Analytics  
## 10 Business Analytics  
## # ... i 104 more rows
```

What is the "level of observation" in this data frame? (i.e., what are the rows?)

What are our concentrations?

After some processing to get concentration counts, we get:

```
## # A tibble: 1 × 12
##   acct    ba    dev  econ  entr enviro finance food  mgmt  mktg other strategy
##   <int> <int>
## 1     6    20     5     7     6     3    39    10     3     9     3    10
```

What is the "level of observation" in this data frame? (i.e., what are the rows?)

Is the best way to organize concentration counts?

How would you use counts to compute shares in this data frame?

What are our "tidy" concentrations?

Let's `pivot_longer` and `slice_max` to get the top 3:

```
## # A tibble: 4 × 2
##   concentration count
##   <chr>           <int>
## 1 finance          39
## 2 ba                20
## 3 food               10
## 4 strategy          10
```

How would you use what we learned last week to compute shares?

```
tidy_concentrations |>
  mutate(share = count / sum(count))

## # A tibble: 4 × 3
##   concentration count    share
##   <chr>           <int>    <dbl>
## 1 finance          39  0.322
## 2 ba                20  0.165
## 3 food               10  0.0826
## 4 strategy          10  0.0826
```

Data import

Data import

Plain-text rectangular files are a common way to store and share data:

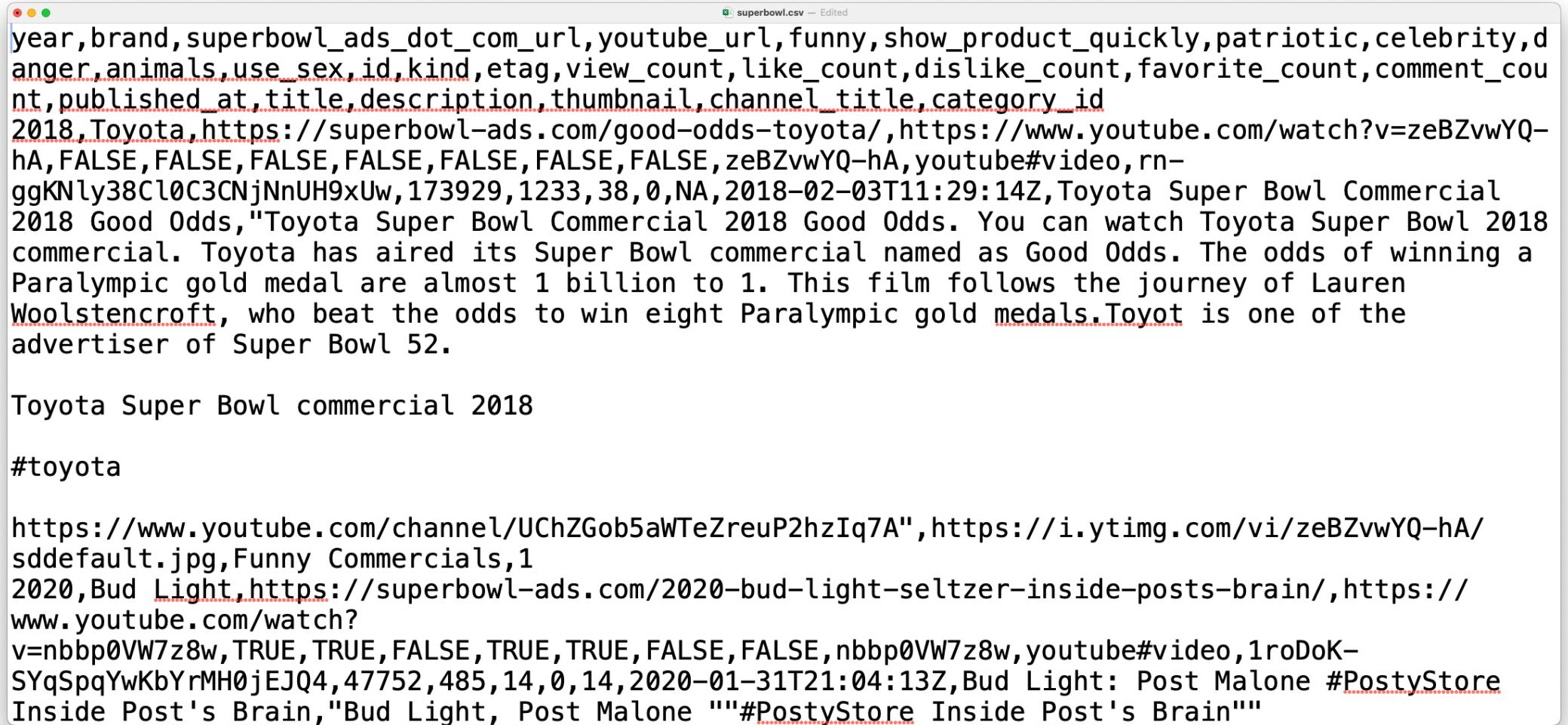
- comma delimited files (`readr::read_csv`)
- tab delimited files (`readr::read_tsv`)
- fixed width files (`readr::read_fwf`)

We will just cover csv files since `readr` syntax is transferable

Super bowl ads: a csv example



Super bowl ads in csv format



superbowl.csv — Edited

| year | brand | superbowl_ads_dot_com_url | youtube_url | funny | show_product_quickly | patriotic | celebrity | danger | animals | use_sex | id | kind | etag | view_count | like_count | dislike_count | favorite_count | comment_count | published_at | title | description | thumbnail | channel_title | category_id |
|------|--------|---|---|-------|----------------------|-----------|-----------|--------|---------|---------|-------------|---------------|-----------------------------|------------|------------|---------------|----------------|---------------|----------------------|---|---|-----------|---------------|-------------|
| 2018 | Toyota | https://superbowl-ads.com/good-odds-toyota/ | https://www.youtube.com/watch?v=zeBZvwYQ-hA | FALSE | FALSE | FALSE | FALSE | FALSE | FALSE | FALSE | zeBZvwYQ-hA | youtube#video | rn-ggKNly38C10C3CNjNnUH9xUw | 173929 | 1233 | 38 | 0 | NA | 2018-02-03T11:29:14Z | Toyota Super Bowl Commercial 2018 Good Odds | "Toyota Super Bowl Commercial 2018 Good Odds. You can watch Toyota Super Bowl 2018 commercial. Toyota has aired its Super Bowl commercial named as Good Odds. The odds of winning a Paralympic gold medal are almost 1 billion to 1. This film follows the journey of Lauren Woolstencroft, who beat the odds to win eight Paralympic gold medals. Toyot is one of the advertiser of Super Bowl 52. | | | |

Toyota Super Bowl commercial 2018

#toyota

<https://www.youtube.com/channel/UChZGob5aWTeZreuP2hzIq7A>, <https://i.ytimg.com/vi/zeBZvwYQ-hA/sddefault.jpg>, Funny Commercials, 1

2020, Bud Light, <https://superbowl-ads.com/2020-bud-light-seltzer-inside-posts-brain/>, <https://www.youtube.com/watch?v=nbbp0VW7z8w>, TRUE, TRUE, FALSE, TRUE, TRUE, FALSE, FALSE, nbbp0VW7z8w, youtube#video, 1roDoK-SYqSpqYwKbYrMH0jEJQ4, 47752, 485, 14, 0, 14, 2020-01-31T21:04:13Z, Bud Light: Post Malone #PostyStore Inside Post's Brain, "Bud Light, Post Malone """#PostyStore Inside Post's Brain"""

Super bowl ads in csv format

The screenshot shows a Microsoft Excel spreadsheet titled "superbowl". The data is organized into 14 columns, with the first column labeled "year" and the second column labeled "brand". The columns are: year, brand, superbowl_a_youtube_url, funny, show_produ, patriotic, celebrity, danger, animals, use_sex, id, kind, and a partially visible column at the end. The rows contain various entries for different ads, such as Toyota, Bud Light, and Hyundai, across different years. Some cells contain URLs or boolean values like TRUE or FALSE. A few cells have error messages like "#NAME?". The Excel interface includes a ribbon bar with tabs like Home, Insert, Draw, Page Layout, Formulas, Data, Review, View, Automate, and Tell me. There are also buttons for AutoSave, Undo, Redo, and Save. The status bar at the bottom indicates the file is "Ready" and has "Accessibility: Unavailable".

| year | brand | superbowl_a_youtube_url | funny | show_produ | patriotic | celebrity | danger | animals | use_sex | id | kind | |
|------|-----------|-------------------------------------|--|------------|-----------|-----------|--------|---------|---------|--------------------|------|--|
| 2018 | Toyota | https://superbowl.com/a_youtube_url | https://www.youtube.com/watch?v=... FALSE | FALSE | FALSE | FALSE | FALSE | FALSE | FALSE | zeBZvwYQ-h/you... | | |
| 2020 | Bud Light | https://superbowl.com/a_youtube_url | https://www.youtube.com/watch?v=... TRUE | TRUE | FALSE | TRUE | TRUE | FALSE | FALSE | nbbp0VW7z/you... | | |
| 2006 | Bud Light | https://superbowl.com/a_youtube_url | https://www.youtube.com/watch?v=... TRUE | FALSE | FALSE | FALSE | TRUE | TRUE | FALSE | yk0MQD5Yg/you... | | |
| 2018 | Hynudai | https://superbowl.com/a_youtube_url | https://www.youtube.com/watch?v=... FALSE | TRUE | FALSE | FALSE | FALSE | FALSE | FALSE | INPccrGk77A/you... | | |
| 2003 | Bud Light | https://superbowl.com/a_youtube_url | https://www.youtube.com/watch?v=... TRUE | TRUE | FALSE | FALSE | TRUE | TRUE | TRUE | ovQYgnXHoc/you... | | |
| 2020 | Toyota | https://superbowl.com/a_youtube_url | https://www.youtube.com/watch?v=... TRUE | TRUE | FALSE | TRUE | TRUE | TRUE | FALSE | f34Ji70u3nk/you... | | |
| 2020 | Coca-Cola | https://superbowl.com/a_youtube_url | https://www.youtube.com/watch?v=... TRUE | FALSE | FALSE | TRUE | FALSE | TRUE | FALSE | #NAME? you... | | |
| 2020 | Kia | https://superbowl.com/a_youtube_url | https://www.youtube.com/watch?v=... FALSE | FALSE | FALSE | TRUE | FALSE | FALSE | FALSE | IMs79UXam9you... | | |
| 2020 | Hynudai | https://superbowl.com/a_youtube_url | https://www.youtube.com/watch?v=... TRUE | TRUE | FALSE | TRUE | FALSE | TRUE | FALSE | WBvkmWDjs/you... | | |
| 2020 | Budweiser | https://superbowl.com/a_youtube_url | https://www.youtube.com/watch?v=... FALSE | TRUE | TRUE | TRUE | TRUE | FALSE | FALSE | J0xugdotpp8you... | | |
| 2010 | Hynudai | https://superbowl.com/a_youtube_url | https://www.youtube.com/watch?v=... FALSE | TRUE | TRUE | FALSE | FALSE | FALSE | FALSE | dWQqleAYfKyou... | | |
| 2010 | Bud Light | https://superbowl.com/a_youtube_url | https://www.youtube.com/watch?v=... TRUE | FALSE | FALSE | FALSE | TRUE | FALSE | TRUE | agISXMN4tn/you... | | |
| 2007 | Budweiser | https://superbowl.com/a_youtube_url | https://www.youtube.com/watch?v=... TRUE | TRUE | FALSE | FALSE | FALSE | TRUE | TRUE | 7KHIMJE84e/you... | | |
| 2002 | Budweiser | https://superbowl.com/a_youtube_url | https://www.youtube.com/watch?v=... FALSE | TRUE | TRUE | FALSE | FALSE | TRUE | FALSE | 1MZUvib98Ryou... | | |
| 2020 | NFL | https://superbowl.com/a_youtube_url | https://www.youtube.com/watch?v=... FALSE | FALSE | TRUE | TRUE | FALSE | FALSE | FALSE | lbkafMhmvMyou... | | |
| 2017 | NFL | https://superbowl.com/a_youtube_url | https://www.youtube.com/watch?v=... FALSE | TRUE | FALSE | FALSE | FALSE | FALSE | FALSE | 9csH_Hy-7A4you... | | |
| 2005 | Bud Light | https://superbowl.com/a_youtube_url | https://www.youtube.com/watch?v=... TRUE | TRUE | FALSE | FALSE | TRUE | TRUE | TRUE | #NAME? you... | | |

Getting from a csv to a data frame

How are data frames and csv files similar?

- both are rectangular
- csv lines often correspond to rows
- csv commas delineate columns

How are they different?

- csv files do not store column types!

1) `readr::read_csv`

`read_csv` helps us get from point a to point b:

1. you give it the path to your csv file
2. it takes the first line of data as column names by default
3. it guesses column types and builds up a data frame

Most csv files can be read using the defaults, so we will focus on that

If you run into special cases, consult `?read_csv`

An aside on paths

We need to figure out what "path" to give `read_csv` to get to our file

The simplest thing is to provide a "relative path" from the working directory

But where is the working directory?

R scripts (.R) in an R Project: default working directory is the project directory

Quarto (.qmd): default working directory is the location of the .qmd file

In our RStudio Cloud projects, these will both be `/cloud/project`, which is the default directory for our projects and where we store our .qmd templates

1) `readr::read_csv`

Here is an example for the file `superbowl.csv` inside the folder `data`:

```
ads <- read_csv("data/superbowl.csv")

## # Rows: 247 Columns: 25
## — Column specification ——————
## Delimiter: ","
## chr (10): brand, superbowl_ads_dot_com_url, youtube_url, id, kind, etag, ti...
## dbl (7): year, view_count, like_count, dislike_count, favorite_count, comm...
## lgl (7): funny, show_product_quickly, patriotic, celebrity, danger, animal...
## dttm (1): published_at
##
## i Use `spec()` to retrieve the full column specification for this data.
## i Specify the column types or set `show_col_types = FALSE` to quiet this message.
```

That was easy!

Now we're back to our old tricks

```
ads |>  
  count(funny)  
  
## # A tibble: 2 × 2  
##   funny     n  
##   <lgl> <int>  
## 1 FALSE     76  
## 2 TRUE    171
```

```
ads |>  
  group_by(brand) |>  
  summarize(likes = sum(like_count, na.rm = TRUE)) |>  
  arrange(desc(likes))  
  
## # A tibble: 10 × 2  
##   brand      likes  
##   <chr>     <dbl>  
## 1 Doritos  326151  
## 2 NFL       224263  
## 3 Coca-Cola 160231  
## 4 Bud Light 104380  
## 5 Budweiser  88765  
## 6 Pepsi      14796  
## 7 Toyota     5316  
## 8 Hynudai    4204  
## 9 E-Trade    2624  
## 10 Kia        2127
```

2) `readr::write_csv`

Use `write_csv` to write data to a `.csv`:

```
# overwrite the raw data (bad idea!)
ads |>
  write_csv("data/superbowl.csv")
```

```
# modify the data and then output it to a new file
ads |>
  select(year, brand, youtube_url) |>
  write_csv("superbowl-urls.csv")
```

Importing excel data

Wait, what about getting data from excel spreadsheets?

Use `readxl:::read_excel()` for data that is stored in `.xls` or `.xlsx` format

`readxl` isn't loaded as part of the core tidyverse, so we need to load it first:

```
library(readxl) # already installed as part of the tidyverse, but not loaded by default
read_excel("data/readxl/datasets.xlsx", sheet = "mtcars") |> head()
```

```
## # A tibble: 6 × 11
##   mpg   cyl  disp    hp  drat    wt  qsec    vs    am  gear  carb
##   <dbl> <dbl> <dbl> <dbl> <dbl> <dbl> <dbl> <dbl> <dbl> <dbl>
## 1 21     6    160   110   3.9    2.62   16.5     0     1     4     4
## 2 21     6    160   110   3.9    2.88   17.0     0     1     4     4
## 3 22.8   4    108   93    3.85   2.32   18.6     1     1     4     1
## 4 21.4   6    258   110   3.08   3.22   19.4     1     0     3     1
## 5 18.7   8    360   175   3.15   3.44   17.0     0     0     3     2
## 6 18.1   6    225   105   2.76   3.46   20.2     1     0     3     1
```

example-03-1: import-data-practice.R

Tidy data

“**TIDY DATA** is a standard way of mapping the meaning of a dataset to its structure.”

—HADLEY WICKHAM

In tidy data:

- each variable forms a column
- each observation forms a row
- each cell is a single measurement

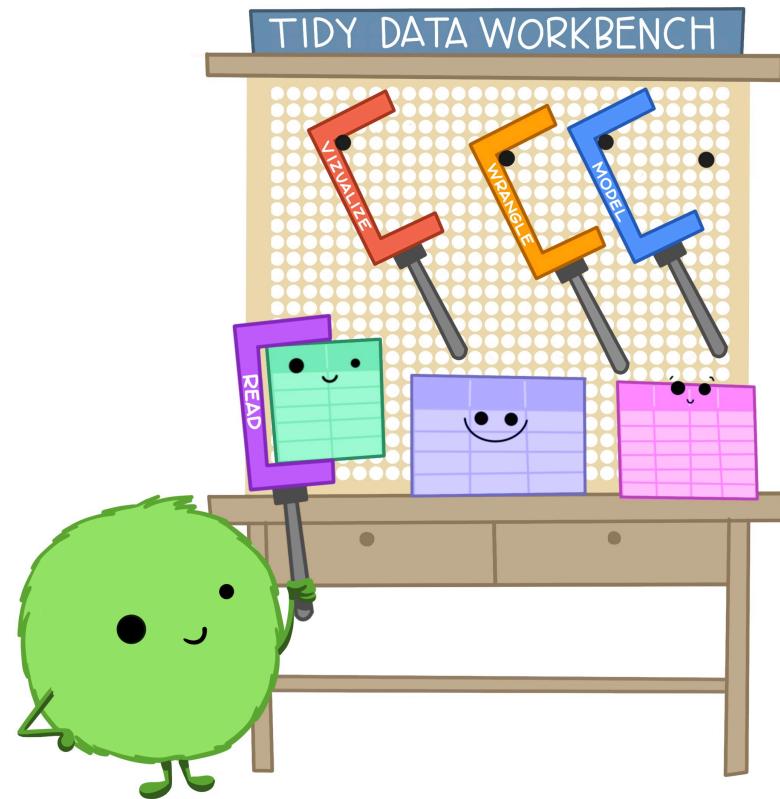
each column a variable

each row an observation

| id | name | color |
|----|--------|--------|
| 1 | floof | gray |
| 2 | max | black |
| 3 | cat | orange |
| 4 | donut | gray |
| 5 | merlin | black |
| 6 | panda | calico |

Why "tidy" data?

When working with tidy data,
we can use the **same tools** in
similar ways for different datasets...



...but working with untidy data often means
reinventing the wheel with **one-time**
approaches that are hard to iterate or reuse.



Which of these do you think is most tidy?

table1

```
#> # A tibble: 4 × 4
#>   country     year  cases population
#>   <chr>      <dbl> <dbl>        <dbl>
#> 1 Afghanistan 1999    745 19987071
#> 2 Afghanistan 2000   2666 20595360
#> 3 Brazil       1999  37737 172006362
#> 4 Brazil       2000  80488 174504898
```

table3

```
#> # A tibble: 4 × 3
#>   country     year  rate
#>   <chr>      <dbl> <chr>
#> 1 Afghanistan 1999 745/19987071
#> 2 Afghanistan 2000 2666/20595360
#> 3 Brazil       1999 37737/172006362
#> 4 Brazil       2000 80488/174504898
```

table2

```
#> # A tibble: 8 × 4
#>   country     year  type      count
#>   <chr>      <dbl> <chr>      <dbl>
#> 1 Afghanistan 1999  cases      745
#> 2 Afghanistan 1999  population 19987071
#> 3 Afghanistan 2000  cases      2666
#> 4 Afghanistan 2000  population 20595360
#> 5 Brazil       1999  cases      37737
#> 6 Brazil       1999  population 172006362
#> # ... with 2 more rows
```

Here, **table1**. Though in general, it can depend on your objectives!

Why is `table1` a good choice?

The `dplyr` functions from last week are designed to work with tidy data:

```
# compute rate per 10,000 people
table1 |>
  mutate(rate = cases / population * 10000)

## # A tibble: 4 × 5
##   country     year   cases population    rate
##   <chr>      <dbl>    <dbl>      <dbl>    <dbl>
## 1 Afghanistan 1999     745 19987071 0.373
## 2 Afghanistan 2000    2666 20595360 1.29
## 3 Brazil       1999 37737 172006362 2.19
## 4 Brazil       2000 80488 174504898 4.61
```

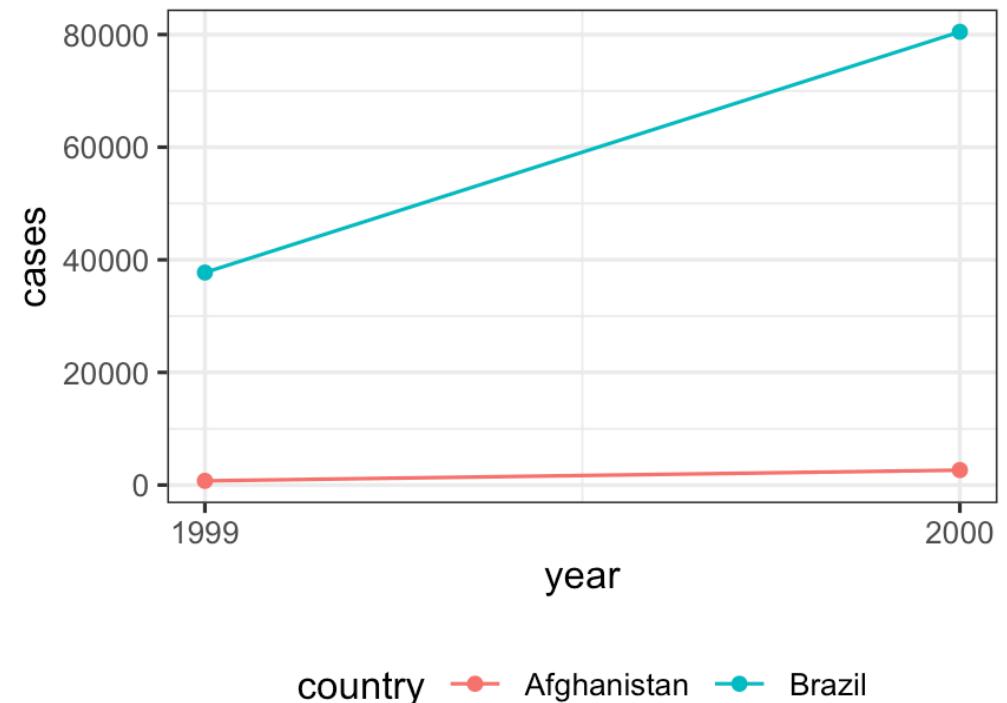
```
# compute cases per year
table1 |>
  group_by(year) |>
  summarize(cases = sum(cases))

## # A tibble: 2 × 2
##       year   cases
##   <dbl>    <dbl>
## 1 1999  38482
## 2 2000  83154
```

Why is **table1** a good choice?

The **ggplot2** functions we will learn are designed to work with tidy data:

```
# visualize changes over time
table1 |>
  ggplot(aes(
    x = year,
    y = cases,
    color = country
  )) +
  geom_line() +
  geom_point() +
  scale_x_continuous(breaks = c(1999, 2000)) +
  theme_bw() +
  theme(legend.position = "bottom")
```



How can we "tidy" data?

Key `tidyverse` verbs

1. `pivot_longer`: Pivot wide data into long format
2. `pivot_wider`: Pivot long data into wide format

Let's start with an untidy dataset

```
stocks
```

```
## # A tibble: 2 × 4
##   date       AAPL    GOOG    MSFT
##   <date>     <dbl>   <dbl>   <dbl>
## 1 2025-09-08 234.   199.   412.
## 2 2025-09-07 236.   195.   364.
```

We have 4 columns, the date and the stocks

Why do I think this is untidy?

1. stock names **AAPL, GOOG, MSFT** are values, not variables
2. cells contain prices, but there is no variable **price**

1) `tidyverse::pivot_longer`

Let's use `pivot_longer()` to get this in tidy form

We want to pivot the stock name columns `AAPL, GOOG, MSFT` "longer"

We need to give three key pieces of information to `pivot_longer()`:

1. **Which columns to pivot** using `c(AAPL, GOOG, MSFT)` or `-date`
2. **What variable will hold the names** using `names_to = "stock"`
3. **What variable will hold the values** using `values_to = "price"`

Here is what that syntax looks like:

```
stocks |>  
  pivot_longer(cols = c(AAPL, GOOG, MSFT), names_to = "stock", values_to = "price")
```

1) `tidyverse::pivot_longer`

Here is what that syntax does:

```
stocks |> pivot_longer(cols = c(AAPL, GOOG, MSFT), names_to = "stock", values_to = "price")
```

```
## # A tibble: 6 × 3
##   date      stock price
##   <date>    <chr> <dbl>
## 1 2025-09-08 AAPL    234.
## 2 2025-09-08 GOOG    199.
## 3 2025-09-08 MSFT    412.
## 4 2025-09-07 AAPL    236.
## 5 2025-09-07 GOOG    195.
## 6 2025-09-07 MSFT    364.
```

Let's save the "tidy" (i.e., long) stocks data frame for later use

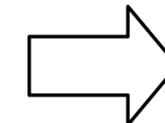
```
tidy_stocks <- stocks |>
  pivot_longer(cols = -date, names_to = "stock", values_to = "price")
```

1) tidyverse::pivot_longer: How does it work?

```
df |>  
  pivot_longer(  
    cols = c(col1, col2),  
    names_to = "name",  
    values_to = "value"  
  )
```

Existing variables such as
var need to be repeated,
once for each column in
cols

| var | col1 | col2 |
|-----|------|------|
| A | 1 | 2 |
| B | 3 | 4 |
| C | 5 | 6 |



| var | name | value |
|-----|------|-------|
| A | col1 | 1 |
| A | col2 | 2 |
| B | col1 | 3 |
| B | col2 | 4 |
| C | col1 | 5 |
| C | col2 | 6 |

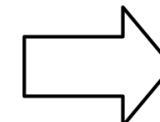
1) `tidyverse::pivot_longer`: How does it work?

```
df |>  
  pivot_longer(  
    cols = c(col1, col2),  
    names_to = "name",  
    values_to = "value"  
  )
```

Column names become
values in a new variable,
whose name is given by
`names_to`

- repeated once for each row in the original

| var | col1 | col2 |
|-----|------|------|
| A | 1 | 2 |
| B | 3 | 4 |
| C | 5 | 6 |



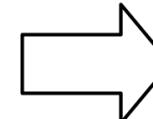
| var | name | value |
|-----|------|-------|
| A | col1 | 1 |
| A | col2 | 2 |
| B | col1 | 3 |
| B | col2 | 4 |
| C | col1 | 5 |
| C | col2 | 6 |

1) tidyverse::pivot_longer: How does it work?

```
df |>  
  pivot_longer(  
    cols = c(col1, col2),  
    names_to = "name",  
    values_to = "value"  
)
```

Cell values become values in
a new variable, with a name
given by `values_to`

| var | col1 | col2 |
|-----|------|------|
| A | 1 | 2 |
| B | 3 | 4 |
| C | 5 | 6 |



| var | name | value |
|-----|------|-------|
| A | col1 | 1 |
| A | col2 | 2 |
| B | col1 | 3 |
| B | col2 | 4 |
| C | col1 | 5 |
| C | col2 | 6 |

2) `tidy::pivot_wider`

We can use `pivot_wider()` to make data "wide"

Let's say we want to convert `tidy_stocks` back to `stocks`

tidy_stocks

```
## # A tibble: 6 × 3
##   date      stock  price
##   <date>    <chr> <dbl>
## 1 2025-09-08 AAPL   234.
## 2 2025-09-08 GOOG   199.
## 3 2025-09-08 MSFT   412.
## 4 2025-09-07 AAPL   236.
## 5 2025-09-07 GOOG   195.
## 6 2025-09-07 MSFT   364.
```

stocks

```
## # A tibble: 2 × 4
##   date      AAPL  GOOG  MSFT
##   <date>    <dbl> <dbl> <dbl>
## 1 2025-09-08 234.  199.  412.
## 2 2025-09-07 236.  195.  364.
```

2) tidyverse::pivot_wider

```
tidy_stocks
```

```
## # A tibble: 6 × 3
##   date      stock  price
##   <date>    <chr> <dbl>
## 1 2025-09-08 AAPL   234.
## 2 2025-09-08 GOOG   199.
## 3 2025-09-08 MSFT   412.
## 4 2025-09-07 AAPL   236.
## 5 2025-09-07 GOOG   195.
## 6 2025-09-07 MSFT   364.
```

We need to give two key pieces of information to `pivot_wider()`:

1. **What variable to get names from:**
`names_from = stock`
2. **What variable to get values from:**
`values_from = price`

`pivot_wider()` figures out the rest

2) tidy::pivot_wider

```
tidy_stocks |> pivot_wider(names_from = stock, values_from = price)
```

```
## # A tibble: 2 × 4
##   date       AAPL   GOOG   MSFT
##   <date>     <dbl>  <dbl>  <dbl>
## 1 2025-09-08 234.   199.   412.
## 2 2025-09-07 236.   195.   364.
```

We just got our original data back!

```
stocks
```

```
## # A tibble: 2 × 4
##   date       AAPL   GOOG   MSFT
##   <date>     <dbl>  <dbl>  <dbl>
## 1 2025-09-08 234.   199.   412.
## 2 2025-09-07 236.   195.   364.
```

2) `tidy::pivot_wider`

Reversing the arguments effectively transposes the original data:

```
tidy_stocks |> pivot_wider(names_from = date, values_from = price)
```

```
## # A tibble: 3 × 3
##   stock `2025-09-08` `2025-09-07`
##   <chr>     <dbl>     <dbl>
## 1 AAPL      234.      236.
## 2 GOOG      199.      195.
## 3 MSFT      412.      364.
```

```
stocks
```

```
## # A tibble: 2 × 4
##   date       AAPL   GOOG   MSFT
##   <date>     <dbl>  <dbl>  <dbl>
## 1 2025-09-08 234.  199.  412.
## 2 2025-09-07 236.  195.  364.
```

tidy whole resources

Data tidying with `tidy whole` :: CHEATSHEET

Vignette (from the `tidy whole` package)

```
vignette("tidy whole")
```

Ch. 5 of R for Data Science (2e)

Original paper (Hadley Wickham, 2014 JSS)

Summary

Key verbs so far

Import

readr

1. `read_csv`
2. `write_csv`

readxl

1. `read_excel`

Tidy

tidyverse

1. `pivot_longer`
2. `pivot_wider`

Transform

dplyr

1. `filter`
2. `arrange`
3. `select`
4. `mutate`
5. `summarize`

example-03-2: tidy-data-practice.R