

Exercise: Find and build the plot

Preparation

Load the data set containing the *Campusbier* orders:

```
library(tidyverse)
orders <- read_csv("data/orders.csv")
```

The focus of this task is to identify one or more suitable visualization types and build them with R and {ggplot2}. Don't bother too much with details of the plot's appearance, such as titles, colors, fonts or labels! Make it work, then make it nice (if you have time)!

Task 1: Find a suitable plot and build it with {ggplot2}

1. Visualize the distribution of the order's total price:
 - For all orders in a single plot
 - Distinguished by the customer's gender
2. How is the time between the creation and closing of an order distributed?
3. Find a suitable plot to show the proportions of payment type usage!
4. Visualize the sales by week:
 - For the year 2021 only!
 - For the whole time span available!
5. Visualize the amount we lost per discount code!
6. Visualize when customers order during the day (hour) and compare weekends with weekdays in one plot!
7. Find a visual representation of our top 10 customers by turnover?

8. Who is more open to marketing emails: University staff or other people? Find a suitable visualization!
9. Do iPhone or Android users spent more money per order?
10. Find a suitable visualization to quickly identify the hotspot order time slots during the week! When should we careful not to perform any shop maintenance?