

TUTORIAL

BUSINESS ANALYTICS (SOSE2013)

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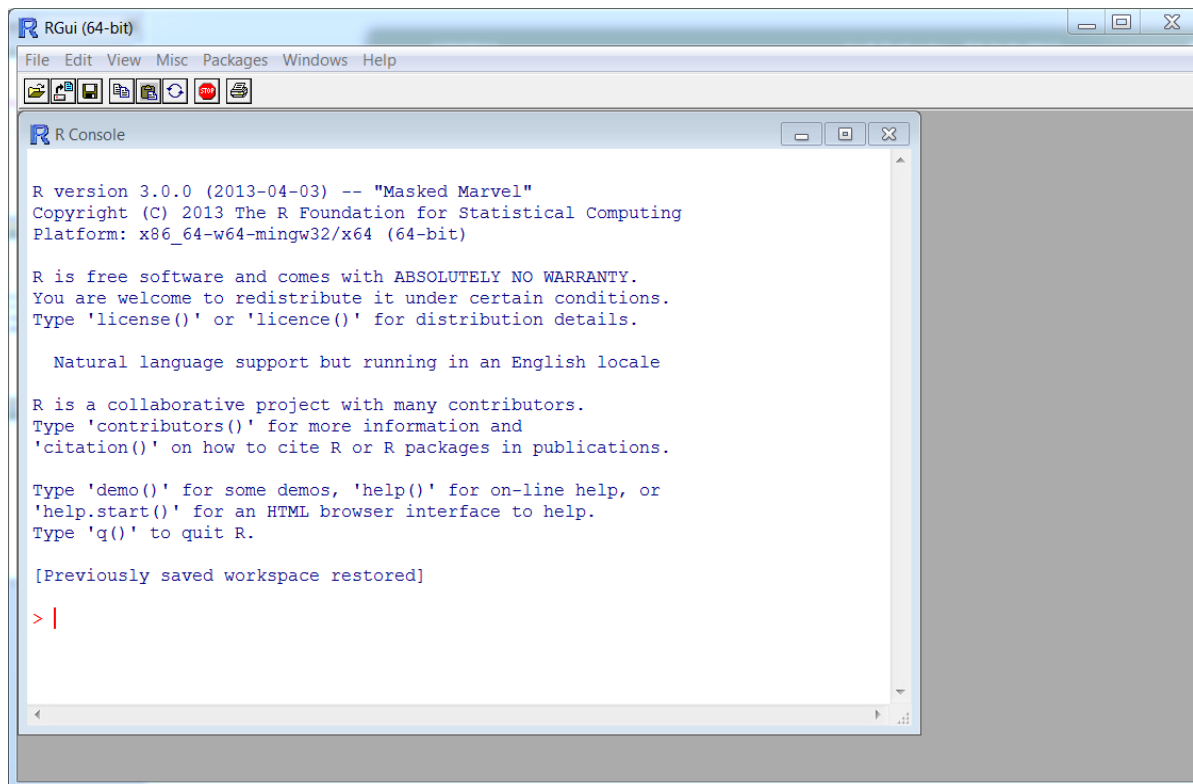
30/04/2013

What is R?

- Programming language
- Software environment
- Used by Statisticians and Data Miners
- Open Source version of “S”
- Large number of built-in statistical functions
- Easily configurable via packages

Getting R

- Download it from:
 - <http://cran.r-project.org/>
- Includes RGui - IDE



```
RGui (64-bit)
File Edit View Misc Packages Windows Help
R Console
R version 3.0.0 (2013-04-03) -- "Masked Marvel"
Copyright (C) 2013 The R Foundation for Statistical Computing
Platform: x86_64-w64-mingw32/x64 (64-bit)

R is free software and comes with ABSOLUTELY NO WARRANTY.
You are welcome to redistribute it under certain conditions.
Type 'license()' or 'licence()' for distribution details.

Natural language support but running in an English locale

R is a collaborative project with many contributors.
Type 'contributors()' for more information and
'citation()' on how to cite R or R packages in publications.

Type 'demo()' for some demos, 'help()' for on-line help, or
'help.start()' for an HTML browser interface to help.
Type 'q()' to quit R.

[Previously saved workspace restored]

> |
```

Basics – Math Operations

- Type an expression into the console, while R computes the result

```
> 1+1
```

```
[1] 2
```

```
> pi
```

```
[1] 3.141593
```

```
> sqrt(2)
```

```
[1] 1.414214
```

Basics - Variables

- Variables are created and initialized via “name” <- “value”
- A function in R is called as “functionname”()

```
> x <- 23
```

```
> y <- 4
```

```
> z <- log( sqrt(x) + y )
```

```
> print(z)
```

```
[1] 2.174278
```

```
> z
```

```
[1] 2.174278
```

Basics - Printing

- `print()` : prints a single variable or data structure
- `cat()`: prints concatenated content

```
> x <- 5
```

```
> y <- 4
```

```
> z <- sqrt(x+y)
```

```
> print(z)
```

```
[1] 3
```

```
> cat("Square root of", x, " plus ", y, " is ", z, "\n")
```

```
Square root of 5 plus 4 is 3
```

Basics – Workspace

- The R session workspace stores all the created variables and functions in primary memory (RAM)
- In order to see all the created variables in your workspace use the list command

```
> ls()
```

```
[1] "x" "y" "z"
```

Basics – Workspace - Deleting Variables

- Delete through the `rm()` function

```
> ls()
```

```
[1] "x" "y" "z"
```

```
> rm(x)
```

```
> ls()
```

```
[1] "y" "z"
```

```
> rm(y,z)
```

```
> ls()
```

```
character(0)
```


Basics - Vectors

- A vector is a list of numeric values and is created as
- “name” <- c(“list of numbers”)

```
> v1 <- c(1,4,7,10,13)
```

```
> v2 <- c(3,23,2,-1,4)
```

```
> mean(v1)
```

```
[1] 7
```

```
> sd(v2)
```

```
[1] 9.576012
```

```
> cor(v1,v2)
```

```
[1] -0.363252
```

```
> cor(v2,v2)
```

```
[1] 1
```

Basics – Comparing Vectors

- Vectors can be compared (like variables) for equality `==`, inequality `!=`, greater `>` or smaller `<`
- The outcome is a logical value TRUE/FALSE

```
> v <- c(3, pi, 4)
```

```
> w <- c(pi, pi, pi)
```

```
> v == w
```

```
[1] FALSE TRUE FALSE
```

```
> w > v
```

```
[1] TRUE FALSE FALSE
```

Basics - Sequences

- Create a sequence of numbers via
- “n”:”m”, for “n”, ”n”+1, ”n”+2, ..., ”m”
- seq(“n”, ”m”, ”k”), for “n”, “n”+”k”, “n”+2”k”, “n”+3”k”, ..., “m”

```
> 1:14
```

```
[1] 1 2 3 4 5 6 7 8 9 10 11 12 13 14
```

```
> seq(-1, 2, 0.3)
```

```
[1] -1.0 -0.7 -0.4 -0.1 0.2 0.5 0.8 1.1 1.4 1.7 2.0
```

Basics – Selecting Vector Elements (1)

- Use square brackets to access element at a desired position, e.g. `v[3]` accesses the third element of `v`
- Use a negative sign to exclude, e.g. `v[-2]` is all except the second element
- Use a vector of indices to select multiple values
- Use a logical operator to access based on a condition

Basics – Selecting Vector Elements (2)

```
> fib <- c(0,1,1,2,3,5,8,13,21,34)
```

```
> fib[2]
```

```
[1] 1
```

```
> fib[7]
```

```
[1] 8
```

```
> fib[2:5]
```

```
[1] 1 1 2 3
```

```
> fib[ c(1,3,5,7) ]
```

```
[1] 0 1 3 8
```

```
> fib[ -(7:10) ]
```

```
[1] 0 1 1 2 3 5
```

Basics – Selecting Vector Elements (3)

```
> fib <- c(0,1,1,2,3,5,8,13,21,34)
```

```
> mean(fib)
```

```
[1] 8.8
```

```
> fib[ fib > mean(fib) ] # fib > mean(fib) vec. of TRUE/FALSE
```

```
[1] 13 21 34
```

```
> fib[ fib %% 2 == 0 ]
```

```
[1] 0 2 8 34
```

Basics – Vector Arithmetic

```
> v <- c(11,12,13,14,15)
```

```
> w <- c(1,2,3,4,5)
```

```
> v+w
```

```
[1] 12 14 16 18 20
```

```
> v/w
```

```
[1] 11.000000 6.000000 4.333333 3.500000 3.000000
```

```
> v ^ 2
```

```
[1] 121 144 169 196 225
```

```
> mean(w)
```

```
[1] 3
```

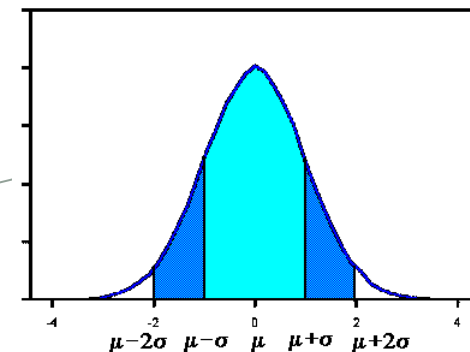
```
> sd(w)
```

```
[1] 1.581139
```

```
> (w-mean(w))/sd(w)
```

```
[1] -1.2649111 -0.6324555 0.0000000 0.6324555 1.2649111
```

Normalization



Basics - Functions

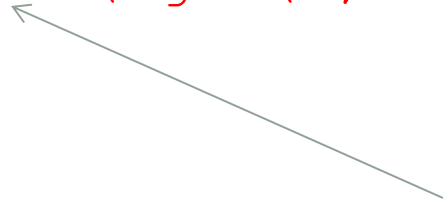
```
function (param1, param2, ..., paramN)
{
  "expression 1"
  "expression 2"
  ...
}
```

Conditional Execution
if("cond") "expr" else "expr"



```
> gcd <- function(a,b) {
+   if(b == 0) return(a)
+   else return( gcd(b, a %% b) )
+ }
gcd(10,20)
[1] 10
```

Termination
return("value")



Basics - Loops

- **while**("condition") "expression"

```
> z <- 0
```

```
> while(z < 5){
```

```
+   z <- z + 2
```

```
+   print(z)
```

```
+ }
```

```
[1] 2
```

```
[1] 4
```

```
[1] 6
```

- **Homework: Search for and learn the "for" loop**

Basics – Getting Help

> `help.start()` opens a local website on your browser which provides free tutorials, documentation, etc ...

For a specific function:

- > `help("functionname")`
- > `args("functionname")`
- > `example("functionname")`

Always ask Google if you get stuck!

Data Structures - Lists

- List is a vector whose elements are allowed to represent different modes/data types, i.e. numbers, strings, vectors, other lists ...
- Lists are created using the **list**("data") function

```
> lst <- list(3, "A", 4.5 )
```

```
> print(lst)
```

```
[[1]]
```

```
[1] 3
```

```
[[2]]
```

```
[1] "A"
```

```
[[3]]
```

```
[1] 4.5
```

```
> length(lst)
```

```
[1] 3
```

```
> lst[[2]]
```

```
[1] "A"
```

```
> mode(lst[[2]])
```

```
[1] "character"
```

```
> lst2 <- list("Z", c(-21,5,7), list(3,"C"))
```

```
> print(lst2)
```

```
[[1]]
```

```
[1] "Z"
```

```
[[2]]
```

```
[1] -21  5  7
```

```
[[3]]
```

```
[[3]][[1]]
```

```
[1] 3
```

```
[[3]][[2]]
```

```
[1] "C"
```

Data Structures – Remove List Elements

- “listname”[“indices”] <- NULL

```
> lst <- list("A",100,90,"B",80,70,"C",60,50,"D",40,30)
```

```
> lst[ seq(2,length(lst),3)] <- NULL
```

```
> print(lst)
```

```
[[1]]  
[1] "A"  
[[2]]  
[1] 90  
[[3]]  
[1] "B"  
[[4]]  
[1] 70  
[[5]]  
[1] "C"  
[[6]]  
[1] 50  
[[7]]  
[1] "D"  
[[8]]  
[1] 30
```

length("data"): length of vector/list



Data Structures - Names

- Names can be set to vector and list elements

```
> grades <- c(5,4,3,2,1)
```

```
> names(grades) <- c("very bad", "bad", "normal", "good",  
"very good")
```

```
> grades["good"]
```

```
good
```

```
2
```

Data Structures - Matrices

- Matrix is a vector which has two dimensions, set via **dim()**

```
> A <- 1:6  
> print(A)  
[1] 1 2 3 4 5 6
```

```
> dim(A)
```

```
NULL
```

```
> dim(A) <- c(3,2)
```

```
> print(A)
```

```
  [,1] [,2]  
[1,]  1  4  
[2,]  2  5  
[3,]  3  6
```

```
> A[3,1] ← Access: ["row", "col"]
```

```
[1] 3
```

```
> A <- matrix(1:6,3,2)
```

```
> print(A)
```

```
  [,1] [,2] ("content", "rows", "cols")  
[1,]  1  4  
[2,]  2  5  
[3,]  3  6
```

Data Structure – Matrix Selection

- Select one column/row, or a sub-matrix

```
> A <- matrix(1:16,4,4);
```

```
> print(A)
```

```
      [,1] [,2] [,3] [,4]  
[1,]  1   5   9  13  
[2,]  2   6  10  14  
[3,]  3   7  11  15  
[4,]  4   8  12  16
```

```
> A[2,]
```

```
[1]  2  6 10 14
```

```
> A[,3]
```

```
[1]  9 10 11 12
```

```
> A[1:2,3:4]
```

```
      [,1] [,2]  
[1,]  9  13  
[2,] 10  14
```

Data Structures - Arrays

- N-dimensional data structures

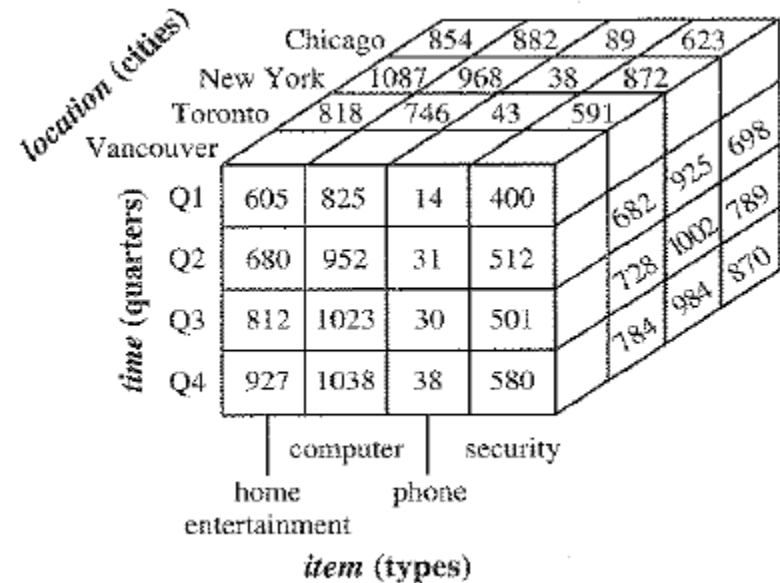
```
> D <- 1:12
> dim(D) <- c(2,3,2)
> print(D)
,, 1
```

```
      [,1] [,2] [,3]
[1,]    1    3    5
[2,]    2    4    6
```

```
,, 2
```

```
      [,1] [,2] [,3]
[1,]    7    9   11
[2,]    8   10   12
```

Three dimensional data cube, e.g.:



Source: <http://timkienthuc.blogspot.de>

Data Structures - Data Frames

- A tabular (2d) data structure which is a list whose elements are vectors. It is created using `data.frame("vec1", "vec2", ..., "vecn")`
- Vectors are columns of the data frame and must have same length.
- For simplicity, think of the data frame like an Excel spreadsheet where each column has a unique data type.

```
> names <- c("hans", "tim", "lukas", "jorg")
```

```
> grades <- c(1.7, 2.0, 3.0, 1.3)
```

```
> scores <- data.frame(names,grades)
```

```
> print(scores)
```

	names	grades
1	hans	1.7
2	tim	2.0
3	lukas	3.0
4	jorg	1.3

Data Structure – Append Data

Vectors

```
> v <- c(1,2,3,4)
```

```
> v <- c(v,5)
```

```
> print(v)
```

```
[1] 1 2 3 4 5
```

```
> w <- c(6,7,8,9)
```

```
> w <- c(v,w)
```

```
> print(w)
```

```
[1] 1 2 3 4 5 6 7 8 9
```

Frames

```
> newRow <- data.frame(  
  names="josif", grades=2.0)
```

```
> scores <- rbind(scores,newRow)
```

```
> print(scores)
```

```
names grades
```

```
1 hans 1.7
```

```
2 tim 2.0
```

```
3 lukas 3.0
```

```
4 jorg 1.3
```

```
5 josif 2.0
```

I/O – Read Tabular Files (1)

- Each line one record
- Within a record, each field is delimited by a special character such as comma, space, tab or colon.
- Each record contains the same number of fields

```
Fisher R.A. 1890 1962  
Pearson Karl 1857 1936  
Cox Gertrude 1900 1978  
Yates Frank 1902 1994  
Smith Kirstine 1878 1939
```

File “statisticians.txt”

I/O – Read Tabular Files (2)

- **read.table**("filepath") reads the file under the path and returns a data frame with the read content

```
> statisticians <- read.table("statisticians.txt")
```

```
> print(statisticians)
```

	V1	V2	V3	V4
1	Fisher	R.A.	1890	1962
2	Pearson	Karl	1857	1936
3	Cox	Gertrude	1900	1978
4	Yates	Frank	1902	1994
5	Smith	Kirstine	1878	1939

```
> statisticians$V1
```

```
[1] Fisher Pearson Cox Yates Smith  
Levels: Cox Fisher Pearson Smith Yates
```

I/O – Read CSV Files

- Simple CSV file “table.csv” (with a header line)

```
label, lbound, ubound
```

```
low, 0, 0.674
```

```
mid, 0.674, 1.64
```

```
high, 1.64, 2.33
```

```
> tbl <- read.csv("table.csv")
```

```
> print(tbl)
```

```
label lbound ubound
```

```
1 low 0.000 0.674
```

```
2 mid 0.674 1.640
```

```
3 high 1.640 2.330
```

I/O – Write Data Frame to CSV File

```
> print(scores)
names grades
```

```
1 hans 1.7
```

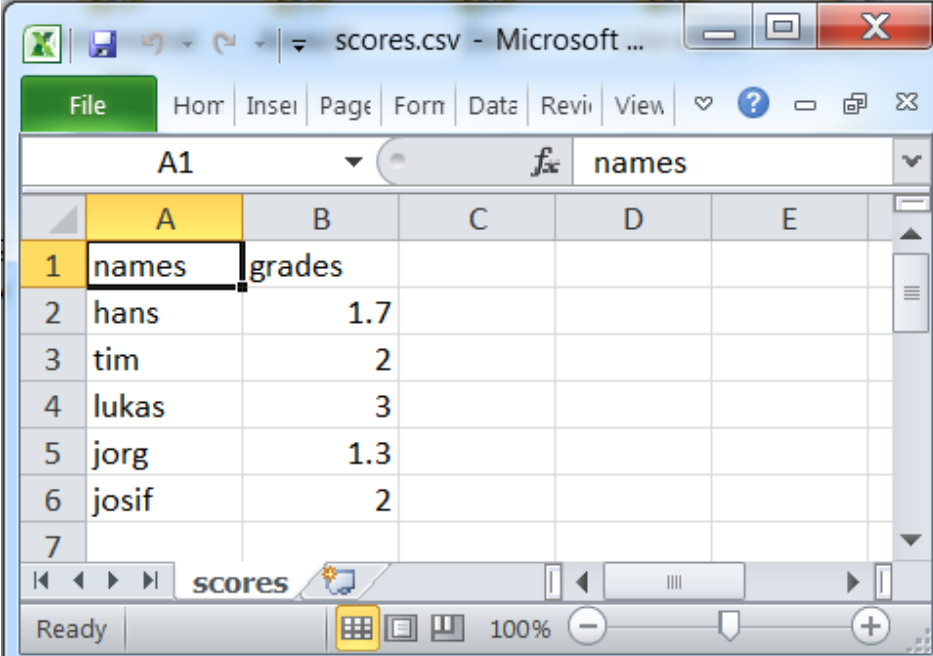
```
2 tim 2.0
```

```
3 lukas 3.0
```

```
4 jorg 1.3
```

```
5 josif 2.0
```

```
> write.csv(scores, "scores.csv",
            row.names=F)
```



The screenshot shows a Microsoft Excel spreadsheet with the following data:

	A	B	C	D	E
1	names	grades			
2	hans	1.7			
3	tim	2			
4	lukas	3			
5	jorg	1.3			
6	josif	2			
7					

Strings

```
> name <- "josif"
> surname <- "grabocka"
> fullname <- paste(name,surname)
> print(fullname)
[1] "josif grabocka"
> nchar(fullname)
[1] 14
> substr(fullname,7,10)
[1] "grab"
> sub("a", "$", fullname)
[1] "josif gr$bocka"
> gsub("a", "$", fullname)
[1] "josif gr$bock$"

```

Dates

```
> Sys.Date()
```

```
[1] "2013-04-28"
```

```
> format(Sys.Date(), "%m/%d/%Y")
```

```
[1] "04/28/2013"
```

```
> s <- as.Date("2013-04-23")
```

```
> e <- as.Date("2013-04-30")
```

```
> seq(s,e,1)
```

```
[1] "2013-04-23" "2013-04-24" "2013-04-25" "2013-04-26"  
"2013-04-27" "2013-04-28" "2013-04-29" "2013-04-30"
```


Graphics - Introduction

- Creating plots, charts and visual presentation of results
- High-level graphics functions
 - **plot** – generic plotting
 - **boxplot** – a box plot
 - **histogram** – histogram visualization of data
 - **curve** – display a function
- Low-level graphics functions (inside high-level containers)
 - **lines** – add lines to the plot
 - **points** – add points to the high level function
 - **polygon** – addition of polygon data
 - **text** – insertion of text annotation inside plot
- Title, Legend, Colors, Line-Styles, etc ...

Graphics – Scatter Plot

- Packages :: Load Package :: Datasets (default datasets)

```
> ds <- cars
```

```
> print(ds)
```

```
speed dist
```

```
1    4    2
```

```
2    4   10
```

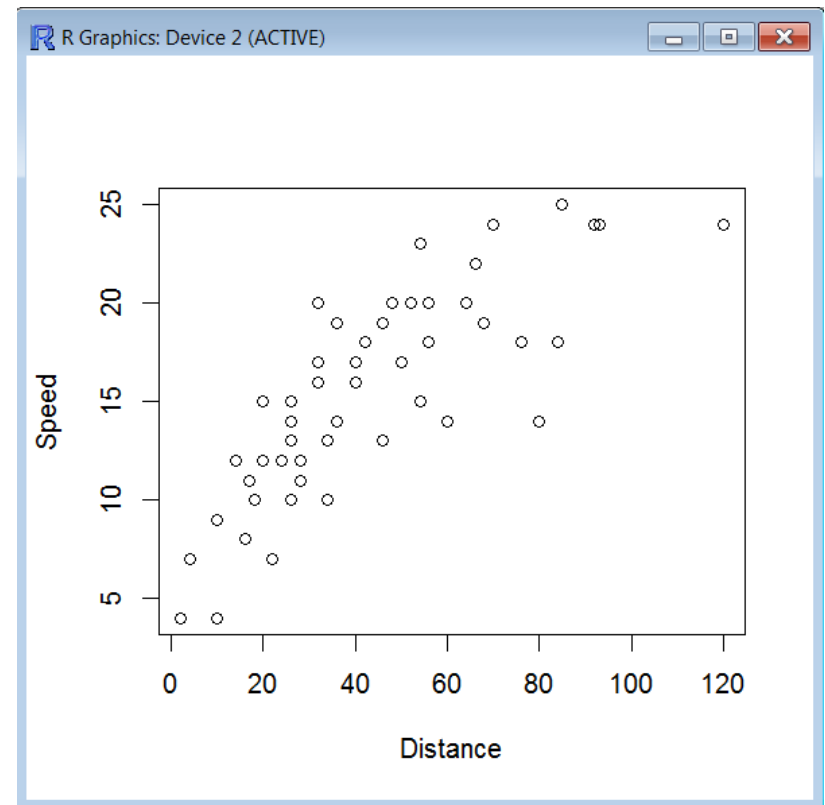
```
...
```

```
50   25   85
```

```
> Distance <- ds$dist #ds[,1]
```

```
> Speed <- ds$speed #ds[,2]
```

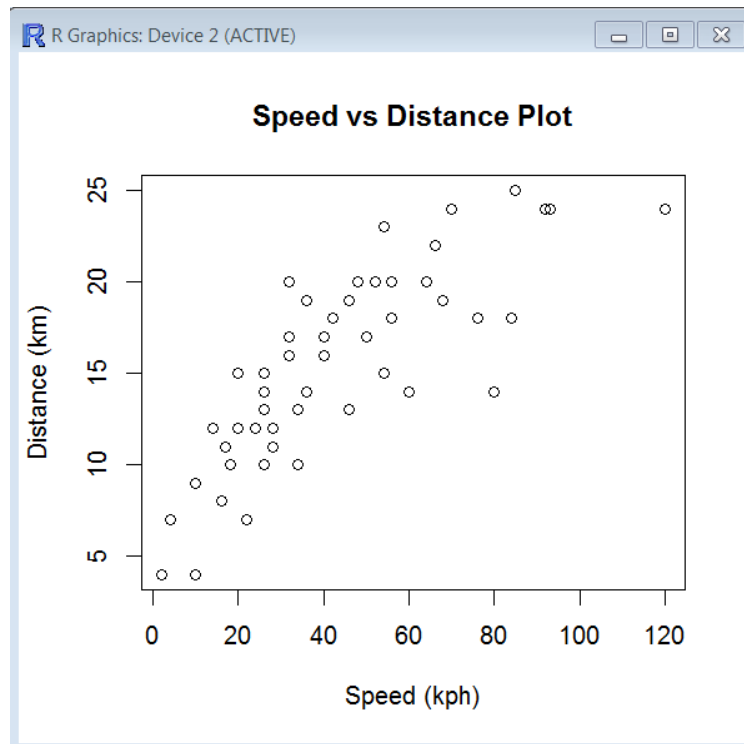
```
> plot(Distance, Speed)
```



Graphics – Title and Axis Labels

```
plot(D, main="title", xlab="X-axis label", ylab="Y-axis label")
```

```
> plot(Distance, Speed, main="Speed vs Distance Plot",  
xlab="Speed (kph)", ylab="Distance (km)")
```



Graphics – Multiple Plots (1)

- Set the parameter **mfrow** before calling plot
- `par(mfrow=c("numRows","numCols"))`

```
> ds <- longley
```

```
> print(ds)
```

	GNP.deflator	GNP	Unemployed	Armed.Forces	Population	Year	Employed
1947	83.0	234.289	235.6	159.0	107.608	1947	60.323
1948	88.5	259.426	232.5	145.6	108.632	1948	61.122
1949	88.2	258.054	368.2	161.6	109.773	1949	60.171
1950	89.5	284.599	335.1	165.0	110.929	1950	61.187
1951	96.2	328.975	209.9	309.9	112.075	1951	63.221
1952	98.1	346.999	193.2	359.4	113.270	1952	63.639
1953	99.0	365.385	187.0	354.7	115.094	1953	64.989
1954	100.0	363.112	357.8	335.0	116.219	1954	63.761
1955	101.2	397.469	290.4	304.8	117.388	1955	66.019
1956	104.6	419.180	282.2	285.7	118.734	1956	67.857
1957	108.4	442.769	293.6	279.8	120.445	1957	68.169
1958	110.8	444.546	468.1	263.7	121.950	1958	66.513
1959	112.6	482.704	381.3	255.2	123.366	1959	68.655
1960	114.2	502.601	393.1	251.4	125.368	1960	69.564
1961	115.7	518.173	480.6	257.2	127.852	1961	69.331
1962	116.9	554.894	400.7	282.7	130.081	1962	70.551

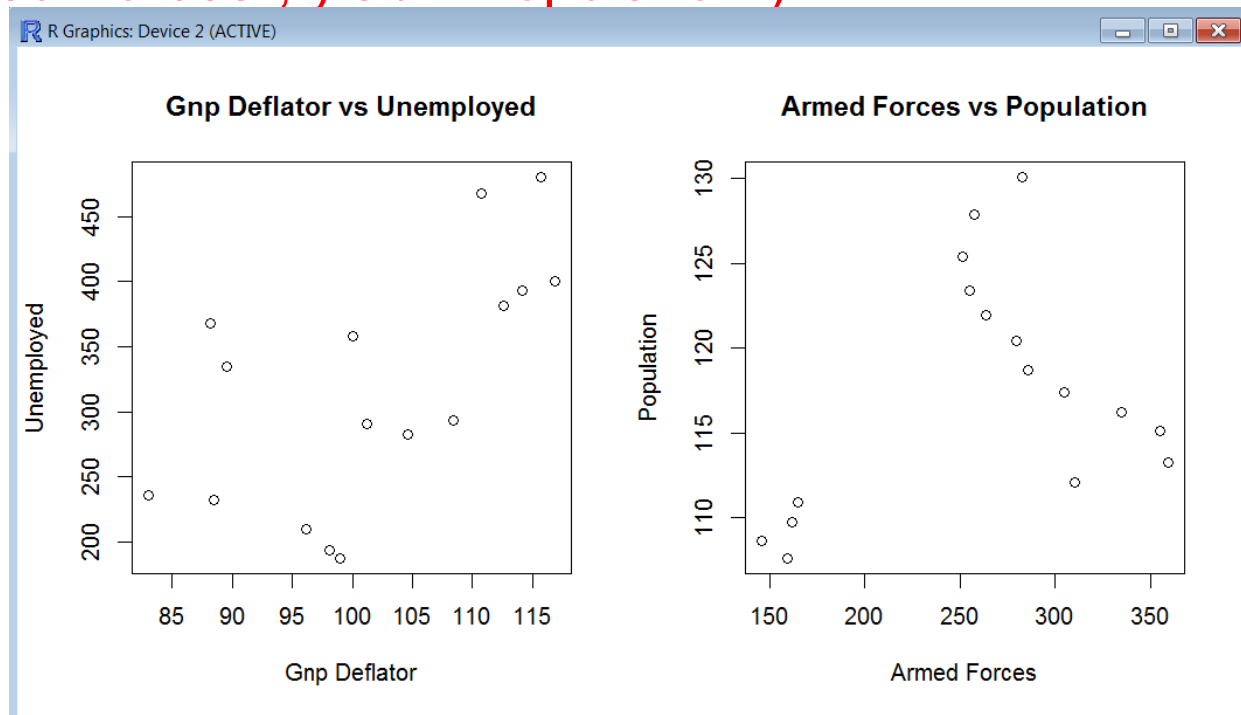
Plot together “GNP.Deflator (col 1) vs Unemployed (col 2)” and “Armed. (col 4) vs Pop. (col 5)”?

Graphics – Multiple Plots (2)

```
> par(mfrow=c(1,2))
```

```
> plot(ds[,1],ds[,3], main="Gnp Deflator vs Unemployed",  
xlab="Gnp Deflator", ylab="Unemployed")
```

```
> plot(ds[,4],ds[,5], main="Armed Forces vs Population",  
xlab="Armed Forces", ylab="Population")
```



Data Transformations – lapply, sapply

- Apply a “function” to every element of a “list” or vector
- R strategy against iterations!

```
lst <- lapply("list", "function")      # output is a list
vec <- sapply("list", "function")     # output is a vector
```

```
> funStuff <- c("Beer", "Football", "Love", "Statistics")
> greatify <- function(str){ return ( paste(str,"is great!") ) }
> funStuffGreatified <- sapply(funStuff, greatify)
> print(funStuffGreatified)
Beer           Football           Love           Statistics
"Beer is great!" "Football is great!" "Love is great!" "Statistics is great!"
```

Data Transformation – Matrix apply (1)

- `apply("matrix", "1-row or 2-column", "function")`
- Example: Compute the product of each row?

```
> M <- matrix(1:16, 4, 4)
```

```
> print(M)
```

```
      [,1] [,2] [,3] [,4]  
[1,]  1   5   9  13  
[2,]  2   6  10  14  
[3,]  3   7  11  15  
[4,]  4   8  12  16
```

```
> apply(M, 1, prod)
```

```
[1] 585 1680 3465 6144
```

```
> 1*5*9*13
```

```
[1] 585
```

Data Transformation – Matrix apply (2)

- Compute the factorial of each cell of a matrix!
- “for every column -> for every row element of that column”?

```
> M <- matrix(1:9, 3, 3)
```

```
> print(M)
```

```
      [,1] [,2] [,3]  
[1,]  1   4   7  
[2,]  2   5   8  
[3,]  3   6   9
```

```
> factorial <- function(x) { if(x < 1) return(1) else return( x*factorial(x-1) ) }
```

```
> apply(M, 2, function(row){ return( sapply(row,factorial) ) })
```

```
      [,1] [,2] [,3]  
[1,]  1  24 5040  
[2,]  2 120 40320  
[3,]  6 720 362880
```


Data Transformation – Data Frames

- By default a function is applied to columns, which are vectors
- `lst <- lapply("matrix", "function")` # output is list
- `vec <- sapply("matrix", "function")` # output is vector
- Also **apply** can be used for data frames similar to matrices, however the data frame columns must have identical modes/data types

THE END