

Package: cohorts (via r-universe)

August 24, 2024

Title Cohort Analysis Made Easy

Version 1.2.0

Description Functions to simplify the process of preparing event and transaction for cohort analysis.

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URL <https://github.com/PeerChristensen/cohorts>

BugReports <https://github.com/PeerChristensen/cohorts/issues>

Encoding UTF-8

LazyData true

Roxygen list(markdown = TRUE)

RoxygenNote 7.2.3

Imports data.table, dplyr, dtplyr, magrittr, tibble, tidyr, zoo, lubridate

Depends R (>= 2.10)

Suggests testthat (>= 3.0.0)

Config/testthat/edition 3

Repository <https://peerchristensen.r-universe.dev>

RemoteUrl <https://github.com/peerchristensen/cohorts>

RemoteRef HEAD

RemoteSha 78764b3dd68b303b6caecf8367ccf0719929f823

Contents

cohort_table_day	2
cohort_table_month	2
cohort_table_pct	3
cohort_table_week	4
cohort_table_year	4
gamelaunch	5

online_cohorts	5
shift_left	6
shift_left_pct	6

Index	8
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cohort_table_day	<i>Create a Cohort Table Using Day Level Event Data</i>
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Description

Creates a cohort table with day level event data with rows corresponding to cohort numbers and columns as dates.

Usage

```
cohort_table_day(df, id_var, date)
```

Arguments

df	Dataframe
id_var	ID variable
date	Date

Value

Cohort table

Examples

```
cohort_table_day(gamelaunch, userid, eventDate)
```

cohort_table_month	<i>Create a Cohort Table Using Month Level Event Data</i>
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Description

Creates a cohort table with month level event data with rows corresponding to cohort numbers and columns as months.

Usage

```
cohort_table_month(df, id_var, date)
```

Arguments

df	Dataframe
id_var	ID variable
date	Date

Value

Cohort table

Examples

```
cohort_table_month(online_cohorts, CustomerID, InvoiceDate)
```

cohort_table_pct *Convert Values of a Cohort Table to Percentages*

Description

Converts values of a cohort table to percentages of initial cohort sizes.

Usage

```
cohort_table_pct(cohort_table, decimals = 1)
```

Arguments

cohort_table	Cohort table
decimals	Integer

Value

Cohort table

Examples

```
online_cohorts %>%  
  cohort_table_month(CustomerID, InvoiceDate) %>%  
  cohort_table_pct(decimals = 1)
```

cohort_table_week *Create a Cohort Table Using Week Level Event Data*

Description

Creates a cohort table with week level event data with rows corresponding to cohort numbers and columns as dates.

Usage

```
cohort_table_week(df, id_var, date)
```

Arguments

df	Dataframe
id_var	ID variable
date	Date

Value

Cohort table

Examples

```
cohort_table_week(gamelaunch, userid, eventDate)
```

cohort_table_year *Create a Cohort Table Using Year Level Event Data*

Description

Creates a cohort table with year level event data with rows corresponding to cohort numbers and columns as dates.

Usage

```
cohort_table_year(df, id_var, date)
```

Arguments

df	Dataframe
id_var	ID variable
date	Date

Value

Cohort table

Examples

```
cohort_table_week(gamelaunch, userid, eventDate)
```

gamelaunch	<i>Event Data From the Launch of a Mobile Game</i>
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Description

A dataset containing 29324 observations with three columns: userid, eventDate and eventName.

Usage

```
gamelaunch
```

Format

A data frame with 29324 rows and 3 variables:

userid User ID
eventDate Event Date
eventName Event Name ...

online_cohorts	<i>Order Data From an Online Store</i>
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Description

A dataset containing 19573 observations with two columns: CustomerID and InvoiceDate

Usage

```
online_cohorts
```

Format

A data frame with 19,573 rows and 2 variables:

CustomerID Customer ID
InvoiceDate InvoiceDate ...

shift_left	<i>Left-shift a Cohort Table</i>
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Description

Left-shifts a cohort table

Usage

```
shift_left(cohort_table)
```

Arguments

cohort_table Cohort table

Value

Cohort table

Examples

```
online_cohorts %>%  
  cohort_table_month(CustomerID, InvoiceDate) %>%  
  shift_left()
```

shift_left_pct	<i>Left-shift a Cohort Table With Cohort Sizes as Percentages</i>
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Description

Left-shifts a cohort table with cohort sizes as percentages of start sizes.

Usage

```
shift_left_pct(cohort_table, decimals = 1)
```

Arguments

cohort_table Cohort table
decimals Integer

Value

Cohort table

shift_left_pct

7

Examples

```
online_cohorts %>%  
  cohort_table_month(CustomerID, InvoiceDate) %>%  
  shift_left_pct()
```

Index

* datasets

gamelaunch, 5

online_cohorts, 5

cohort_table_day, 2

cohort_table_month, 2

cohort_table_pct, 3

cohort_table_week, 4

cohort_table_year, 4

gamelaunch, 5

online_cohorts, 5

shift_left, 6

shift_left_pct, 6