

# Package ‘cohorts’

May 16, 2022

**Title** Cohort Analysis Made Easy

**Version** 1.0.1

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

**License** MIT + file LICENSE

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

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

**Encoding** UTF-8

**LazyData** true

**RoxygenNote** 7.1.1

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

**Depends** R (>= 2.10)

**Suggests** testthat (>= 3.0.0)

**Config/testthat/edition** 3

**NeedsCompilation** no

**Author** Peer Christensen [aut, cre]

**Maintainer** Peer Christensen <hr.pchristensen@gmail.com>

**Repository** CRAN

**Date/Publication** 2022-05-15 22:10:05 UTC

## R topics documented:

cohort_table_day . . . . .	2
cohort_table_month . . . . .	2
cohort_table_pct . . . . .	3
gamelaunch . . . . .	4
online_cohorts . . . . .	4
shift_left . . . . .	5
shift_left_pct . . . . .	5

<b>Index</b>	<b>7</b>
--------------	----------

---

cohort\_table\_day      *Create a Cohort Table Using Day Level Event Data*

---

**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      *Create a Cohort Table Using Month Level Event Data*

---

**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	<i>Convert Values of a Cohort Table to Percentages</i>
------------------	--

---

**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)
```

---

gamelaunch

*Event Data From the Launch of a Mobile Game*

---

### 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

*Order Data From an Online Store*

---

### 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>
------------	----------------------------------

---

**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>
----------------	---

---

**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

**Examples**

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

# Index

## \* datasets

gamelaunch, 4

online\_cohorts, 4

cohort\_table\_day, 2

cohort\_table\_month, 2

cohort\_table\_pct, 3

gamelaunch, 4

online\_cohorts, 4

shift\_left, 5

shift\_left\_pct, 5