Automate yourself out of a job
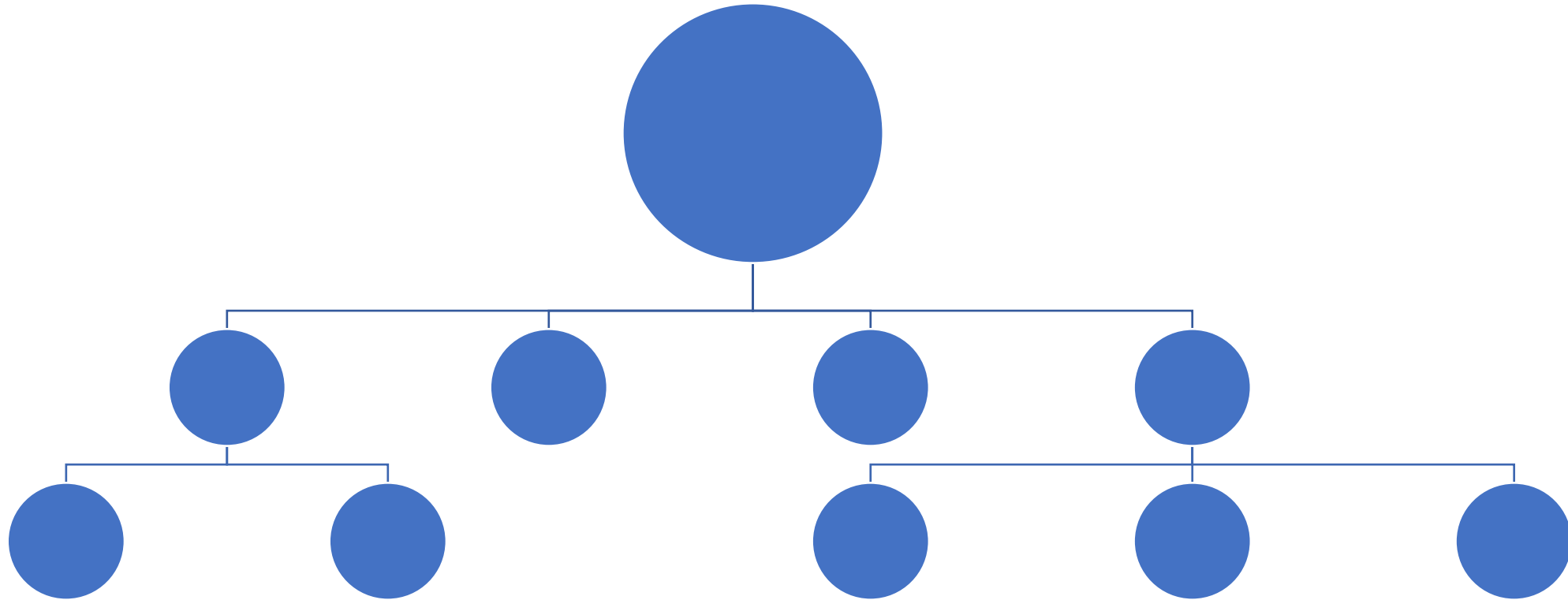
MRG 2nd October 2019
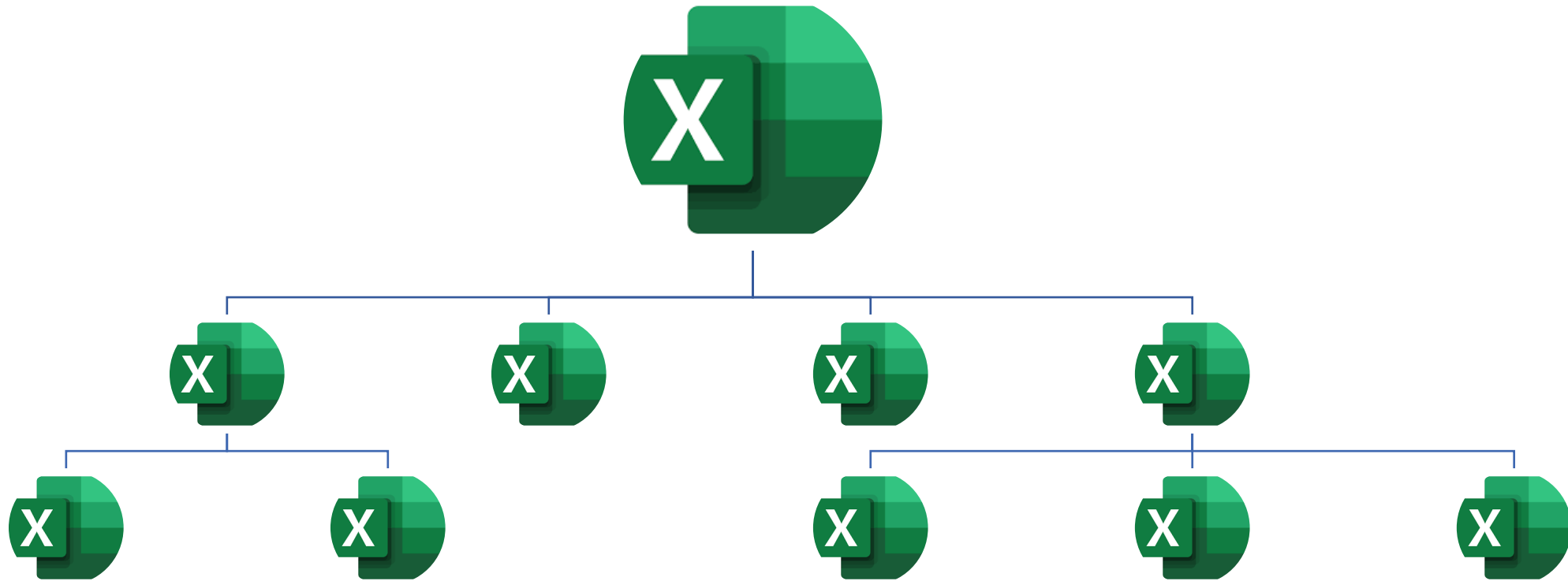
Culture of Insight

Culture of Insight

Kantar Reputation Study

Culture of Insight
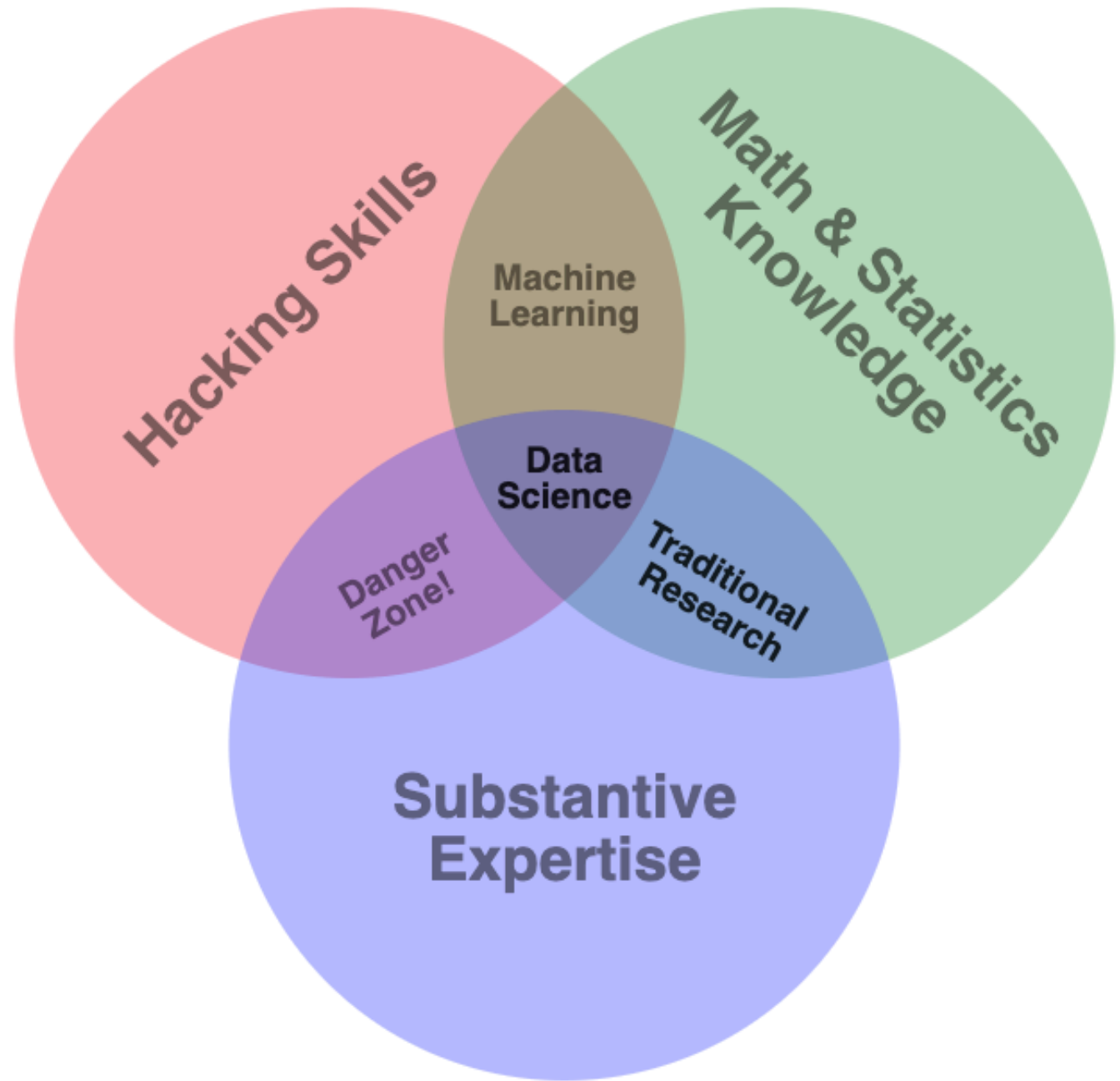
Kantar Reputation Study

😍 Formulae

=([@[BrandX Media Sentiment RA]]*VLOOKUP("Media",Weightings,MATCH("BrandX",Weightings[#Headers],0),FALSE))+([@[BrandX Analyst Score]]*VLOOKUP("Analysts",Weightings,MATCH("BrandX",Weightings[#Headers],0),FALSE))+([@[BrandX P/B-1]]*VLOOKUP("Market/ Investors",Weightings,MATCH("BrandX",Weightings[#Headers],0),FALSE))+([@[BrandX Customer Score]]*VLOOKUP("Customers",Weightings,MATCH("BrandX",Weightings[#Headers],0),FALSE))+([@[BrandX Public Survey]]*VLOOKUP("Public",Weightings,MATCH("BrandX",Weightings[#Headers],0),FALSE))+([@[BrandX MP]]*VLOOKUP("Politicians",Weightings,MATCH("BrandX",Weightings[#Headers],0),FALSE))+([@[BrandX Regulator]]*VLOOKUP("Regulatory",Weightings,MATCH("BrandX",Weightings[#Headers],0),FALSE))+([@[BrandX Journalist]]*VLOOKUP("Journalists",Weightings,MATCH("BrandX",Weightings[#Headers],0),FALSE))+([@[BrandX Employee]]*VLOOKUP("Employees",Weightings,MATCH("BrandX",Weightings[#Headers],0),FALSE))

Culture of Insight

	Z	AA	AB	AC	AD	AE	AF	AG	AH
38	77	30	27	75	38	50	40	66	95	6
39	77	95	79	40	55	100	3	20	14	1
40	3	37	13	54	31	84	94	66	27	9
41	72	68	100	56	28	84	71	91	32	8
42	25	12	36	18	56	14	55	33	73	6
43	8	80	23	55	10	56	89	12	38	
44	62	99	61	72	86	29	84	33	84	4
45	82	51	77	100	47	5	30	6	78	8
46	46	41	20	81	17	10	18	69	23	4
47	63	23	90	41	12	16	14	47	58	
48	41	29	86	75	79	32	92	85	65	4
49	9	89	46	31	70	85	93	59	16	10
50	18	29	69	76	87	63	74	79	83	
51	64	37	75	49	93	48	75	88	59	4
52	71	20	59	55	31	3	52	35	13	

	S	T	U	V	W	X	Y	Z	AA	AB	AC	AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM	AN	AO
26	64	57	86	7	21	16	81	89	75	75	1	29	94	100	87	84	66	77	20	1	61	45	75
27	76	36	48	41	11	77	2	9	82	100	6	38	12	72	1	53	63	92	63	2	88	43	52
28	24	81	76	1	91	10	40	69	53	33	42	60	71	96	29	30	36	72	35	23	17	18	53
29	3	78	45	27	41	85	65	96	35	11	82	45	38	60	82	93	76	68	62	54	22	9	61
30	46	54	52	73	16	3	33	40	48	74	20	49	5	17	75	58	50	67	87	82	86	19	87
31	37	92	15	98	5	45	36	56	9	76	18	72	86	12	1	13	48	37	74	69	89	86	28
32	87	19	28	21	41	18	8	53	86	40	59	89	88	24	27	22	50	95	92	52	24	56	23
33	67	21	83	22	68	56	54	73	63	28	62	46	88	41	72	97	96	17	41	82	57	17	40
34	26	67	74	40	73	78	10	58	94	25	64	33	88	13	23	70	29	97	7	13	61	32	16
35	14	86	58	3	69	83	11	85	7	47	87	92	93	76	49	5	4	56	40	30	29	64	35
36	57	42	5	10	84	86	73	88	59	74	88	95	93	46	27	59	48	4	44	14	82	7	64
37	19	44	11	28	45	50	40	19	51	17	40	28	58	15	38	11	85	59	18	50	36	99	83
38	84	53	40	36	84	44	77	30	27	75	38	50	40	66	95	67	64	71	58	41	15	60	57
39	40	35	88	91	50	15	77	95	79	40	55	100	3	20	14	10	83	94	40	96	20	23	98
40	11	61	90	66	60	18	3	37	13	54	31	84	94	66	27	93	38	84	73	92	28	30	69
41	34	39	40	25	61	93	72	68	100	56	28	84	71	91	32	85	88	66	62	11	10	40	86
42	40	99	98	31	75	99	25	12	36	18	56	14	55	33	73	65	96	59	16	35	4	70	52
43	22	25	63	9	93	75	8	80	23	55	10	56	89	12	38	5	86	27	41	43	46	3	62
44	11	44	85	27	5	5	62	99	61	72	86	29	84	33	84	44	51	37	50	36	78	67	18
45	9	27	4	76	10	44	32	51	77	100	7	5	30	6	78	81	35	35	88	22	59	88	38
46	18	50	8	63	31	16	46	41	20	81	17	10	18	69	23	47	6	37	89	22	100	31	88
47	27	55	42	90	78	7	53	23	90	41	12	16	14	47	58	6	97	6	37	12	90	65	99
48	99	17	56	44	37	67	41	29	86	75	79	32	92	85	65	41	6	27	80	70	45	99	37
49	63	98	11	46	19	61	9	89	46	31	70	85	93	59	16	100	81	18	57	84	98	4	83
50	39	66	17	79	63	28	18	29	69	76	87	63	74	79	83	7	90	8	37	3	33	14	85
51	87	44	29	85	35	92	54	37	75	49	93	48	75	88	59	49	63	78	13	30	10	55	70
52	3	89	2	19	52	87	71	20	59	55	31	3	52	35	13	2	19	84	70	31	11	10	93
53	39	87	63	4	25	70	41	80	51	8	73	57	49	29	86	6	89	29	96	76	7	48	70
54	68	79	58	22	2	71	53	52	38	23	74	81	6	34	35	43	30	76	63	45	100	39	61
55	80	54	40	77	10	42	83	21	79	26	93	13	90	99	37	78	35	52	3	70	46	96	91
56	80	45	84	99	69	21	36	44	84	50	73	54	64	12	53	74	67	77	59	96	22	13	81
57	32	18	1	12	27	37	4	52	82	75	30	58	56	45	2	92	59	18	45	72	90	58	67
58	97	34	5	25	44	2	30	48	75	66	66	24	49	100	6	76	57	23	6	9	76	56	67
59	49	51	3	16	51	44	80	84	98	57	82	18	42	63	41	24	74	7	97	77	95	10	47
60	45	83	29	74	7	99	74	22	73	33	50	14	73	13	75	80	75	79	74	84	85	88	87
61	35	16	34	42	38	51	93	41	2	55	98	82	23	50	53	28	38	7	79	74	64	70	26
62	29	64	63	51	55	58	48	84	31	48	44	57	80	68	61	24	3	86	52	76	3	52	24
63	68	73	47	51	97	67	72	61	4	5	7	10	38	59	79	24	86	22	95	42	81	29	22
64	6	78	68	37	51	38	49	72	100	6	8	51	62	22	56	79	78	9	30	68	63	10	98

:(

Your PC ran into a problem and needs to restart. We're just collecting some error info, and then we'll restart for you.
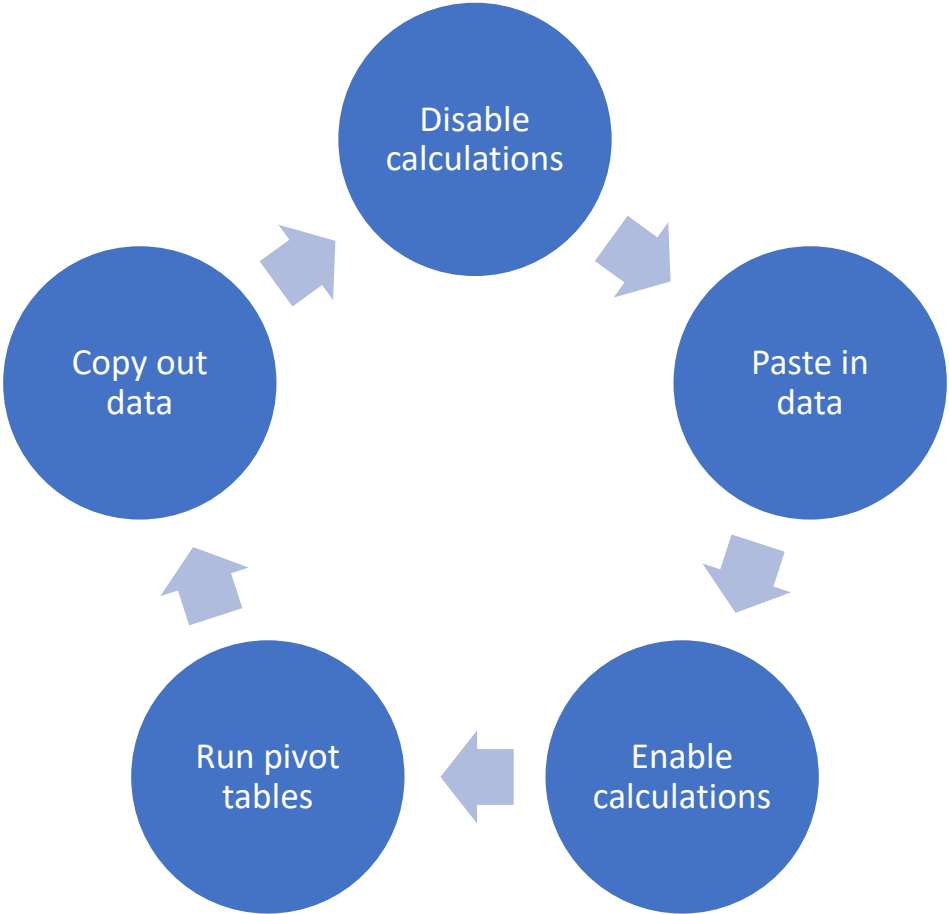
20% complete

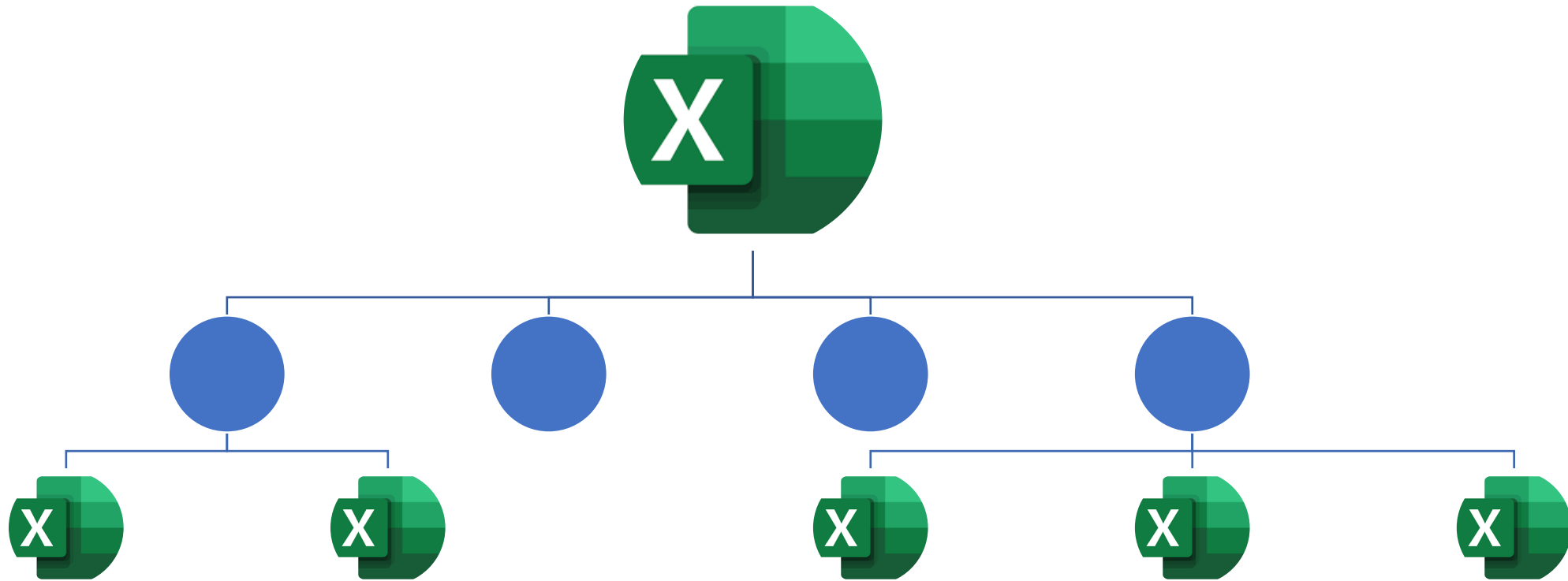For more information about this issue and possible fixes, visit https://www.windows.com/stopcode

If you call a support person, give them this info:
Stop code: CRITICAL_PROCESS_DIED

Tread carefully...

Disable calculations

Paste in data

Enable calculations

Run pivot tables

Copy out data

Culture of Insight

Excel still has its place

Culture of Insight

Data processing with R

Go to file/function   Addins

new process

media.R

Source on Save   Run   Source

```r
28  new_media_data <- read_excel(newdatafile_media, trim_ws = TRUE) %>%
29    mutate_if(is.character, function(x){gsub('[^ -~]', '', x)}) %>%
30    #Standardise column names with underscores replacing spaces, and lowercase
31    clean_names("parsed") %>%
32    #change the format of selected columns
33    mutate_if(is.logical, as.character) %>%
34    mutate_if(is.POSIXct, as.character) %>%
35    mutate_at(vars(ends_with("_Id")), as.character) %>%
36    mutate_at(vars(Value), as.numeric) %>%
37    mutate_at(vars(Bank, Key_Issue, Theme, Sentiment, Group), str_to_upper) %>%
38    mutate_at(vars(Published, Delivered), as.Date) %>%
39    #create new columns
40    mutate(Month = as_date(glue("{year(Published)}-{month(Published)}-01")),
41           #Delivered = as.Date(Delivered),
42           Year = year(Published),
43           Pub_Date = as_date(Published),
44           Group = toupper(Group),
45           Sentiment_Score = case_when(
46             Sentiment == "POSITIVE" ~ 5,
47             Sentiment == "NEGATIVE" ~ -5,
48             Sentiment == "BALANCED" ~ 1,
49             Sentiment == "NEUTRAL" ~ 0),
50           Adjusted_Sent_Score = case_when(
51             Delivered >= "01-03-2014" ~ Sentiment_Score / 0.75,
52             TRUE ~ Sentiment_Score),
53           Adjusted_Count = case_when(
54             Delivered >= "01-03-2014" ~ 1 / 0.6,
55             TRUE ~ 1),
56           Duplicate = case_when(Duplicate == "Yes" ~ "Y",
57                                 TRUE ~ "N")) %>%
58    #Rename mis-matched columns to pair with master data file
59    mutate(Story = Story_New)
60
```

52:36   # FORMAT NEW DATA TO MATCH ARCHIVE   R Script

Environment | History | Connections | Git

List

Global Environment

Data

archive_media_data	69283 obs. of 10 variables
bankLabels	21 obs. of 2 variables
brand_adj_sentiment_scores	11593 obs. of 7 variables
brand_monthly_articles	206 obs. of 10 variables
group_adj_sentiment_scores	1530 obs. of 6 variables
key_issue_avs_table	175 obs. of 53 variables
key_issue_impact_avs	9275 obs. of 3 variables
key_issue_impact_long	276850 obs. of 4 variables
mediaimpact	53 obs. of 8 variables
merged_media_clean	70570 obs. of 10 variables

Files | Plots | Packages | Help | Viewer

New Folder   Delete   Rename   More

Volumes > GoogleDrive > Shared drives > Culture of Insight Team > clients > Kantar Media > new process > Scripts

	Name	Size	Modified
	..		
	media.R	16.5 KB	Jul 1, 2019, 3:58 PM
	analysts.R	7.9 KB	May 2, 2019, 3:08 PM
	collated.R	20.3 KB	May 2, 2019, 2:46 PM
	archive		

Console | Terminal | Jobs

/Volumes/GoogleDrive/Shared drives/Culture of Insight Team/clients/Kantar Media/new process/

```
Type 'q()' to quit R.

[Workspace loaded from /Volumes/GoogleDrive/Shared drives/Culture of Insight Team/clients/Kantar Media/new process/.RData]

>
```

Culture of Insight

Saved 3 days per month

Culture of Insight

Increased reporting abilities

Culture of Insight

Eliminated processing errors

Culture of Insight

No disruption to workflow

Culture of Insight

Future-proofed the project

Culture of Insight

Re-used code for other clients

Culture of Insight

NOTHING IS IMPOSSIBLE

You can learn code more easily than you think

Culture of Insight

Code makes data tasks more accurate and saves time

Culture of Insight

Code lets you automate and repeat

Culture of Insight

R programming language training

Book now   >

Due to popular demand we are laying on another training course designed for Market Research teams in Data Cleaning, Manipulation and Reporting, using the R programming language.

- **Date:** Wednesday 30th November 2019
- **Time:** 9:30am - 4:30pm
- **Venue:** Telmar Communications, 43/45 Dorset Street, London W1U 7NA

Why?

Market Research and Insight teams are under pressure to work faster and more accurately, with ever bigger datasets. Too much time and resource is spent on slow and error-prone processes in Excel, when free, efficient and high-powered alternatives are available.

June 27th

9:30am - 4:30pm

Telmar Communications

43/45 Dorset Street, London, W1U 7NA

View map

Contact

Alex Maddox