

Package ‘ChannelAttributionApp’

February 21, 2016

Type Package

Title Shiny Web Application for the Multichannel Attribution Problem

Version 1.1

Date 2016-02-20

Author Davide Altomare

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Description Shiny Web Application for the Multichannel Attribution Problem. It is basically a user-friendly graphical interface for running and comparing all the attribution models in package 'ChannelAttribution'. For customizations or interest in other statistical methodologies for web data analysis please contact <davide.altomare@gmail.com>.

License GPL (>= 2)

URL <http://www.slideshare.net/adavide1982/markov-model-for-the-multichannel-attribution-problem>

Imports ChannelAttribution, shiny, data.table, ggplot2, utils

NeedsCompilation no

Repository CRAN

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ChannelAttributionApp-package

Shiny Web Application for the Multichannel Attribution Problem

Description

Shiny Web Application for the Multichannel Attribution Problem. It is basically a user-friendly graphical interface for running and comparing all the attribution models in package 'ChannelAttribution'. For customizations or interest in other statistical methodologies for web data analysis please contact <davide.altomare@gmail.com>.

Details

Package: ChannelAttributionApp
Type: Package
Version: 1.1
Date: 2016-02-20
License: GPL (>= 2)

Package contains function CAapp which launches a Shiny Web Application.

Author(s)

Davide Altomare

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References

Davide Altomare (2015). [Markov Model for the Online Multi-Channel Attribution Problem](#).

CAapp

Shiny app for the multichannel attribution problem

Description

Shiny web application the multichannel attribution problem

Usage

CAapp

Author(s)

Davide Altomare (<davide.altomare@gmail.com>).

Examples

#uncomment the following line before running

#CAapp()

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