Package ‘RMixpanel’

October 12, 2022

Version 0.7-1
Date 2018-10-23
Title API for Mixpanel
Depends R (>= 3.2.0)
Description Provides an interface to many endpoints of Mixpanel's Data Export, En-
gage and JQL API. The R functions allow for event and profile data export as well as for seg-
mentation, retention, funnel and addiction analysis. Results are always parsed into conve-
nient R objects. Furthermore it is possible to load and update profiles.
Imports jsonlite, uuid, RCurl, base64enc
License MIT + file LICENSE
NeedsCompilation no
Author Meinhard Ploner [aut, cre, cph],
  ProSiebenSat.1 Digital GmbH [cph],
  BCG Digital Ventures GmbH [cph]
Maintainer Meinhard Ploner <meinhard.ploner@gmail.com>
Repository CRAN
Date/Publication 2018-10-23 16:50:03 UTC

R topics documented:

RMixpanel-package ............................................. 2
createDateSequence .......................................... 3
eventsJson2RMatrix .......................................... 4
merge.matrix .................................................. 5
mixpanelCreateAccount ....................................... 5
mixpanelGetAddiction ......................................... 6
mixpanelGetData .............................................. 7
mixpanelGetEvents ........................................... 8
mixpanelGetEventsForProfiles .............................. 9
mixpanelGetEventsFromFile ................................ 10

1
RMixpanel-package

Description

Provides an interface to many endpoints of Mixpanel’s Data Export, Engage and JQL API. The R functions allow for event and profile data export as well as for segmentation, retention, funnel and addiction analysis. Results are always parsed into convenient R objects. Furthermore it is possible to load and update profiles.

Details

The DESCRIPTION file:

Package: RMixpanel
Version: 0.7-1
Date: 2018-10-23
Title: API for Mixpanel
Authors@R: c(person("Meinhard", "Ploner", role=c("aut", "cre", "cph"), email="meinhard.ploner@gmail.com"), person("ProSiebenSat.1 Digital GmbH", role="cph"), person("BCG Digital Ventures GmbH", role="cph"))
Depends: R (>= 3.2.0)
Description: Provides an interface to many endpoints of Mixpanel’s Data Export, Engage and JQL API. The R functions allow for event and profile data export as well as for segmentation, retention, funnel and addiction analysis. Results are always parsed into convenient R objects. Furthermore it is possible to load and update profiles.
Imports: jsonlite, uuid, RCurl, base64enc
License: MIT + file LICENSE
Author: Meinhard Ploner [aut, cre, cph], ProSiebenSat.1 Digital GmbH [cph], BCG Digital Ventures GmbH [cph]
Maintainer: Meinhard Ploner <meinhard.ploner@gmail.com>

Index of help topics:

RMixpanel-package API for Mixpanel
createDateSequence Generate And Normalize Sequence Of Dates.
eventsJson2RMatrix Convert Events Exported From Mixpanel API To R Matrix
The package provides access to the Mixpanel API. It allows to read raw data as well as to retrieve retention, addiction and segmentation data. Furthermore it is possible to load and update profiles.

**Author(s)**

NA Maintainer: NA

**References**


---

**createDateSequence**

Generate And Normalize Sequence Of Dates.

**Description**

Generate a range of dates and normalize it. Used by other methods of this package.

**Usage**

createDateSequence(from, to=from)
eventsJson2RMatrix

Arguments

from Start date in either format "yyyy-mm-dd" or yyyyymmdd. Inclusive.
to End date in either format "yyyy-mm-dd" or yyyyymmdd. Inclusive.

Value

Array of daily dates in format yyyy-mm-dd as needed for use in Mixpanel’s API.

Author(s)

Meinhard Ploner

References


eventsJson2RMatrix Convert Events Exported From Mixpanel API To R Matrix

Description

Convenience method to convert from pseudo json of Mixpanel’s export API to R matrix holding events.

Usage

eventsJson2RMatrix(jsonData, select = TRUE)

Arguments

jsonData Result of request to Mixpanel’s Export API.
select If select is an array of column names, only the specified properties are selected. If select is TRUE, all columns are selected.

Details

This helper function takes a json result as of the Mixpanel Export API and creates an R matrix holding the data. Array event properties are collapsed using a dash (‘-’) as separator.

Value

A character matrix showing one event per line. The first column represents the name of the event, the other column the event properties.

Author(s)

Meinhard Ploner
merge.matrix

See Also

mixpanelGetEvents

merge.matrix  Merge Two Matrices

Description

Merge two matrices by common column names. Resulting matrix includes all data. Empty cells are filled with NA's.

Usage

## S3 method for class 'matrix'
merge(x, y, ...)

Arguments

x  First matrix to be merged.
y  Second matrix to be merged.
...  Not used.

Value

A matrix resulting from a join of the 2 matrices.

Author(s)

Meinhard Ploner

mixpanelCreateAccount  Create Mixpanel Account

Description

Create object holding meta data of a Mixpanel project.

Usage

mixpanelCreateAccount(name, token, key, secret, customEvents, 
    mongoDBname, dataPath, RDataPath)
Arguments

- **name**: Can be arbitrary.
- **token**: API token of Mixpanel project.
- **key**: API key of Mixpanel project.
- **secret**: API secret of Mixpanel project.
- **customEvents**: If you have custom events, add a data.frame to assign readable names using the format: `data.frame(custom_event_id=c(121212, ...), event_name=c("Event One", ...)).`
- **mongoDBname**: Optional. Name of database for usage in MongoDB. Used in future versions of the package.
- **dataPath**: Optional. Path to store raw data of events and people.
- **RDataPath**: Optional. Path to store R rda files.

Value

An object holding all the values specified as parameters.

Author(s)

Meinhard Ploner

See Also

- `mixpanelGetEvents`
- `mixpanelGetProfiles`
- `mixpanelGetSegmentation`
- `mixpanelGetRetention`

Description

Get matrix of addiction data from Mixpanel API.

Usage

`mixpanelGetAddiction(account, event, from, to, unit, percentages, addictionUnit, ...)`

Arguments

- **account**: A mixpanel account, as created by `mixpanelCreateAccount`.
- **event**: Event name. If empty, all events are returned.
- **from**: Start date in either format "yyyy-mm-dd" or yyyyymmdd. Inclusive.
- **to**: End date in either format "yyyy-mm-dd" or yyyyymmdd. Inclusive.
- **unit**: Defaults to 'day'.
- **percentages**: Output as counts or percentages?
- **addictionUnit**: Sub time unit for addiction calculation.
- **...**: Additional arguments to Mixpanel API.
mixpanelGetData

Value
Matrix consisting of one row for each cohort. The first column holds the cohort sizes, the following columns the number of profiles having tracked events within the specified time interval.

Author(s)
Meinhard Ploner

References

See Also
mixpanelGetRetention

mixpanelGetData General Method For Mixpanel API Requests

Description
This method handles the authentication and download of data from the Mixpanel API as well as data persistence. The method is used by many of the more specialized methods of this package.

Usage
mixpanelGetData(account, method="export/", args, validitySeconds=60, verbose=TRUE, fileName="", data=FALSE, retryCount=0, encoding="UTF-8")

Arguments
- **account**: A mixpanel account, as defined in mixpanelCreateAccount.
- **method**: API method (route).
- **validitySeconds**: Expiration of API request.
- **verbose**: If FALSE, less information is shown on the console.
- **fileName**: File name to persist data (defaults to './temp.txt'). If supplied, account$dataPath is used as path.
- **data**: If FALSE, data is downloaded, but not returned as function argument.
- **retryCount**: How many times a failed request should be retried?
- **encoding**: JSON Encoding. Default is UTF8.
mixpanelGetEvents

Get Events From Mixpanel API

Description

Get a matrix filled with event data from the Mixpanel API.

Usage

mixpanelGetEvents(account, event, from, to = from, daysPerBlock = 10,
    select = TRUE, verbose = TRUE, df = FALSE, encoding="UTF-8", ...)

Arguments

account  A mixpanel account, as defined in mixpanelCreateAccount.
event     Array of event names. If empty, all events are returned.
from     Start date in either format <"yyyy-mm-dd"> or <yyyyymmdd>. Inclusive.
to       End date in either format <"yyyy-mm-dd"> or <yyyyymmdd>. Inclusive.
daysPerBlock  Data is downloaded in blocks of fixed size.
select     If "select" is an array of column names, only the specified properties are selected. If TRUE, all columns are selected.
mixpanelGetEventsForProfiles

Get Events For Specified Profiles

Description

Get a matrix filled with event data for specified people profiles.

Usage

mixpanelGetEventsForProfiles(account, distinctIDs, from, to, verbose, encoding="UTF-8", ...)

Arguments

- account: A mixpanel account, as defined in mixpanelCreateAccount.
- distinctIDs: Array of profile IDs.
- from: Date in format yyyy-mm-dd, where month number starts with 0.
- to: Date in format yyyy-mm-dd, where month number starts with 0.
- verbose: Parameter passed to mixpanelGetData. Boolean.
- encoding: JSON Encoding. Default is UTF8.
- ...: List of additional arguments being included in the Mixpanel API request. E.g. limit=5, ...

Value

A character matrix showing one event per line. The first column represents the name of the event, the other column the event properties.

Author(s)

Meinhard Ploner

See Also

mixpanelGetProfiles, mixpanelGetEventsForProfiles
mixpanelGetEventsFromFiles

Get Events From Files

Description
Get an R matrix filled with event data using data saved into files.

Usage
mixpanelGetEventsFromFiles(account, from, to, eventNames=c(), select=TRUE, blocksize=500000, df = FALSE, verbose=TRUE)

Arguments
account A mixpanel account, as defined in mixpanelCreateAccount.
from Start date in either format <"yyyy-mm-dd"> or <yyyyymmdd>. Inclusive.
to End date in either format <"yyyy-mm-dd"> or <yyyyymmdd>. Inclusive.
eventNames If an array of event names, only these are returned by the method.
select If "select" is an array of column names, only the specified properties are selected. If TRUE, all columns are selected.
blocksize Block size for reading files from disk.
df Clean data and return data.frame instead of matrix?
verbose If TRUE more output is generated.

Value
A character matrix showing one event per line. The first column represents the name of the event, the other column the event properties.

Author(s)
Meinhard Ploner

See Also
mixpanelGetProfiles, mixpanelGetEvents
mixpanelGetFunnel

See Also

mixpanelGetEvents

mixpanelGetFunnel  Funnel

Description

Get funnel data from Mixpanel API. Custom events are names accordingly, if account is set up correctly using mixpanelCreateAccount.

Usage

mixpanelGetFunnel(account, funnel, from, to=from, verbose=TRUE, ...)

Arguments

account  A mixpanel account, as defined in mixpanelCreateAccount.
funnel   Either name or ID of the funnel. See also mixpanelGetFunnelList.
from    Start date in either format "yyyy-mm-dd" or yyyyymmdd. Inclusive.
to      End date in either format "yyyy-mm-dd" or yyyyymmdd. Inclusive.
verbose If TRUE more output is generated.
...     Additional arguments to Mixpanel API. E.g. interval=14, unit='week', interval=90, ...

Value

Object of class funnel including a list of data.frame’s representing the funnels for each time frame.

Author(s)

Meinhard Ploner

References


See Also

mixpanelGetFunnelList
mixpanelGetFunnelList  

Funnel List

Description

Get list of all defined funnels from Mixpanel API.

Usage

mixpanelGetFunnelList(account, verbose=TRUE)

Arguments

account  
A mixpanel account, as defined in mixpanelCreateAccount.

verbose  
If TRUE more output is generated.

Value

A data.frame with 1 row for each funnel. Columns include

funnel_id  
ID of the funnel.

name  
Name of the funnel.

Author(s)

Meinhard Ploner

References


See Also

mixpanelGetFunnel

Examples

## Not run:
## Fill in here the API token, key and secret as found on
account = mixpanelCreateAccount("ProjectName",
    token="c12g3...",
    secret="168e7e...",
    key="543c55...")
mixpanelGetFunnel(account, "Funnel001", from=20161001, to=20161101, unit="week")

## End(Not run)
mixpanelGetProfiles

Examples

```r
## Not run:
## Fill in here the API token, key and secret as found on
account = mixpanelCreateAccount("ProjectName",
    token="c12g3...",
    secret="168e7e...",
    key="543c55...")

mixpanelGetFunnelList(account)
## End(Not run)
```

mixpanelGetProfiles  
Get Profiles From Mixpanel API

Description

Get a matrix filled with profiles (also called 'users' or 'people') taken from the Mixpanel People API.

Usage

```r
mixpanelGetProfiles(account, where="", select, maxPage=100000, verbose=TRUE)
```

Arguments

- **account**: A mixpanel account, as defined in `mixpanelCreateAccount`.
- **where**: Expression, see https://mixpanel.com/help/reference/data-export-api#segmentation-expressions.
- **select**: If "select" is an array of column names, only the specified properties are selected. If TRUE, all columns are selected.
- **maxPage**: The API delivers usually about 1000 users per page. Setting this parameter can limit the response for testing purposes. A value of 9 returns page 0 to page 9, i.e. 10000 profiles.
- **verbose**: If FALSE less output is generated.

Value

A character matrix showing one profile per line. The first column represents the distinct ID of the profile, the other column the profile properties.

Author(s)

Meinhard Ploner

References

https://mixpanel.com/help/reference/data-export-api#people-analytics
See Also

mixpanelGetEvents

Examples

```r
### Not run:
### Fill in here the API token, key and secret as found on
### www.mixpanel.com - Account -> Projects.
account = mixpanelCreateAccount("ProjectName",
    token="c12g3...",
    secret="168e7e...",
    key="543c55...")

profiles = mixpanelGetProfiles(account, where=/"Var properties["KPI1"] > 1.32\",
    select=c("KPI1", "KPI2"))
print(profiles)
### End(Not run)
```

Description

Get the number of profiles (also called 'users' or 'people') conforming to the requested query from the Mixpanel People API.

Usage

```r
mixpanelGetProfilesCount(account, where = ", verbose=TRUE)
```

Arguments

- **account**: A mixpanel account, as defined in mixpanelCreateAccount.
- **where**: Expression, see https://mixpanel.com/help/reference/data-export-api#segmentation-expressions.
- **verbose**: If TRUE more output is generated.

Value

The number of profiles conforming to the query.

Author(s)

Meinhard Ploner
mixpanelGetRetention

References

https://mixpanel.com/help/reference/data-export-api#people-analytics

See Also

mixpanelGetProfiles

Examples

## Not run:
## Fill in here the API token, key and secret as found on
account = mixpanelCreateAccount("ProjectName",
    token="c12g3...",
    secret="168e7e...",
    key="543c55...")

mixpanelGetProfilesCount(account, where='properties["KPI1"] > 1.32')

## End(Not run)

mixpanelGetRetention  Retention Report

Description

Get retention data from Mixpanel API. The resulting object can be printed nicely using print.retention.

Usage

mixpanelGetRetention(account, event, from, to, unit, retentionType,
    intervalCount, verbose=TRUE, ...)

Arguments

<table>
<thead>
<tr>
<th>Argument</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>account</td>
<td>A mixpanel account, as defined in mixpanelCreateAccount.</td>
</tr>
<tr>
<td>event</td>
<td>Event name. If empty, all events are returned.</td>
</tr>
<tr>
<td>from</td>
<td>Start date in either format &lt;&quot;yyyy-mm-dd&quot;&gt; or &lt;yyyyymmdd&gt;. Inclusive.</td>
</tr>
<tr>
<td>to</td>
<td>End date in either format &lt;&quot;yyyy-mm-dd&quot;&gt; or &lt;yyyyymmdd&gt;. Inclusive.</td>
</tr>
<tr>
<td>unit</td>
<td>Defaults to 'day'.</td>
</tr>
<tr>
<td>retentionType</td>
<td>birth (=First time) or compounded (=Recurring). Defaults to 'birth'.</td>
</tr>
<tr>
<td>intervalCount</td>
<td>Number of intervals per cohort to return.</td>
</tr>
<tr>
<td>verbose</td>
<td>If TRUE more output is generated.</td>
</tr>
<tr>
<td>...</td>
<td>Additional arguments to Mixpanel API. E.g. born_event='Event name' (needed for retention type 'birth'), or born_where='properties[&quot;Prop name&quot;]==&quot;value&quot;'.</td>
</tr>
</tbody>
</table>
mixpanelGetSegmentation

Value

Object of class retention including

dates          Start dates of each cohort.
cohortCount    Size of cohorts (people count).
retainCount    Number of retained people.
retainPerc     Percentage of retained people.

Author(s)

Meinhard Ploner

References


See Also

mixpanelGetAddiction

Examples

## Not run:
## Fill in here the API token, key and secret as found on
account = mixpanelCreateAccount("ProjectName",
    token="c12g3...",
    secret="168e7e...",
    key="543c55...")
mixpanelGetRetention(account, born_event="AppInstall", event="WatchedItem",
    from=20150701, to=20151101, unit="week")

## End(Not run)

mixpanelGetSegmentation

Segmentation Report

Description

Get a matrix of events segmented by 1 or 2 properties. Event data is taken from the Mixpanel Segmentation API.

Usage

mixpanelGetSegmentation(account, event, from, to, unit, type, on, action, verbose, ...)

Arguments

account  A mixpanel account, as defined in `mixpanelCreateAccount`.
event    Event name. If empty, all events are returned. Custom events are supported, if account is set up correctly using `mixpanelCreateAccount`.
from     Start date in either format <"yyyy-mm-dd"> or <yyyymmdd>. Inclusive.
to       End date in either format <"yyyy-mm-dd"> or <yyyymmdd>. Inclusive.
unit     Defaults to 'day'.
type     This can be "general", "unique", or "average".
on       Array of up to 2 property names for segmentation. An empty array returns unsegmented counts. E.g. `{properties[$os]}`.
action   Could be "sum" or "average". If given, 1st property listed in on is aggregated by this function.
verbose  If FALSE less output is generated.
...      Additional arguments to Mixpanel API. See also https://mixpanel.com/help/reference/data-export-api#segmentation.

Value

2 or 3-dimensional array showing event counts. The first dimension represents the time in the specified unit. The other dimension(s) are determined by the segmentation properties. Usually the Mixpanel API does not return more than 60 or 100 slots per segmentation property. For more data, use the events API (`mixpanelGetEvents`).

Author(s)

Meinhard Ploner

References


mixpanelJQLQuery  Query the Mixpanel JQL API

Description

This method performs a JQL Query with some custom script as parameter. The query string can be given either as character vector or saved into a file and passed via file name.

Usage

mixpanelJQLQuery(account, jqlString, jqlScripts, paths=".", columnNames, toNumeric=c())
Arguments

account A mixpanel account, as defined in mixpanelCreateAccount.
jqlString JQL script as string.
jqlScripts List of JQL script file names.
paths Paths to search JS files.
columnNames Column names for the resulting data.frame. Optional.
toNumeric Column indices which should be converted to numeric. Optional.

Value

If data==TRUE, the method returns the response of the API request (raw character vector). Otherwise nothing is returned.

Author(s)

Meinhard Ploner

References

https://mixpanel.com/help/reference/jql

Examples

```r
## Not run:
## Fill in here the API token, key and secret as found on
account = mixpanelCreateAccount("ProjectName",
   token="c12g3...",
   secret="168e7e...",
   key="543c55...")

## Simple query: number of events for each 'distinct_id'.

jqlQuery <-
  function main() {
    return Events({
      from_date: "2016-01-01",
      to_date: "2016-12-31"
    }).groupByUser(mixpanel.reducer.count())
  }
res <- mixpanelJQLQuery(account, jqlQuery,
   columnNames=c("distinctID", "Count"), toNumeric=2)
hist(res$Count)
## End(Not run)
```
mixpanelUpdateProfile  Update Mixpanel Profile

Description
Update Mixpanel profiles (also called ‘users’ or ‘people’) using the Mixpanel Engage API.

Usage
mixpanelUpdateProfile(account, distinctID, data,
updateLastSeen=FALSE, updateLocation=FALSE, retryCount=100)

Arguments
account       A mixpanel account, as defined in mixpanelCreateAccount.
distinctID    A distinct ID, identifying the profile. Could be extracted by calling mixpanelGetProfiles
data          JSON dictionary with property names and values. See Mixpanel documentation
              or example below.
updateLastSeen If true, Mixpanel will update the Last Seen property. Default is false
updateLocation If false, Mixpanel will not update the IP address of the profile. Default is false
retryCount    Applied if the HTTP request fails.

Value
None.

Author(s)
Meinhard Ploner

References
https://mixpanel.com/help/reference/http#people-analytics-updates

See Also
mixpanelGetProfiles

Examples
## Not run:
## Fill in here the API token, key and secret as found on
account = mixpanelCreateAccount("ProjectName",
token="c12g3...", 
secret="168e7e...",
key="543c55...")
mixpanelUpdateProfile(
    account, 
    "11b9c243-4ea3...", 
    data=list( 
        "$set"=list(day=jsonlite::unbox(12), 
            month=jsonlite::unbox(3), 
            "$name"=jsonlite::unbox("Dummy name")), 
        "$setOnce"=list(installYear=2016), 
        "$unset"=c("oldProp1", "oldProp2"), 
        "$union"=list(month=10:12)
        )
)
## "$delete": ""  ## !!! Delete user. !!!
)
## End(Not run)

---

**plot.retention**  
*Plot Retention Rates*

**Description**

Plot Retention Rates as a line chart. Multiple chart types are available.

**Usage**

```r
## S3 method for class 'retention'
plot(x, type="all", percentages=TRUE, omitLast=TRUE, 
     colors, durations, y, ...)
```

**Arguments**

- **x**: Object of class retention, as loaded by `mixpanelGetRetention`.
- **type**: Character vector. If "all", all chart types are plotted. Valid values are "cohortsByDate", "cohortsByAge", "byDuration".
- **percentages**: Use retention counts or percentages? Default is TRUE.
- **omitLast**: Omit last value per series? Useful for Mixpanel data, because last value is usually based on partial data!
- **colors**: Colors for lines. Optional.
- **durations**: Selected Durations (index). Default is c(1, 2, 5, 10).
- **y**: Not used.
- **...**: Not used.

**Author(s)**

Meinhard Ploner
print.retention

References


See Also

mixpanelGetRetention

Examples

## Not run:
## Fill in here the API token, key and secret as found on
account = mixpanelCreateAccount("ProjectName",
    token="c12g3...",
    secret="168e7e...",
    key="543c55...")
ret = mixpanelGetRetention(account, born_event="AppInstall", event="WatchedItem",
    from=20150701, to=20151101, unit="week")

par(mfrow=c(2, 2))
plot(ret, type="all")
par(mfrow=c(1, 1))

## End(Not run)

---

print.retention  

Print Retention Matrix

Description

Print Retention Matrix as counts or percentages.

Usage

## S3 method for class 'retention'
print(x, percentages=TRUE, silent=FALSE, ...)

Arguments

x  Object of class retention, as loaded by mixpanelGetRetention.
percentages  Boolean. Indicates if retain counts should be shown as percentages or raw count. default is TRUE, returning percentages (0-100).
silent  If TRUE, the table is returned without printing anything.
...  Not used.
Value

Matrix consisting of one row for each cohort. The first column holds the cohort sizes, the following columns the counts for subsequent periods. If `percentages` is TRUE, the counts are percentages (except first column).

Author(s)

Meinhard Ploner

References


See Also

`mixpanelGetRetention`

Examples

```r
## Not run:
## Fill in here the API token, key and secret as found on
account = mixpanelCreateAccount("ProjectName",
    token="c12g3...",
    secret="168e7e...",
    key="543c55...")

ret = mixpanelGetRetention(account, born_event="AppInstall", event="WatchedItem",
    from=20150701, to=20151101, unit="week")

print(ret, percentages=FALSE)
print(ret, percentages=TRUE)

## End(Not run)
```

profilesJson2RMatrix

Convert Profiles Exported From Mixpanel API To R Matrix.

Description

Convenience function to convert json result of engage API to R matrix holding people data.

Usage

`profilesJson2RMatrix(jsonData, select = TRUE)`

Arguments

- `jsonData`: Result of request to Mixpanel’s Engage API.
- `select`: If "select" is an array of column names, only the specified properties are selected. If TRUE, all columns are selected.
Details

The helper function takes a json result as of the Mixpanel Engage API and creates a R matrix holding the data. Array user properties are collapsed using a dash ('-') as separator.

Value

A character matrix showing one profile per line. The first column represents the distinct ID of the profile, the other column the profile properties.

Author(s)

Meinhard Ploner

See Also

mixpanelGetProfiles
Index

* JQL
  mixpanelJQLQuery, 17
* account
  mixpanelCreateAccount, 5
* addiction
  mixpanelGetAddiction, 6
  mixpanelGetRetention, 15
  plot.retention, 20
  print.retention, 21
* authentication
  mixpanelGetData, 7
* events
  mixpanelGetEvents, 8
  mixpanelGetEventsForProfiles, 9
  mixpanelGetEventsFromFiles, 10
* funnel
  mixpanelGetFunnel, 11
  mixpanelGetFunnelList, 12
* merge
  merge.matrix, 5
* mixpanel
  createDateSequence, 3
  eventsJson2RMatrix, 4
  mixpanelCreateAccount, 5
  mixpanelGetAddiction, 6
  mixpanelGetData, 7
  mixpanelGetEvents, 8
  mixpanelGetEventsForProfiles, 9
  mixpanelGetEventsFromFiles, 10
  mixpanelGetFunnel, 11
  mixpanelGetFunnelList, 12
  mixpanelGetProfiles, 13
  mixpanelGetProfilesCount, 14
  mixpanelGetRetention, 15
  mixpanelGetSegmentation, 16
  mixpanelJQLQuery, 17
  mixpanelUpdateProfile, 19
  plot.retention, 20
  print.retention, 21
  profilesJson2RMatrix, 22
  RMixpanel-package, 2
* package
  RMixpanel-package, 2
* parse
  eventsJson2RMatrix, 4
  profilesJson2RMatrix, 22
* people
  mixpanelGetProfiles, 13
  mixpanelGetProfilesCount, 14
  mixpanelUpdateProfile, 19
* plot
  plot.retention, 20
* profile
  mixpanelUpdateProfile, 19
* query
  mixpanelJQLQuery, 17
* retention
  mixpanelGetAddiction, 6
  mixpanelGetRetention, 15
  plot.retention, 20
  print.retention, 21
* segmentation
  mixpanelGetSegmentation, 16
createDateSequence, 3
eventsJson2RMatrix, 4
merge.matrix, 5
mixpanelCreateAccount, 5
mixpanelGetAddiction, 6, 16
mixpanelGetData, 7
mixpanelGetEvents, 5, 6, 8, 10, 11, 14
mixpanelGetEventsForProfiles, 9, 9
mixpanelGetEventsFromFiles, 10
mixpanelGetFunnel, 11, 12
mixpanelGetFunnelList, 11, 12
mixpanelGetProfiles, 6, 9, 10, 13, 15, 19, 23
mixpanelGetProfilesCount, 14
INDEX

mixpanelGetRetention, 6, 7, 15, 21, 22
mixpanelGetSegmentation, 6, 16
mixpanelJQLQuery, 17
mixpanelUpdateProfile, 19

plot.retention, 20
print.retention, 21
profilesJson2RMatrix, 22

RMixpanel (RMixpanel-package), 2
RMixpanel-package, 2