Package ‘RMixpanel’

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Title API for Mixpanel
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
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NeedsCompilation no
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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
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:

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Version: 0.7-1
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Title: API for Mixpanel
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Imports: jsonlite, uuid, RCurl, base64enc
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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
**createDateSequence**

Generate And Normalize Sequence Of Dates.

**Description**

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

**Usage**

```r
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)
mixpanelGetAddiction

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 data base 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

mixpanelGetAddiction  Addiction Report

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 yyyymmmdd. Inclusive.
to End date in either format "yyyy-mm-dd" or yyyymmmdd. 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 persistance. 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

<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>method</td>
<td>API method (route).</td>
</tr>
<tr>
<td>validitySeconds</td>
<td>Expiration of API request.</td>
</tr>
<tr>
<td>verbose</td>
<td>If FALSE, less information is shown on the console.</td>
</tr>
<tr>
<td>fileName</td>
<td>File name to persist data (defaults to ’/temp.txt‘). If supplied, accountPath is used as path.</td>
</tr>
<tr>
<td>data</td>
<td>If FALSE, data is downloaded, but not returned as function argument.</td>
</tr>
<tr>
<td>retryCount</td>
<td>How many times a failed request should be retried?</td>
</tr>
<tr>
<td>encoding</td>
<td>JSON Encoding. Default is UTF8.</td>
</tr>
</tbody>
</table>
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 <yyyyMMdd>. Inclusive.
- to: End date in either format <"yyyy-mm-dd"> or <yyyyMMdd>. 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, ...
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, 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**

```r
## 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

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

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

mixpanelGetProfilesCount

*Get Profiles Count From Mixpanel API*

Description

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

Usage

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

Arguments

- account: A mixpanel account, as defined in mixpanelCreateAccount.
- verbose: If TRUE more output is generated.

Value

The number of profiles conforming to the query.
mixpanelGetRetention

Author(s)
Meinhard Ploner

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["KPI"] > 1.32')

## End(Not run)

mixpanelGetRetention  Retention Report

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

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>
</tbody>
</table>
mixpanelGetSegmentation

**Description**

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

**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**

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

# End(Not run)
```
mixpanelJQLQuery

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.

...  

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

## 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)
  )
)

## 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

```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")

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

```r
## 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.
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

*Topic JQL
  mixpanelJQLQuery, 17
*Topic account
  mixpanelCreateAccount, 5
*Topic addiction
  mixpanelGetAddiction, 6
  mixpanelGetRetention, 15
  plot.retention, 20
  print.retention, 21
*Topic authentication
  mixpanelGetData, 7
*Topic events
  mixpanelGetEvents, 8
  mixpanelGetEventsForProfiles, 9
  mixpanelGetEventsFromFile, 10
*Topic funnel
  mixpanelGetFunnel, 11
  mixpanelGetFunnelList, 12
*Topic merge
  merge.matrix, 5
*Topic mixpanel
  createDateSequence, 3
  eventsJson2RMMatrix, 4
  mixpanelCreateAccount, 5
  mixpanelGetAddiction, 6
  mixpanelGetData, 7
  mixpanelGetEvents, 8
  mixpanelGetEventsForProfiles, 9
  mixpanelGetEventsFromFile, 10
  mixpanelGetFunnel, 11
  mixpanelGetFunnelList, 12
  mixpanelGetProfiles, 13
  mixpanelGetProfilesCount, 14
  mixpanelGetRetention, 15
  mixpanelGetSegmentation, 16
  mixpanelJQLQuery, 17
  mixpanelUpdateProfile, 19
  plot.retention, 20
  print.retention, 21
profilesJson2RMMatrix, 22
RMixpanel-package, 2
*Topic package
  RMixpanel-package, 2
*Topic parse
  eventsJson2RMMatrix, 4
  profilesJson2RMMatrix, 22
*Topic people
  mixpanelGetProfiles, 13
  mixpanelGetProfilesCount, 14
  mixpanelUpdateProfile, 19
*Topic plot
  plot.retention, 20
*Topic profile
  mixpanelUpdateProfile, 19
*Topic query
  mixpanelJQLQuery, 17
*Topic retention
  mixpanelGetAddiction, 6
  mixpanelGetRetention, 15
  plot.retention, 20
  print.retention, 21
*Topic segmentation
  mixpanelGetSegmentation, 16

createDateSequence, 3
eventsJson2RMMatrix, 4
merge.matrix, 5
mixpanelCreateAccount, 5
mixpanelGetAddiction, 6, 16
mixpanelGetData, 7
mixpanelGetEvents, 5, 6, 8, 10, 11, 14
mixpanelGetEventsForProfiles, 9, 9
mixpanelGetEventsFromFile, 10
mixpanelGetFunnel, 11, 12
mixpanelGetFunnelList, 11, 12
mixpanelGetProfiles, 6, 9, 10, 13, 15, 19, 23
mixpanelGetProfilesCount, 14
printNretention, 21
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