Package ‘MarketMatching’

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Type Package
Title Market Matching and Causal Impact Inference
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Description For a given test market find the best control markets using time series matching and analyze the impact of an intervention. The intervention could be a marketing event or some other local business tactic that is being tested. The workflow implemented in the Market Matching package utilizes dynamic time warping (the ‘dtw’ package) to do the matching and the ‘CausalImpact’ package to analyze the causal impact. In fact, this package can be considered a "workflow wrapper" for those two packages. In addition, if you don't have a chosen set of test markets to match, the Market Matching package can provide suggested test/control market pairs and pseudo prospective power analysis (measuring causal impact at fake interventions).

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| best_matches | For each market, find the best matching control market |

**Description**

`best_matches` finds the best matching control markets for each market in the dataset using dynamic time warping (`dtw` package). The algorithm simply loops through all viable candidates for each market in a parallel fashion, and then ranks by distance and/or correlation.

**Usage**

```r
best_matches(data=NULL,
             markets_to_be_matched=NULL,
             id_variable=NULL,
             date_variable=NULL,
             matching_variable=NULL,
             parallel=TRUE,
             warping_limit=1,
             start_match_period=NULL,
             end_match_period=NULL,
             matches=NULL,
             dtw_emphasis=1,
             suggest_market_splits=FALSE,
             splitbins=10,
             log_for_splitting=FALSE)
```

**Arguments**

- **data**
  
  input data.frame for analysis. The dataset should be structured as "stacked" time series (i.e., a panel dataset). In other words, markets are rows and not columns – we have a unique row for each area/time combination.

- **markets_to_be_matched**

  Use this parameter if you only want to get control matches for a subset of markets or a single market. The default is `NULL` which means that all markets will be paired with matching markets.

- **id_variable**

  the name of the variable that identifies the markets.
date_variable    the time stamp variable
matching_variable the variable (metric) used to match the markets. For example, this could be sales or new customers
parallel set to TRUE for parallel processing. Default is TRUE
warping_limit the warping limit used for matching. Default is 1, which means that a single query value can be mapped to at most 2 reference values.
start_match_period the start date of the matching period (pre period). Must be a character of format "YYYY-MM-DD" – e.g., "2015-01-01"
end_match_period the end date of the matching period (pre period). Must be a character of format "YYYY-MM-DD" – e.g., "2015-10-01"
matches Number of matching markets to keep in the output (to use less markets for inference, use the control_matches parameter when calling inference). Default is to keep all matches.
dtw_emphasis Number from 0 to 1. The amount of emphasis placed on dtw distances, versus correlation, when ranking markets. Default is 1 (all emphasis on dtw). If emphasis is set to 0, all emphasis would be put on correlation, which is recommended when optimal splits are requested. An emphasis of 0.5 would yield equal weighting.
suggest_market_splits if set to TRUE, best_matches will return suggested test/control splits based on correlation and market sizes. Default is FALSE. For this option to be invoked, markets_to_be_matched must be NULL (i.e., you must run a full match). Note that the algorithm will force test and control to have the same number of markets. So if the total number of markets is odd, one market will be left out.
splitbins Number of size-based bins used to stratify when splitting markets into test and control. Only markets inside the same bin can be matched. More bins means more emphasis on market size when splitting. Less bins means more emphasis on correlation. Default is 10.
log_for_splitting This parameter determines if optimal splitting is based on correlations of the raw matching metric values or the correlations of log(matching metric). Only relevant if suggest_market_splits is TRUE. Default is FALSE.

Value

Returns an object of type market_matching. The object has the following elements:

BestMatches A data.frame that contains the best matches for each market. All stats reflect data after the market pairs have been joined by date. Thus SUMTEST and SUMCNTL can have smaller values than what you see in the Bins output table
Data The raw data used to do the matching
MarketID The name of the market identifier
MatchingMetric The name of the matching variable
### DateVariable
The name of the date variable

### SuggestedTestControlSplits
Suggested test/control splits. SUMTEST and SUMCNTL are the total market volumes, not volume after joining with other markets. They're greater or equal to the values in the BestMatches file.

### Bins
Bins used for splitting and corresponding volumes

### Examples

```r
## Not run:
##-----------------------------------------------------------------------
## Find the best matches for the CPH airport time series
##-----------------------------------------------------------------------
library(MarketMatching)
data(weather, package="MarketMatching")
mm <- best_matches(data=weather,
id="Area",
markets_to_be_matched=c("CPH", "SFO"),
date_variable="Date",
matching_variable="Mean_TemperatureF",
parallel=FALSE,
start_match_period="2014-01-01",
end_match_period="2014-10-01")

head(mm$BestMatches)
## End(Not run)
```

---

**inference**

*Given a test market, analyze the impact of an intervention*

**Description**

inference Analyzes the causal impact of an intervention using the CausalImpact package, given a test market and a matched_market object from the best_matches function. The function returns an object of type "market_inference" which contains the estimated impact of the intervention (absolute and relative).

**Usage**

```r
inference(matched_markets=NULL, 
bsts_modelargs=NULL, 
test_market=NULL, 
end_post_period=NULL, 
alpha=0.05, 
prior_level_sd=0.01, 
control_matches=5, 
analyze_betas=FALSE, 
nseasons=NULL)
```
Arguments

matched_markets
A matched_market object created by the market_matching function

bsts_modelargs
A list() that passes model parameters directly to bsts – such as list(niter = 1000, nseasons = 52, prior_level.sd=0.1) This parameter will overwrite the values specified in prior_level_sd and nseasons. ONLY use this if you’re using intricate bsts settings. For most use-cases, using the prior_level_sd and nseasons parameters should be sufficient

test_market
The name of the test market (character)

date_post_period
The end date of the post period. Must be a character of format "YYYY-MM-DD" – e.g., "2015-11-01"

alpha
Desired tail-area probability for posterior intervals. For example, 0.05 yields 0.95 intervals

prior_level_sd
Prior SD for the local level term (Gaussian random walk). Default is 0.01. The bigger this number is, the more wiggliness is allowed for the local level term. Note that more wiggly local level terms also translate into larger posterior intervals. This parameter will be overwritten if you’re using the bsts_modelargs parameter

count_matches
Number of matching control markets to use in the analysis (default is 5)

analyze_betas
Controls whether to test the model under a variety of different values for prior_level_sd.
nseasons
Seasonality for the bsts model – e.g., 52 for weekly seasonality

Value

Returns an object of type inference. The object has the following elements:

AbsoluteEffect
The estimated absolute effect of the intervention

AbsoluteEffectLower
The lower limit of the estimated absolute effect of the intervention. This is based on the posterior interval of the counterfactual predictions. The width of the interval is determined by the alpha parameter.

AbsoluteEffectUpper
The upper limit of the estimated absolute effect of the intervention. This is based on the posterior interval of the counterfactual predictions. The width of the interval is determined by the alpha parameter.

RelativeEffectLower
Same as the above, just for relative (percentage) effects

RelativeEffectUpper
Same as the above, just for relative (percentage) effects

TailProb
Posterior probability of a non-zero effect

PrePeriodMAPE
Pre-intervention period MAPE

DW
Durbin-Watson statistic. Should be close to 2.
Examples

```r
## Not run:
library(MarketMatching)
#----------------------------------------------------------------------
## Analyze causal impact of a made-up weather intervention in Copenhagen
## Since this is weather data it is a not a very meaningful example.
## This is merely to demonstrate the function.
#----------------------------------------------------------------------
data(weather, package="MarketMatching")
mm <- best_matches(data=weather,
                   id="Area",
                   markets_to_be_matched=c("CPH", "SFO"),
                   date_variable="Date",
                   matching_variable="Mean_TemperatureF",
                   parallel=FALSE,
                   warping_limit=1, # warping limit=1
dtw_emphasis=0, # rely only on dtw for pre-screening
                   matches=5, # request 5 matches
                   start_match_period="2014-01-01",
                   end_match_period="2014-10-01")

library(CausalImpact)
results <- inference(matched_markets=mm,
                     test_market="CPH",
                     analyze_betas=FALSE,
                     control_matches=5, # use all 5 matches for inference
MarketMatching

Description

For a given test market find the best matching control markets using time series matching and analyze the impact of an intervention (prospective or historical). The intervention could be a marketing event or some other local business tactic that is being tested. The package utilizes dynamic time warping to do the matching and the CausalImpact package to analyze the causal impact. In fact, MarketMatching is simply a wrapper and workflow for those two packages. MarketMatching does not provide any functionality that cannot be found in these packages but simplifies the workflow of using dtw and CausalImpact together. In addition, if you don’t already have a set of test markets to match, `MarketMatching` can provide suggested test/control market pairs using the `suggest_market_splits` option in the `best_matches()` function. Also, the `test_fake_lift()` function provides pseudo prospective power analysis if you’re using the `MarketMatching` package to create your test design (i.e., not just doing the post inference).

Details

The MarketMatching package can be used to perform the following analyses:
- For all markets in the input dataset, find the best control markets using time series matching.
- Given a test market and a matching control market (from above), analyze the causal impact of an intervention.
- Create optimal test/control market splits and run pseudo prospective power analyses.

The package utilizes the dtw package in CRAN to do the time series matching, and the CausalImpact package to do the inference. (Created by Kay Brodersen at Google). For more information about the CausalImpact package, see the following reference:


The MarketMatching has two separate functions to perform the tasks described above:
- `best_matches()`: This function finds the best matching control markets for all markets in the input dataset. If you don’t know the test markets the function can also provide suggested optimized test/control pairs.
- `inference()`: Given an object from `best_matches()`, this function analyzes the causal impact of an intervention.
- `test_fake_lift()`: Calculate the probability of a causal impact for fake interventions (prospective pseudo power).

For more details, check out the vignette: browseVignettes("MarketMatching")
Examples

```r
## Not run:

##-----------------------------------------------------------------------
## Find best matches for CPH
## If we leave test_market as NULL, best matches are found for all markets
##-----------------------------------------------------------------------
library(MarketMatching)
data(weather, package="MarketMatching")
mm <- MarketMatching::best_matches(data=weather,
id="Area",
date_variable="Date",
matching_variable="Mean_TemperatureF",
parallel=FALSE,
markets_to_be_matched="CPH",
warping_limit=1, # warping limit=1
dtw_emphasis=1, # rely only on dtw for pre-screening
matches=5, # request 5 matches
start_match_period="2014-01-01",
end_match_period="2014-10-01")
head(mm$Distances)
```

```r
##-----------------------------------------------------------------------
## Analyze causal impact of a made-up weather intervention in Copenhagen
## Since this is weather data it is a not a very meaningful example.
## This is merely to demonstrate the functionality.
##-----------------------------------------------------------------------
results <- MarketMatching::inference(matched_markets = mm,
test_market = "CPH",
analyze_betas=FALSE,
end_post_period = "2015-10-01",
prior_level_sd = 0.002)
```

```r
## Plot the impact
results$PlotCumulativeEffect
```

```r
## Plot actual observations for test market (CPH) versus the expectation (based on the control)
results$PlotActualVersusExpected
```

```r
##-----------------------------------------------------------------------
## Power analysis for a fake intervention ending at 2015-10-01
## The maximum lift analyzed is 5 percent, the minimum is 0 (using 5 steps)
## Since this is weather data it is a not a very meaningful example.
## This is merely to demonstrate the functionality.
##-----------------------------------------------------------------------
power <- MarketMatching::test_fake_lift(matched_markets = mm,
test_market = "CPH",
end_fake_post_period = "2015-10-01",
```
## Plot the curve

```
power$ResultsGraph
```

## Generate suggested test/control pairs

```
data(weather, package="MarketMatching")
mm <- MarketMatching::best_matches(data=weather,
    id_variable="Area",
    date_variable="Date",
    matching_variable="Mean_TemperatureF",
    suggest_market_splits=TRUE,
    parallel=FALSE,
    dtw_emphasis=1, # rely only on correlation for this analysis
    start_match_period="2014-01-01",
    end_match_period="2014-10-01")
```

## The file that contains the suggested test/control splits
## The file is sorted from the strongest market pair to the weakest pair.

```
head(mm$SuggestedTestControlSplits)
```

## Pass the results to test_fake_lift to get pseudo power curves for the splits.
## This tells us how well the design can detect various lifts.
## Not a meaningful example for this data. Just to illustrate.
## Note that the rollup() function will aggregate the test and control markets.
## The new aggregated test markets will be labeled "TEST."

```
rollup <- MarketMatching::roll_up_optimal_pairs(matched_markets = mm,
    synthetic=FALSE)
```

`rollup` is a list containing the roll-up of the suggested test/control optimal pairs for pseudo power analysis (testing fake lift)
Description

roll_up_optimal_pairs Takes the suggested optimal pairs from best_matches() and aggregates the data for pseudo power analysis (test_fake_lift()). You run this function and then pass the result (a matched markets object) to test_fake_lift.

Usage

roll_up_optimal_pairs(matched_markets=NULL,
                  percent_cutoff=1,
                  synthetic=FALSE)

Arguments

matched_markets
  A matched market object from best_matches.
percent_cutoff
  The percent of data (by volume) to be included in the future study. Default is 1. 0.5 would be 50 percent.
synthetic
  If set to TRUE, the control markets are not aggregated so BSTS can determine weights for each market and create a synthetic control. If set to FALSE then the control markets are aggregated and each market will essentially get the same weight. If you have many control markets (say, more than 25) it is recommended to choose FALSE. Default is FALSE.

Value

Returns an object of type market_matching. The object has the following elements:

BestMatches A data.frame that contains the best matches for each market in the input dataset
Data The raw data used to do the matching
MarketID The name of the market identifier
MatchingMetric The name of the matching variable
DateVariable The name of the date variable
SuggestedTestControlSplits Always NULL

Examples

## Not run:
##-----------------------------------------------------------------------
## Generate the suggested test/control pairs
##-----------------------------------------------------------------------
library(MarketMatching)
data(weather, package="MarketMatching")
mm <- best_matches(data=weather,
  id="Area",
date_variable="Date",
  matching_variable="Mean_TemperatureF",
  parallel=FALSE,
  parallel=FALSE,
  percent_cutoff=1,
  synthetic=FALSE)
```r
suggest_market_splits=TRUE,
start_match_period="2014-01-01",
end_match_period="2014-10-01")

rollup <- roll_up_optimal_pairs(matched_markets=mm,
percent_cutoff=1,
synthetic=FALSE)

results <- test_fake_lift(matched_markets=rollup,
test_market="TEST",
lift_pattern_type="constant",
end_fake_post_period="2015-12-15",
prior_level_sd=0.002,
max_fake_lift=0.1)

# End(Not run)
```

test_fake_lift

*Given a test market, analyze the impact of fake interventions (prospective power analysis)*

**Description**

test_fake_lift Given a matched market object from the best_matches function, this function analyzes the causal impact of fake interventions using the CausalImpact package. The function returns an object of type "market_inference" which contains the estimated impact of the intervention (absolute and relative).

**Usage**

test_fake_lift(matched_markets=NULL,
test_market=NULL,
end_fake_post_period=NULL,
alpha=0.05,
prior_level_sd=0.01,
control_matches=NULL,
nseasons=NULL,
max_fake_lift=NULL,
steps=10,
lift_pattern_type="constant")
Arguments

matched_markets
A matched_market object created by the market_matching function. This parameter will overwrite the values specified in prior_level_sd and nseasons. ONLY use this if you're using intricate bsts settings. For most use-cases, using the prior_level_sd and nseasons parameters should be sufficient.

test_market
The name of the test market (character)

test_market
The end date of the post period. Must be a character of format "YYYY-MM-DD" – e.g., "2015-11-01"

alpha
Desired tail-area probability for posterior intervals. For example, 0.05 yields 0.95 intervals.

prior_level_sd
Prior SD for the local level term (Gaussian random walk). Default is 0.01. The bigger this number is, the more wiggliness is allowed for the local level term. Note that more wiggly local level terms also translate into larger posterior intervals. This parameter will be overwritten if you're using the bsts_modelargs parameter.

control_matches
Number of matching control markets to use in the analysis (default is 5)

nseasons
Seasonality for the bsts model – e.g., 52 for weekly seasonality.

max_fake_lift
The maximum absolute fake lift – e.g., 0.1 means that the max lift evaluated is 10 percent and the min lift is -10 percent. Note that randomization is injected into the lift, which means that the max lift will not be exactly as specified.

steps
The number of steps used to calculate the power curve (default is 10).

lift_pattern_type
Lift pattern. Default is constant. The other choice is a random lift.

Value

Returns an object of type matched_market_power. The object has the following elements:

ResultsData
The results stored in a data.frame

ResultsGraph
The results stored in a ggplot graph

LiftPattern
The random pattern applied to the lift

FitCharts
The underlying actual versus fitted charts for each fake lift

FitData
The underlying actual versus fitted data for each fake lift

Examples

## Not run:
library(MarketMatching)

## Create a pseudo power curve for various levels of lift
## Since this is weather data it is a not a very meaningful example.
## This is merely to demonstrate the function.
##-----------------------------------------------
```r
data(weather, package="MarketMatching")
mm <- best_matches(data=weather,
  id="Area",
  markets_to_be_matched=c("CPH", "SFO"),
  date_variable="Date",
  matching_variable="Mean_TemperatureF",
  warping_limit=1, # warping limit=1
  dtw_emphasis=0, # rely only on dtw for pre-screening
  matches=5, # request 5 matches
  start_match_period="2014-01-01",
  end_match_period="2014-10-01")

library(CausalImpact)
results <- test_fake_lift(matched_markets=mm,
  test_market="CPH",
  lift_pattern_type="constant",
  control_matches=5, # use all 5 matches for inference
  end_fake_post_period="2015-12-15",
  prior_level_sd=0.002,
  max_fake_lift=0.1)

## End(Not run)
```

---

**Weather**

*Weather dataset*

**Description**

The data was extracted using the weatherData package. It contains average temperature readings for 19 airports for 2014.

**Usage**

*weather*

**Format**

A time series dataset with 6,935 rows and 3 variables (19 airports and 365 days):

- **Area**: Airport code
- **Date**: Date
- **Mean_TemperatureF**: Average temperature
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