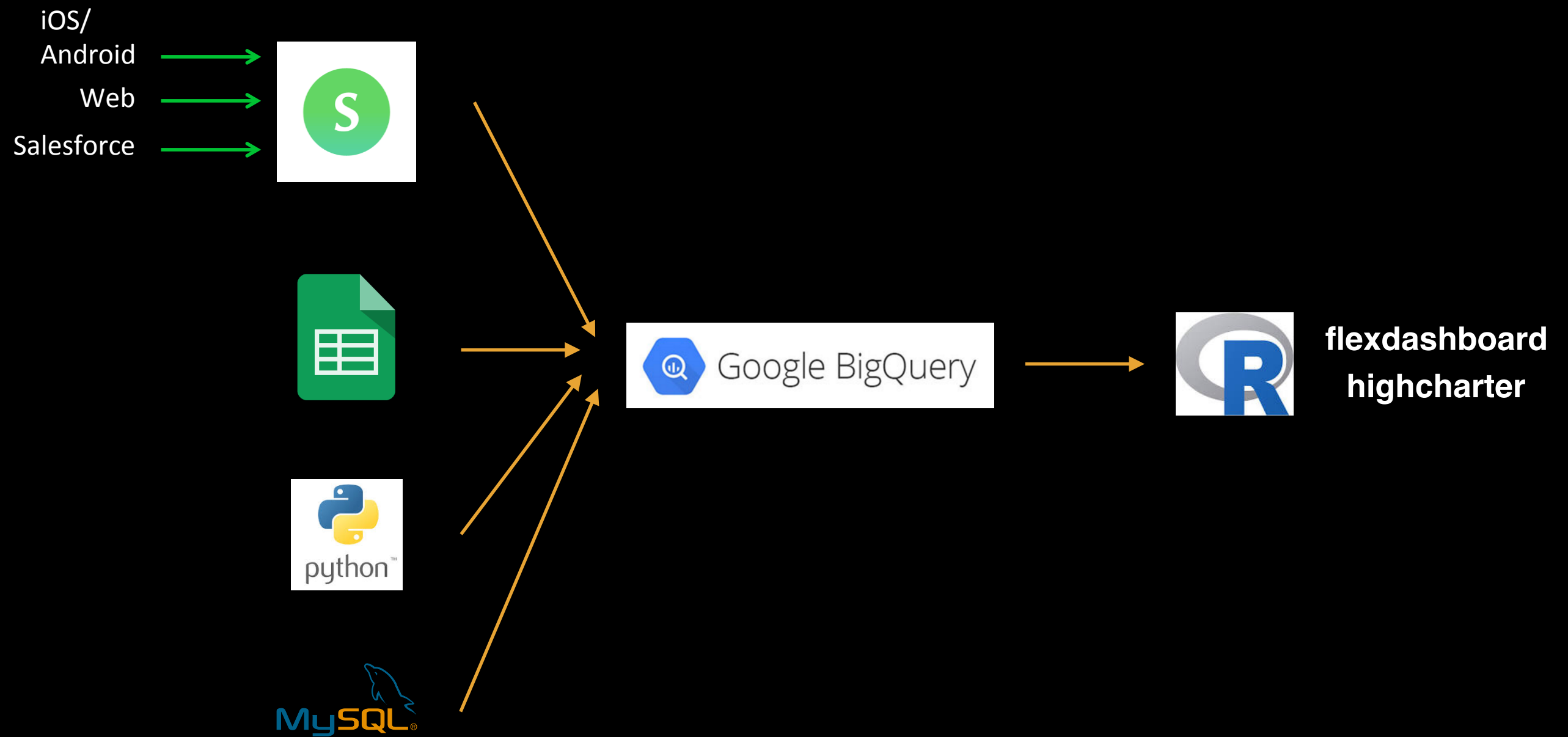


# Business Intelligence with R

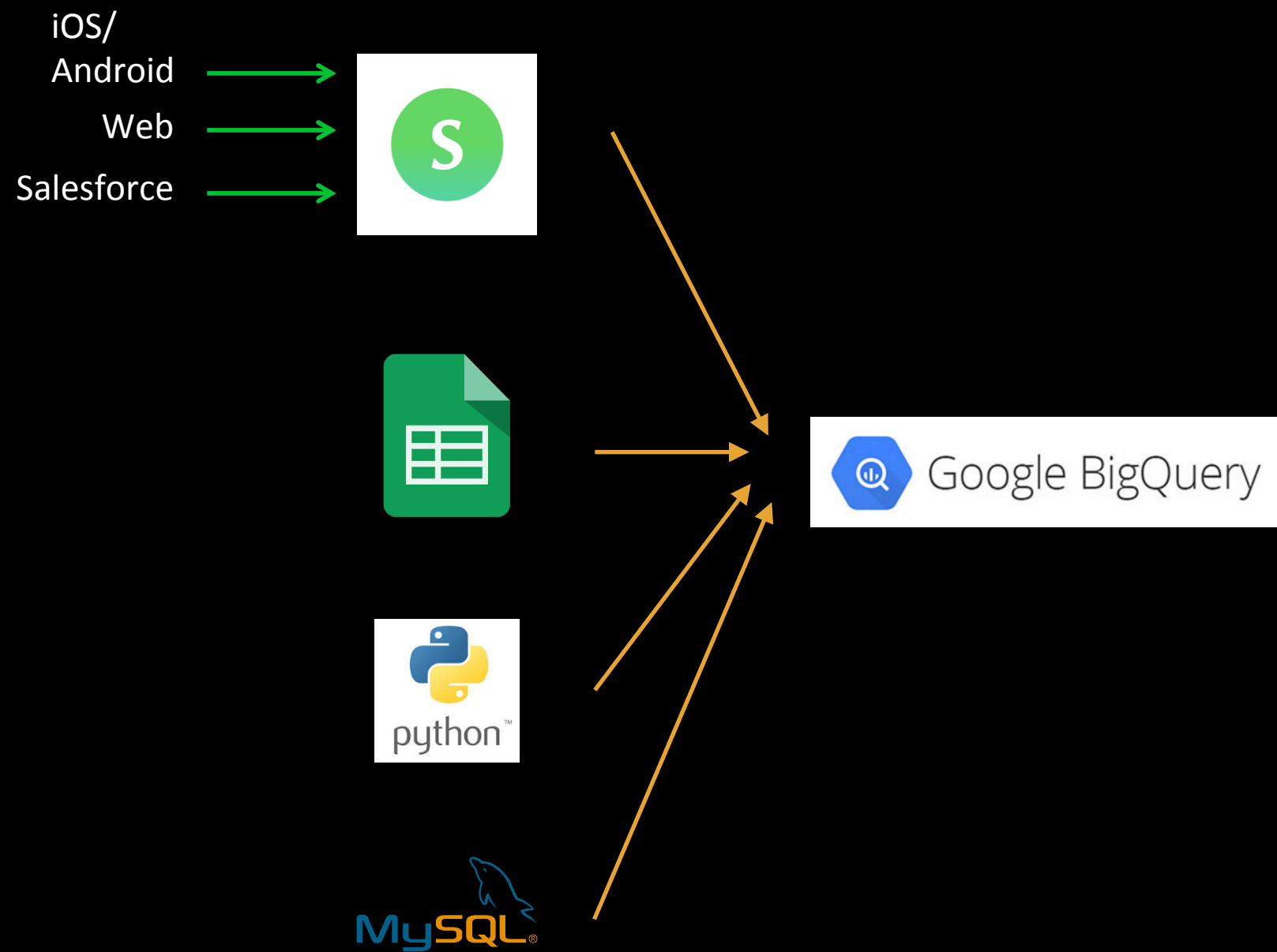
Elaine McVey  
Data Science Lead  
TransLoc  
Durham, NC

1. Gather all the data

2. Make something of it



Google BigQuery:  
flexible and fast



```
bigquery::query_exec(  
  "SELECT * FROM  
[translocprod:beacon.transloc_customers]",  
  project,  
  max_pages = Inf,  
  useLegacySql = TRUE)
```

```
    bq_rider1_android %>%  
      tbl('tracks') %>%  
select(timestamp, event, context_device_id) %>%  
  group_by(event, context_device_id, days) %>%  
    summarize(n_daily = n()) %>%  
      collect(n = Inf)
```

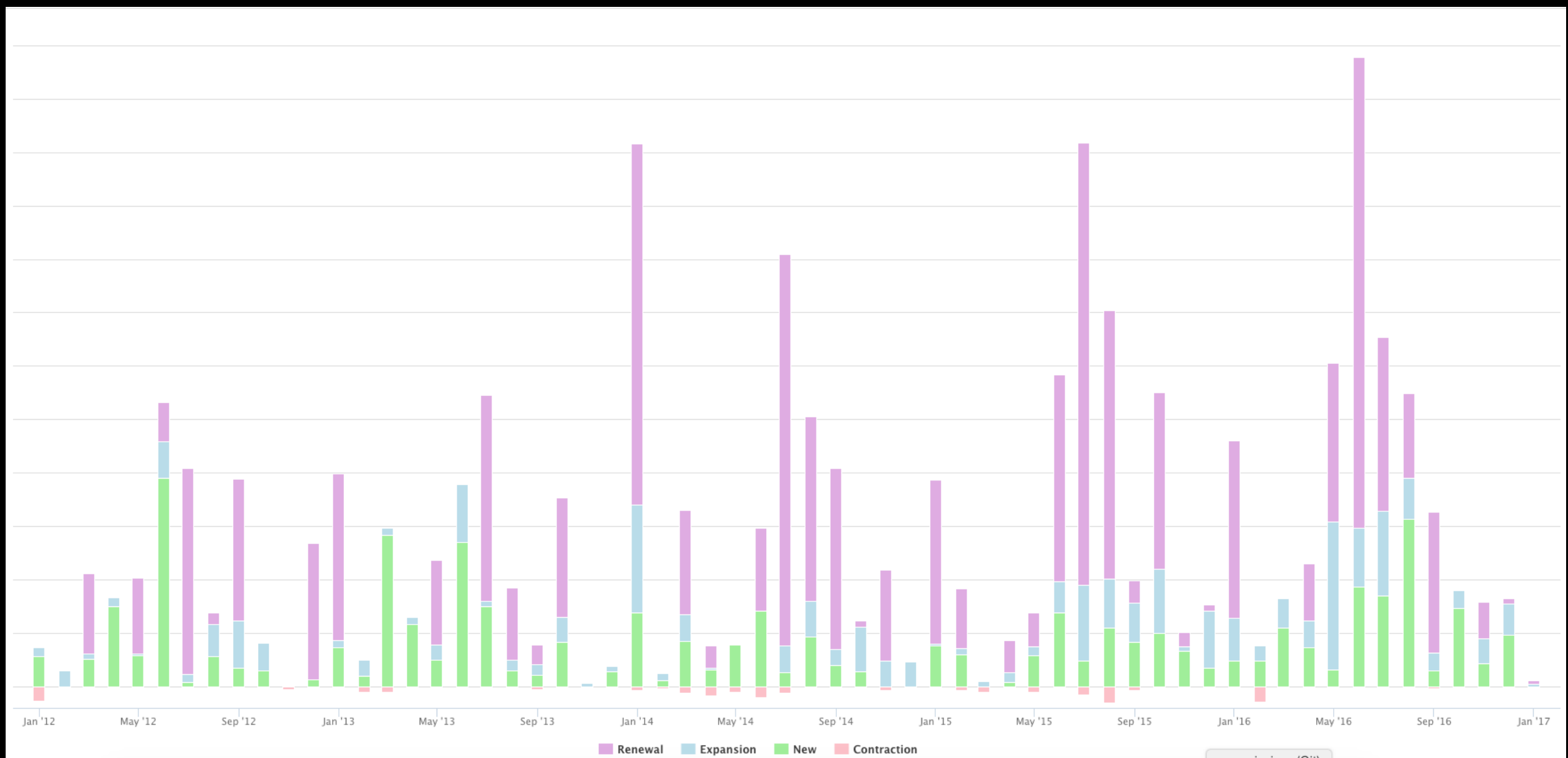
flexdashboard:  
shiny and new

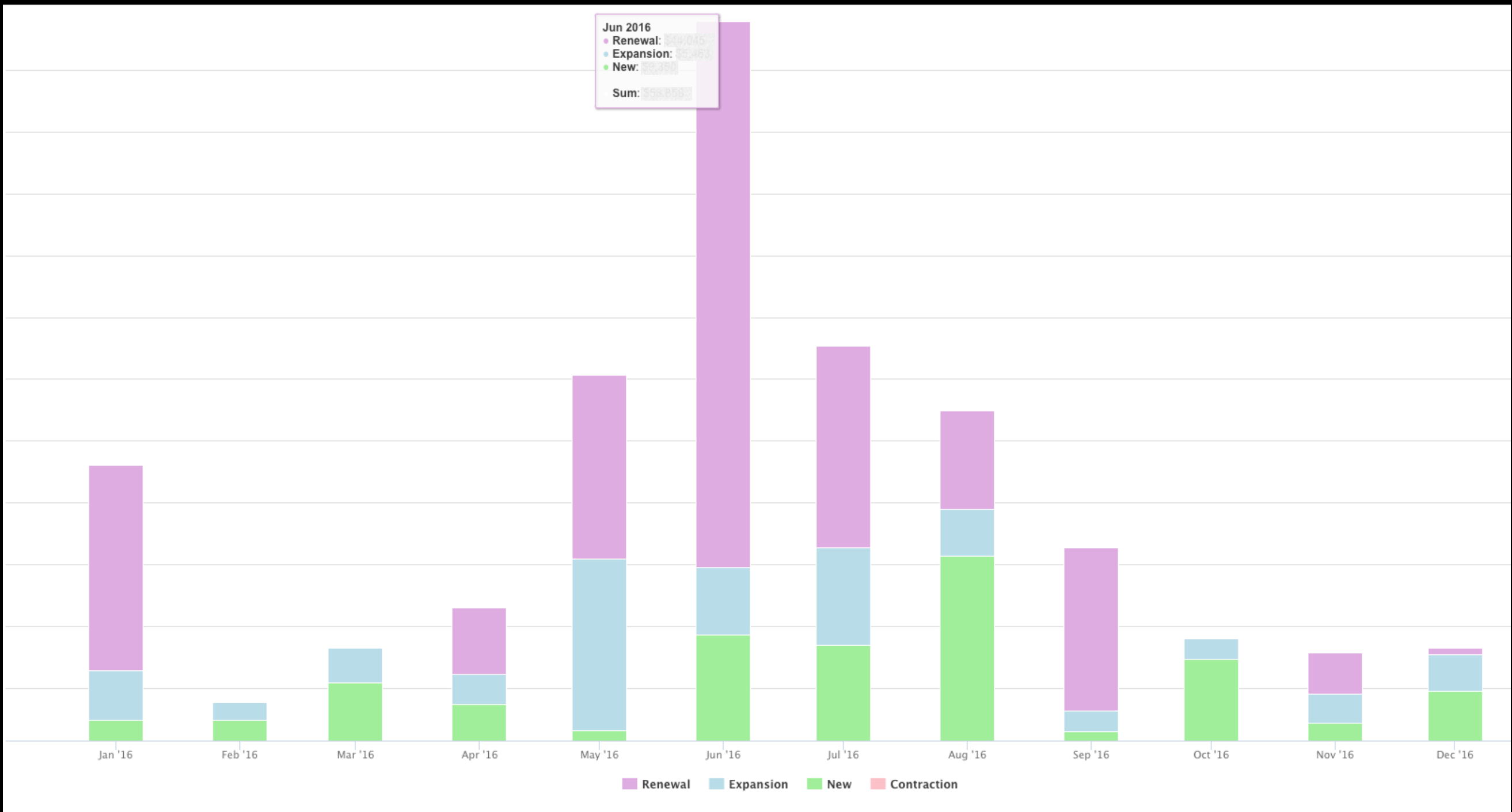
TransLoc Beacon			Company ▾	Financials ▾	Revenue ▾	Operations ▾	Product ▾
Company Values			Key Financial Metrics				
Our mission is to take mass transit from la			Financial Projections				
<b>Do the right thing</b>			MRR Current				
We follow the Golden Rule and insist on be			MRR with Bookings				
<b>Aspire to greatness</b>			YTD MRR by Product				
We strive for greatness and impact in all th			SaaS Metrics				
<b>Embrace challenges</b>			Yearly/Quarterly Summaries				
We don't accept the status quo or take ideas at face value. We actively and positively challenge ideas, norms, and mindsets to find solutions with the greatest impact.							
<b>Move swiftly and smartly</b>							
To win, decision making should be both fast and intelligent. Using data to guide swift decision making and rapid iteration is our path to success.							
<b>Be grateful</b>							
We recognize and appreciate how fortunate we are to do such valuable work, for people who matter, with people we care about.							
<b>Take ownership</b>							
We take ownership of our mission, our work, and all facets of our company.							

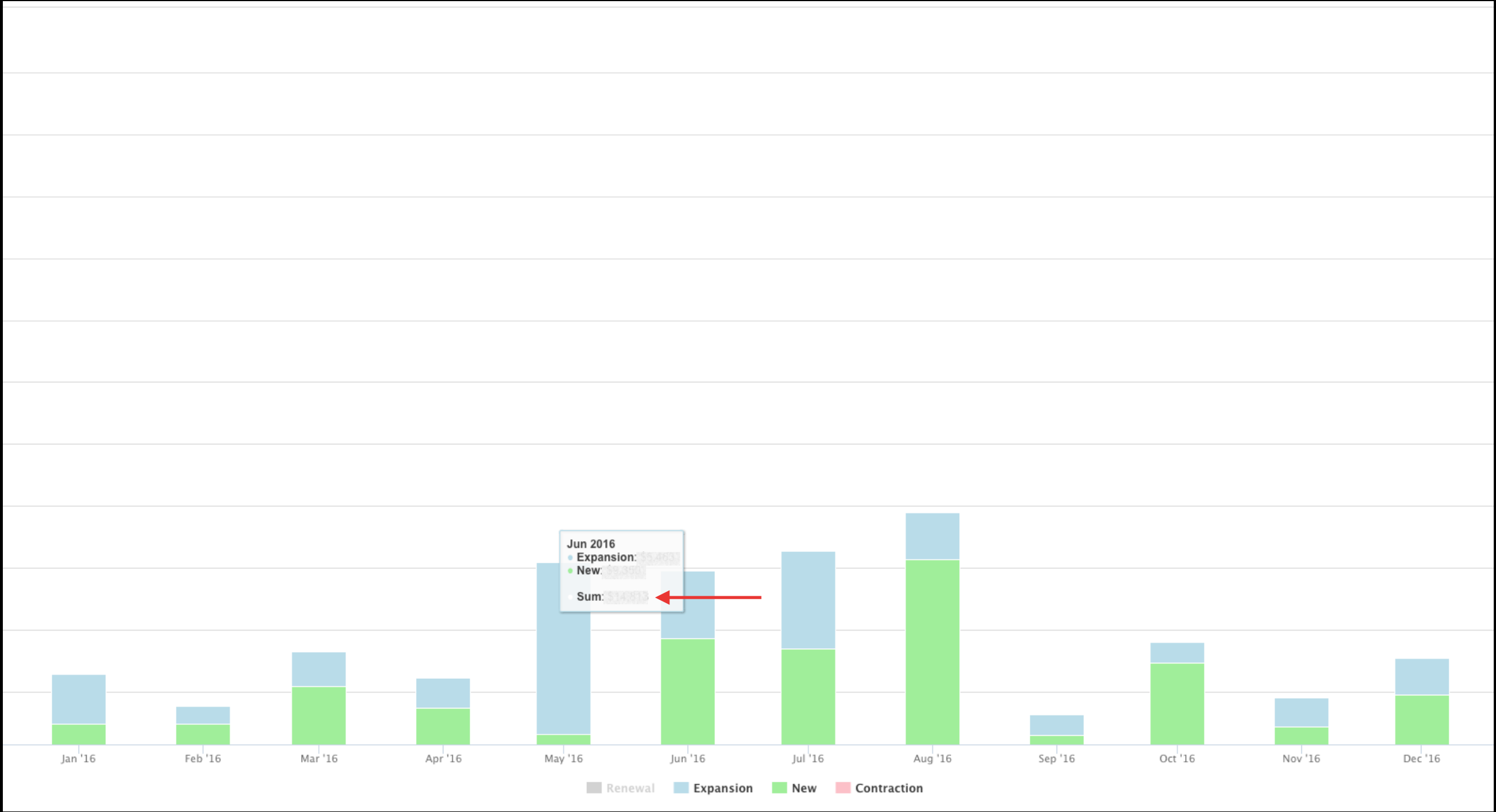


```
63 Key Financial Metrics {data-navmenu="Financials" data-orientation=rows}
64 ▾ =====
65
66 ▾ ```{r fin_bs, child = 'child/fin_bs.Rmd'}```
67
68
69 Financial Projections {data-navmenu="Financials"}
70 ▾ =====
71
72 ▾ ```{r kpi_finance, child = 'child/fin_kpi_finance.Rmd'}```
73
74
75 MRR Current {data-navmenu="Financials"}
76 ▾ =====
77
78 ▾ ```{r mrr_current, child = 'child/fin_mrr_current.Rmd'}```
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80
81 MRR with Bookings {data-navmenu="Financials"}
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83
84 ▾ ```{r mrr_w_booking, child = 'child/fin_mrr_w_booking.Rmd'}```
85
86
87 YTD MRR by Product {data-navmenu="Financials"}
88 ▾ =====
89
90 ▾ ```{r mrr_ytd_by_product, child = 'child/fin_mrr_ytd_by_product.Rmd'}```
91 ```|
92
93 SaaS Metrics {data-navmenu="Financials"}
94 ▾ =====
95
96 ▾ ```{r saas_metrics, child = 'child/fin_saas_metrics.Rmd'}```
97
98
```

highcharter:  
interaction for free







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