



Shiny into Travel Industry

Agenda

- › **Context**
- › **Shiny**
- › **Html Widgets**
- › **Example**



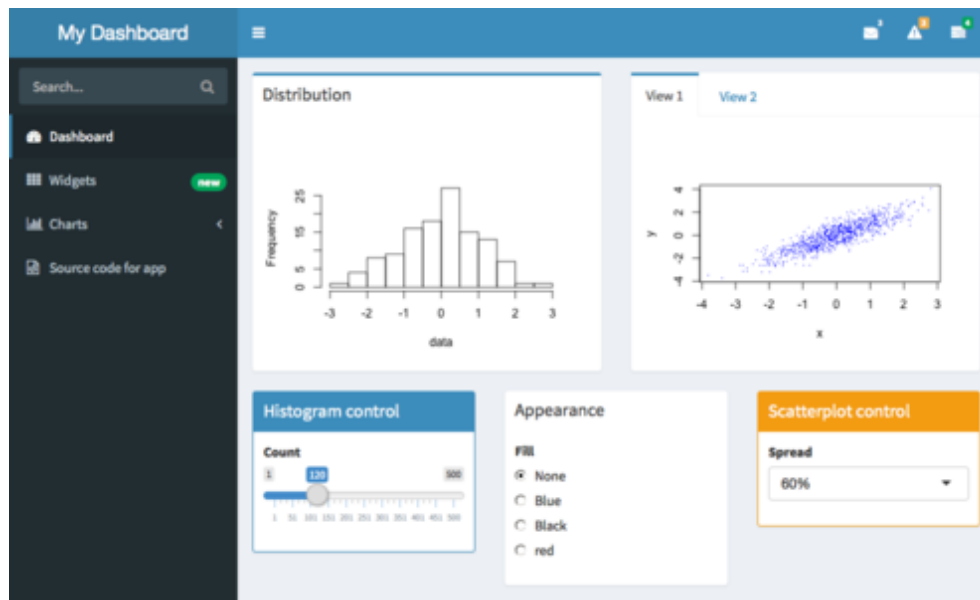
Context



- **Business Travel: 100x clients with n00 mln transactions**
- **Non IT company – division between IT and business**
- **Development cycle may take...ages!**
- **Budget may become exponential!**
- **Clients want to personalize their visualizations**
- **Problem: how can we be fast without ready-made solutions?**



- **Fast for prototyping – no need for html/css/js means we can build an idea as a fan-base**
- **Possibility of connecting to permanent storage easily in R thanks to DBI (eases the change of the backend)**

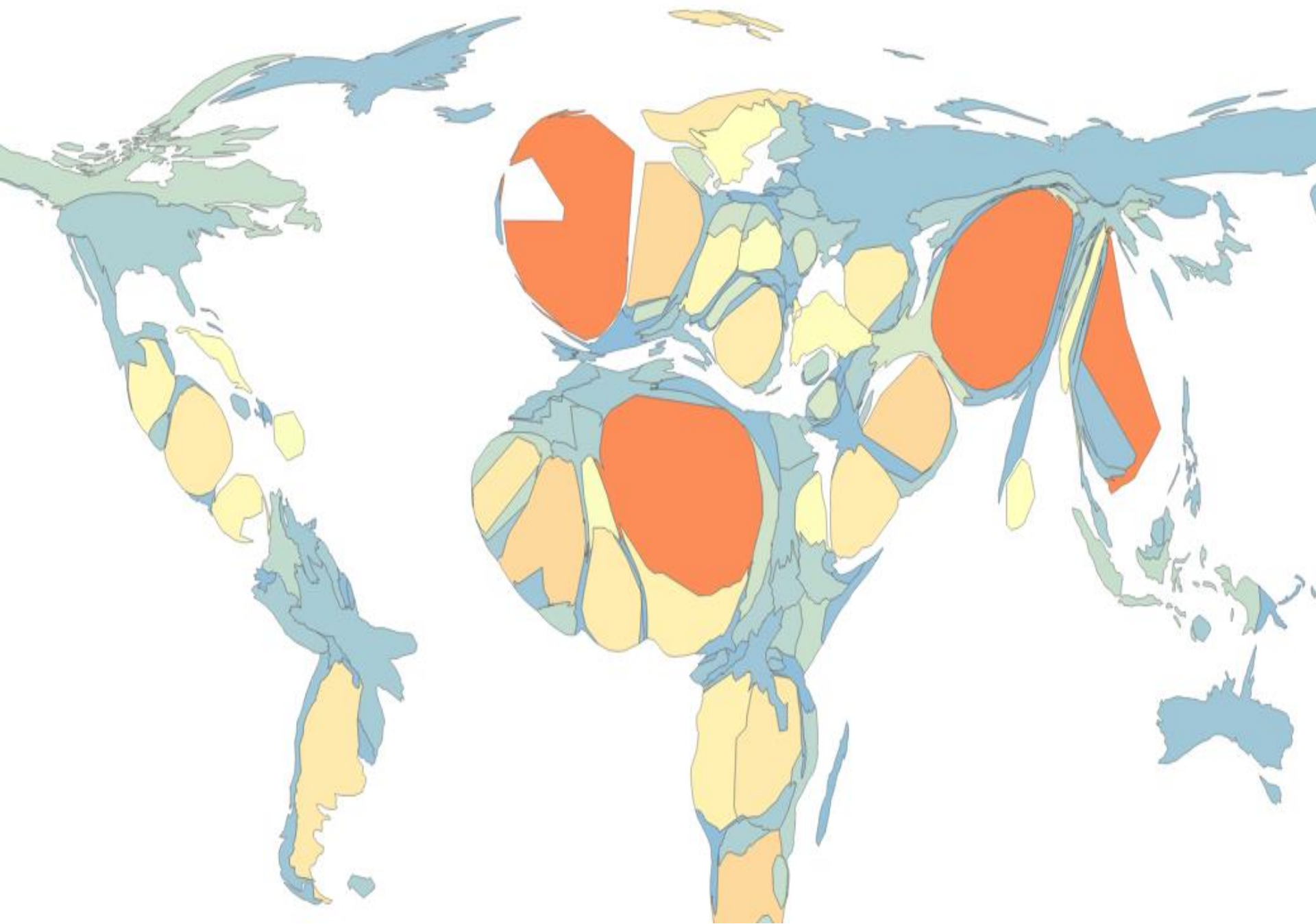


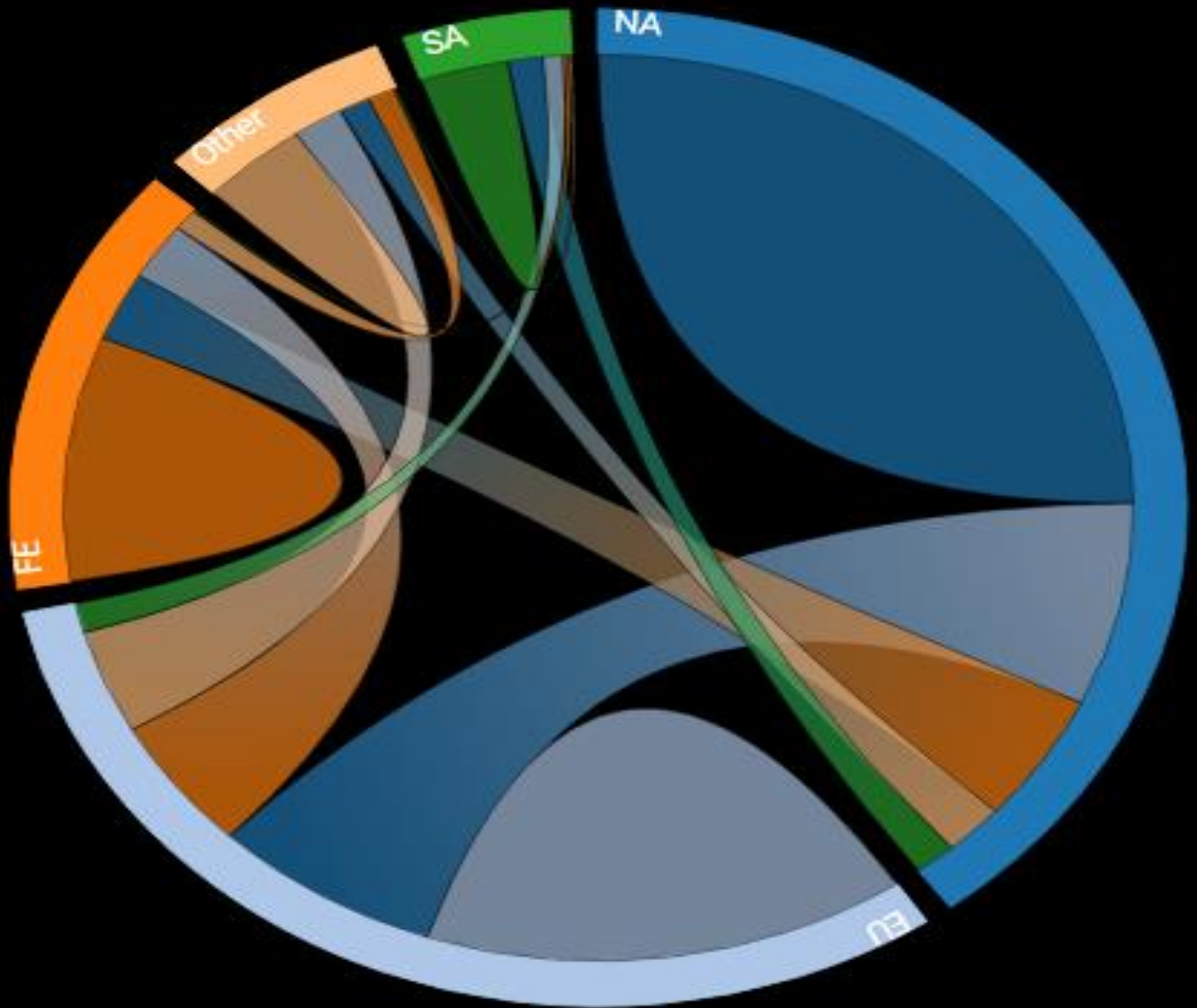
HtmlWidgets/d3.js

- **Several wrappers of famous vis libraries (e.g. plotly, highcharter)**
- **Possibility of implementing Javascript ad-hoc widgets easily**

```
1 HTMLWidgets.widget({
2
3   name: 'd3plusBubbles',
4   type: 'output'
5
6   factory: function(el, width, height) {
7
8     var visualization = d3plus.viz()
9       .container(d3.select(el))
10      .type("scatter");
11
12    return {
13
14      renderValue: function(envelope) {
15        var data = HTMLWidgets.dataframeToD3(envelope.message);
16
17        visualization
18          .data(data)
19          .draw();
20
21      },
22      resize: function(width, height) {
23        visualization
24          .width(width)
25          .height(height)
26          .draw();
27      }
28    };
29  }
30 });
```









Thank you