

R in Consulting

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@skyetetra

Who am I?

- Director of Insights and Analytics at Lenati
 - Marketing and Sales strategy consulting firm
 - Team of 6 data scientists of varying skill levels
 - Team didn't exist last year
- Recovering academic
 - BS & MS in Math from Worcester Polytechnic Institute
 - PhD in Industrial Engineering from Arizona State University
- Learned R 5 years ago for a contracting job, never looked back
- Won season 3 of the reality TV show King of the Nerds

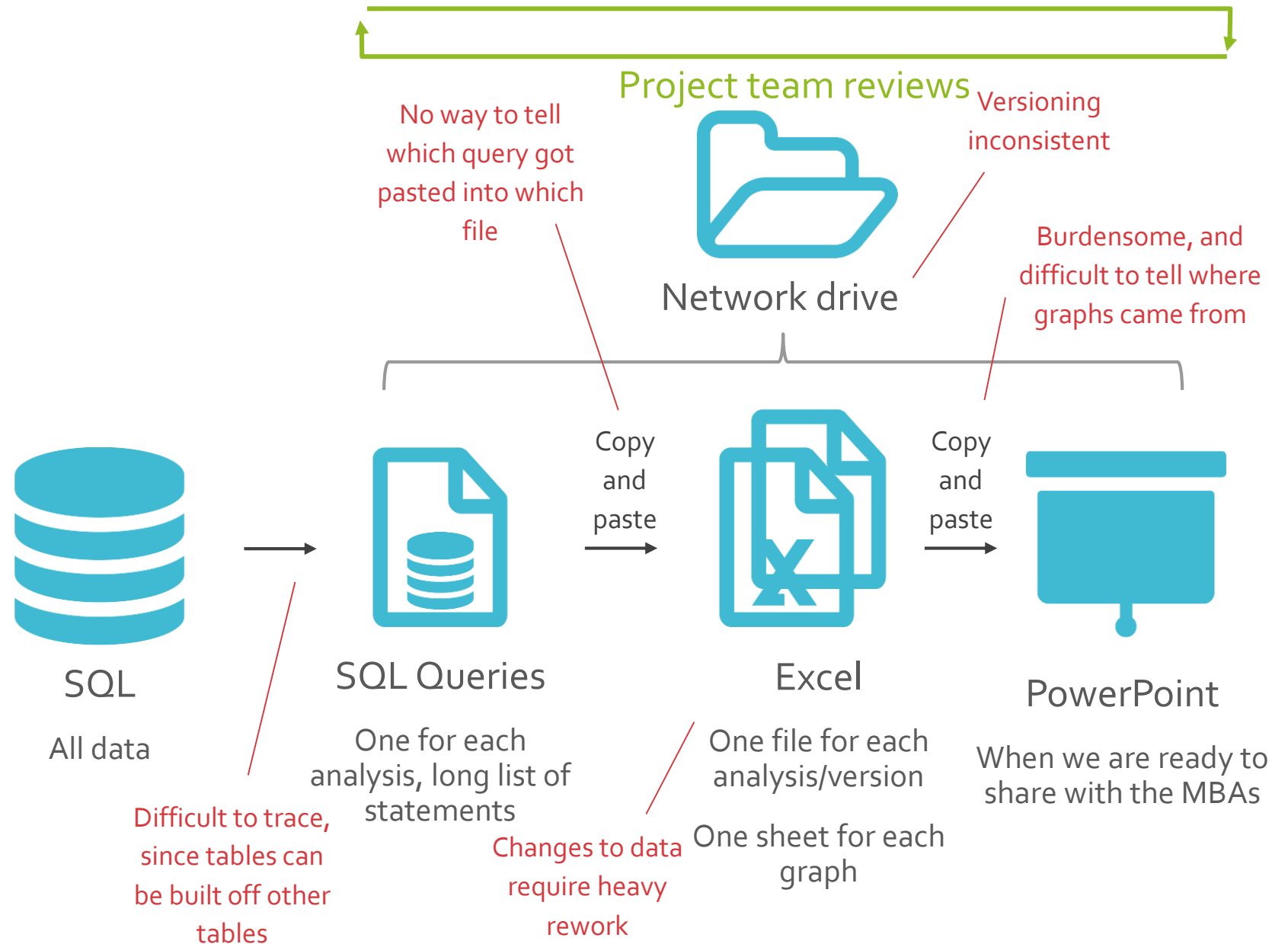
Consulting

- Projects are 3-4 months
 - We are embedded on teams with mostly MBAs
 - Care highly about the “so what,” little about the how
 - Extremely fast turn around times
 - Everything is a PowerPoint
- Data comes from clients, often:
 - 40gb CSVs
 - Vague Excel files
- We are
 - Decision scientists – trying to use data to prove a point
 - Not data scientists – not building systems that will continuously run in production

Workflow design objectives

- Minimize time between business question and PowerPoint answer
 - Must be accurate
 - Must be robust to change requests
- Feedback loop running throughout the project

Traditional consulting workflow



Our approach

