

Empowering Business Users with Shiny

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What We Gon' Talk 'Bout?

1. Why should we want to empower our business users?
2. A couple of examples of how we have used Shiny within Allstate to engage our business partners with analytics
3. Some notes about using Shiny in this way

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- Shiny can be used as an effective tool for building relationships between data workers and business users

Why Shiny?

- R's open source community
- Relatively low barrier to entry (e.g. no need to learn HTML/CSS/JS)
- Exploiting your existing code for data analysis and visualization

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- Our business partners had some experience analyzing this data but weren't able to dive as deep as they wanted
- Shiny helped us easily collaborate with our business user to explore and understand this data
 - We get to leverage their perspective on the business-side of the data (How do software changes get scheduled and how is that documented?)
 - Our business partners get to leverage our experience working with data

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- Our business partners had some experience analyzing this data but weren't able to dive as deep as they wanted
- Shiny helped us quickly create a prototype application to mine adjuster notes and provide
 - We get to leverage their perspective on cases (Qualitative information relevant to the claim that is hard to measure)
 - Our business partners get to leverage model that suggest actions and provide a quantitative context for those suggestions

Some Notes to Using Shiny in this Way

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- As with any tool, it requires:
 - Strategic direction
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 - E.g. in making assumptions and setting expectations
 - Good data work
 - E.g. in preparing and modeling data