# Version Guide

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| **Version** | **Date** | **Description** | **Edited By** |
| v1.0 | 12 March 2018 | Document Created | Shafiq, Edwin |
| v1.1 | 13 March 2018 | Added content for MBA | Shafiq, Edwin |
| v1.2 | 13 March 2018 | Edited title | Edwin |
| v1.3 | 14 March 2018 | Edited abstract, added pain points | Shafiq |
| v1.5 | 14 March 2018 | Edited abstract to change flow | Edwin |
| v2.0 | 17 March 2018 | Changed abstract to suit new direction | Shafiq |
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Creating an End to End Business Solution Using the R and Shiny Packages

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**ABSTRACT**

The childcare industry in Singapore is a niche market that requires constant tailoring to fit the needs of the parents, schools and most importantly the children. The company wishes to keep track of the client database and the various corresponding information to identify useful insights. Hence, this project seeks to help ease the management of data and information for the company through the R and Shiny packages. The Shiny package is useful to create interactive web apps from R and with this in mind, we have decided to use Shiny as a front-end tool to help capture new data. The R framework is then used to tie all of the information together by cleaning the capture data which will then be displayed back onto Shiny for a user to take a look at their data. We will finally analyse the result using market basket analysis as it is able to show a shift in customer preferences and profiles resulting in an actionable recommendation after understanding these insights. Data visualization is an important final step because it enables the business user to understand changes in customer behaviour and helps the user to discover insights across their different customer profiles as the business continues to add and capture new data. In addition, based on our results we aim to create an analytics dashboard which will provide a forecasting tool that stores and process information for our sponsor to better manage the operations and planning for the company.