Rapid Prototyping with R/Shiny at McKinsey: A New Way of Delivering Value for Our Clients

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McKinsey & Company is a global management consulting firm, serving 90% of the world's largest companies. As part of the growing analytics team at McKinsey, we strive to ensure that leaders at these organizations recognize the importance and value advanced analytics can make. Our work frequently entails building analytics teams, piloting new methodologies, and finding new and innovative ways to serve our current and future clients. Our clients and colleagues are unfamiliar with advanced analytics, but increasingly understand its importance. With the help of **Shiny**, other packages and even externally integrated software, we now create rapid analytic prototypes that change the types of end-products we offer, and the ways in which we interact internally and externally.

We plan to discuss the means by which these prototypes solve multiple problems we face in delivering advanced statistical analysis including 1)demystifying the analytics "black box" 2)Productizing rapid tool development so it can be made by statistical professionals and 3)offering end-products we can pass off to enterprise software developers for full-scale applications. We'll then demonstrate products we've created which go well-beyond most toy examples, and are full-fledged applications. Finally, we'll discuss our process for doing so at speed, thanks to a custom-built framework we share and develop with each new product we create.

References

[1] RStudio, Inc. (2014). Shiny home page, http://rstudio.com/shiny/.

[2] McKinsey & Company (2014). McKinsey & Company home page http://www.mckinsey.com/