

Making R accessible to Business Analysts with TIBCO Spotfire

Lou Bajuk-Yorgan¹, Stephen Kaluzny¹

1. TIBCO Spotfire

While R provides a huge breadth of deep analytical capabilities which can improve the decision-making of a wide range of users, many business analysts are intimidated by a command-line driven statistical application, and unlikely to invest the time required to become proficient with R. Putting the power of R into the hands of this wider community of users is critical if an organization wants to leverage its investments in developing algorithms and models, and help these users make more analytically-driven decisions.

This talk will show how R users can combine R scripts and functions with Spotfire visualizations to provide these business analysts with analytically-rich, easy-to-use and relevant applications. Spotfires interactive, visual capabilities for data analysis empower individuals to easily see trends, patterns outliers and unanticipated relationships in data without extensive training.

The talk will include examples from Financial Services, Life Sciences, and Customer Analytics.