

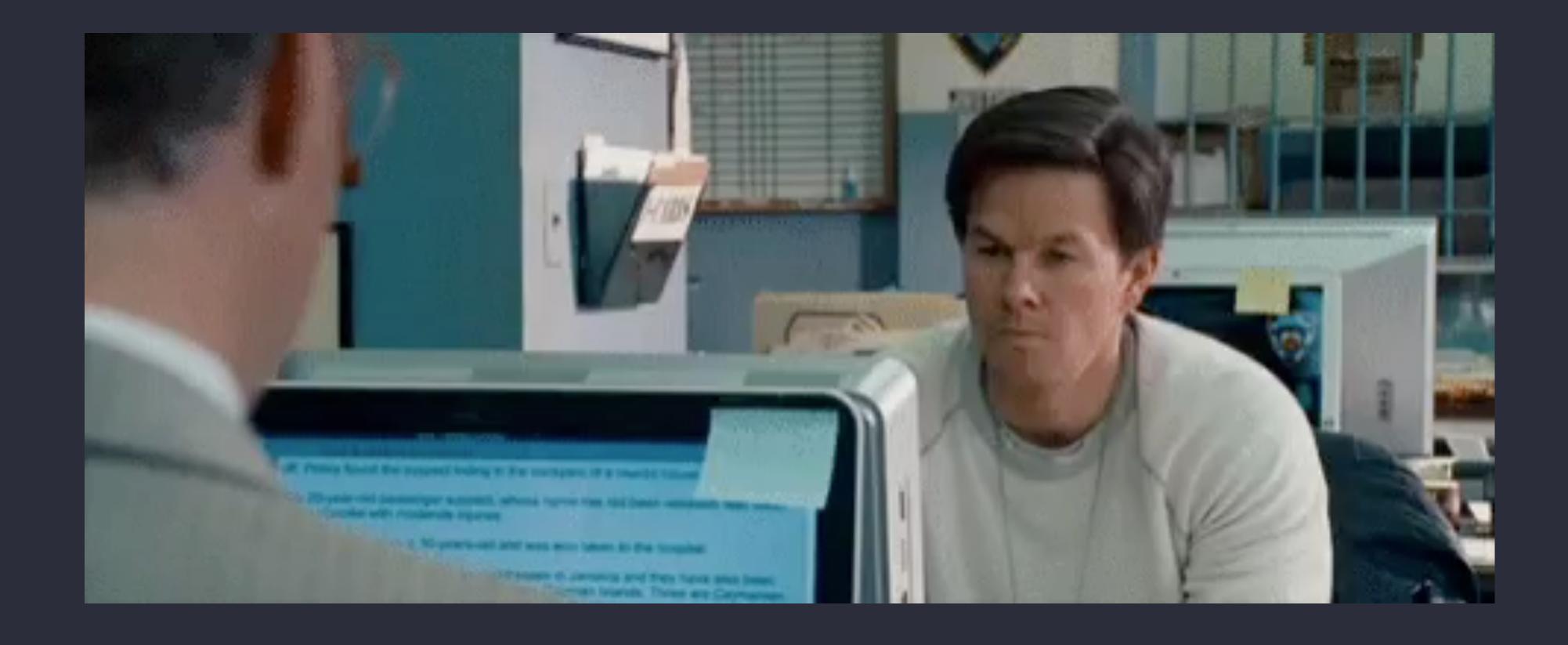
#### NAAS VAN HEERDEN

CEO AND CO-FOUNDER



CAPE TOWN 2018

## THE PROBLEM





### THE SOLUTION

Business/App Logic

Dev layer

Client Input

Data Ingestion

Data Adaptor

Standard Engine

Data Analytics

Processing

Insight

Reactive Interface

Inputs

Outputs

Data Wrangling ——

Data Models in R Packages

Reactive User
interaction via R
Shiny

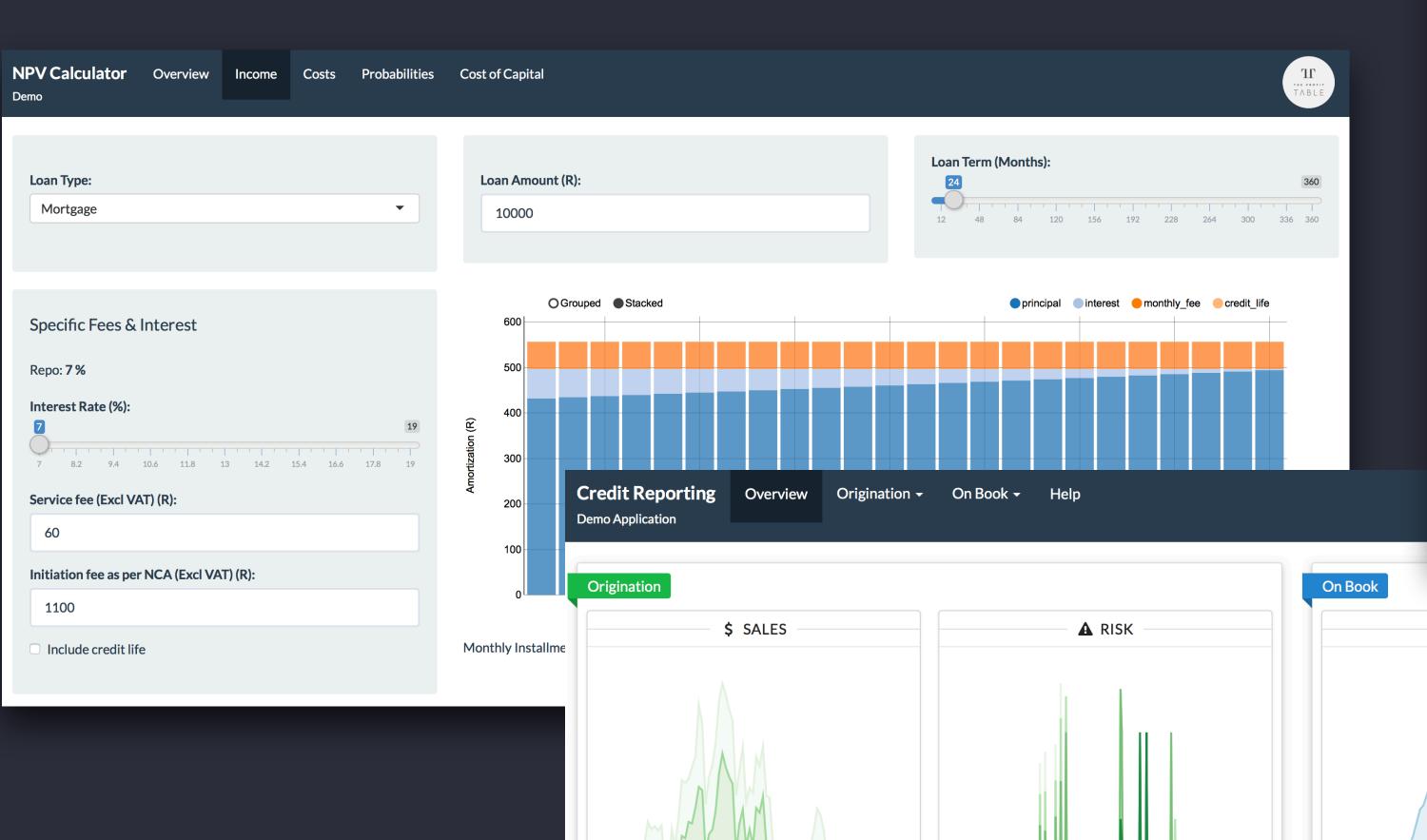
THE PROFIT
TABLE

# R TO THE RESCUE





### THE SOLUTION IN ACTION



957 750 100

More Detail

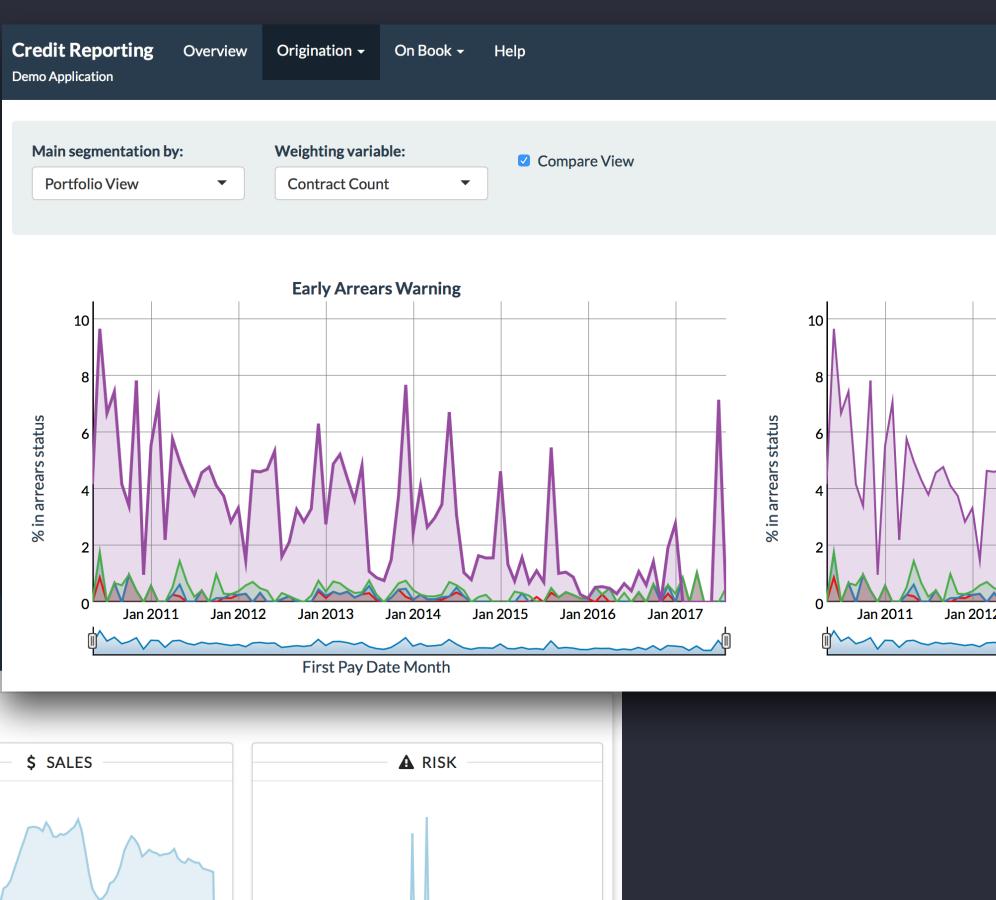
**1**6.54 %

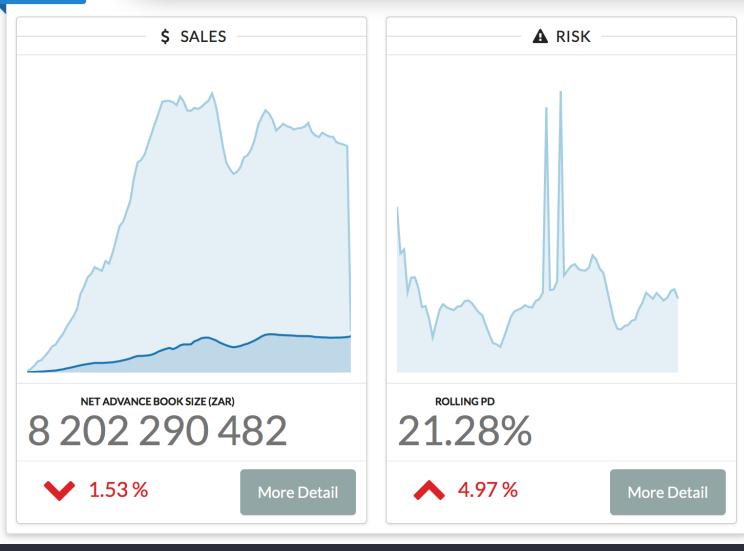
**DEFAULT RATE** 

11.5%

**8.22** %

More Detail







### CHEATSHEET



@naasvanheerden

Moonshot goal! RExcel





