

KS&R

CUSTOMER SPOTLIGHT

50% faster reporting cycles: how KS&R scaled market research insights with Posit Team and Quarto

SUMMARY:

The Decision Sciences & Innovation (DS&I) team at KS&R successfully modernized their survey reporting pipeline to provide clients with deeper, more tailored insights using Quarto and Posit Team. This upgrade drastically improved their efficiency, allowing them to generate 100 reports in just 5-7 minutes.



ABOUT:

KS&R is a nationally recognized strategic consultancy and marketing research firm that provides clients with timely, fact-based insights and actionable solutions through industry-centered expertise.

INDUSTRY:

Consulting

TECHNOLOGY USED:

Posit Team (Posit Workbench, Posit Connect, Posit Package Manager), Positron, Quarto, Vetiver, Shiny

The Challenge:

Automating high-volume survey reporting

KS&R clients need deeper insights through tailored reporting of their survey data. With hundreds of respondents across recurring waves, the team had to generate individual PDF reports weekly. Delivering these at scale required a complete rebuild and automation of the KS&R reporting pipeline.

- **MULTIPLE SPECIALIZED PIPELINES:** Survey data moved through SPSS, Excel, and manual wrangling before reaching reporting teams. This created bottlenecks, as pipeline knowledge resided with individuals and was lost when team members departed.
- **OUTDATED REPORTING WORKFLOWS:** Client-ready PDFs were generated with legacy tools, which limited flexibility and version control. Changes were time-consuming, and scaling reports for hundreds of respondents across multiple survey waves proved difficult.



The Solution:

A modernized data science environment and reporting work flow

By rebuilding their reporting pipeline with Posit Team and open-source frameworks like Quarto, KS&R's DS&I team transformed a key client's challenge into an efficient process.

- **STANDARDIZED DEVELOPMENT ENVIRONMENTS:** Posit Workbench provides DS&I with a consistent coding environment for R and Python, reducing setup time and making collaboration easier.
- **AUTOMATED, REPRODUCIBLE REPORTING:** Version controlled Quarto reports have replaced manual legacy workflows. Now, parameterized Quarto allows them to generate 100 reports in just 5-7 minutes.

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