

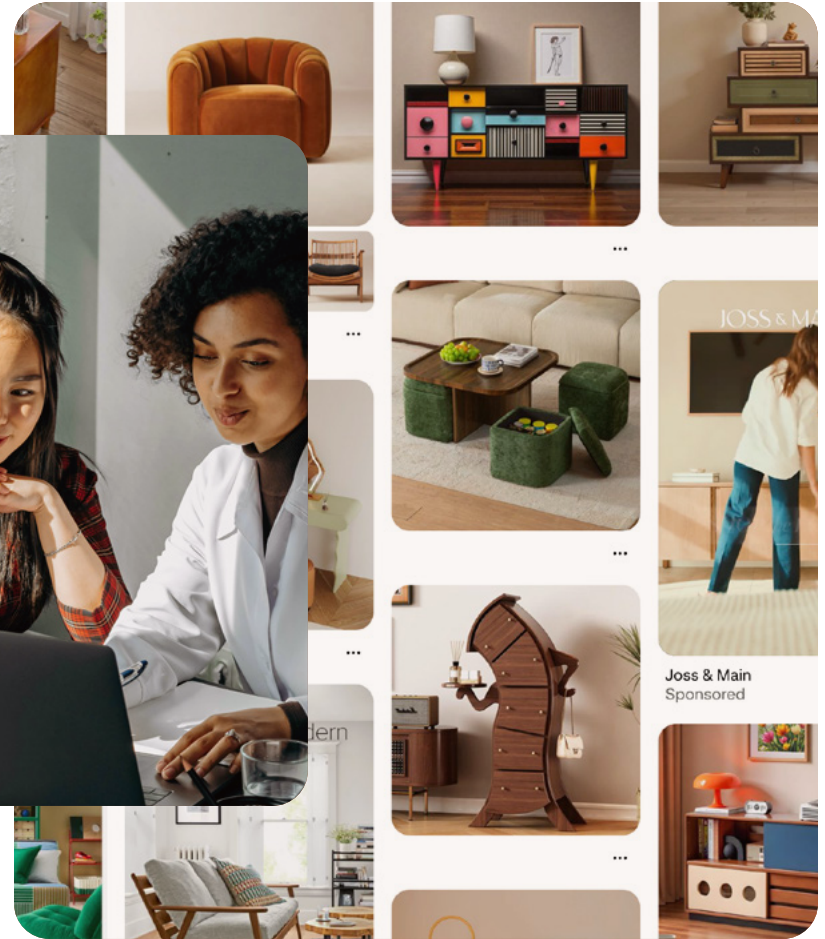


CUSTOMER SPOTLIGHT

How Pinterest analyzes 30,000 employee comments securely with Posit Workbench & Snowflake

SUMMARY:

Pinterest's People Analytics team transformed its workflow using Posit Workbench Native App on Snowflake. This secure integration streamlined data prep by connecting directly to the data, eliminating any download of PII data. The result was enhanced security, increased productivity, better collaboration, standardization, and the ability to perform sophisticated statistical modeling (e.g., Relative Weights Analysis, Structural Equation Modeling) for deeper organizational insights.



ABOUT:

Pinterest is a visual discovery engine for finding ideas like recipes, home and style inspiration, and more. With billions of Pins on Pinterest, you'll always find ideas to spark inspiration.

INDUSTRY:

Technology

SIZE:

5,000+ employees

TECHNOLOGY USED:

Posit Workbench

DATA CLOUD PARTNER INTEGRATION:

Snowflake

The Challenge:

Data security and workflow inefficiency

Employee engagement surveys go beyond the five-point Likert scale. Open-ended responses provide richer insight but are harder to analyze at scale. Pinterest's People Analytics team needed a secure way to process tens of thousands of these responses without exposing sensitive PII data.

- **SLOW, MULTI-STEP DATA ACCESS:** Sourcing and preparing data required a four or five-step process with multiple chunks of code. This manual approach consumed time and made collaborating and sharing work with peers difficult.
- **NEED FOR STANDARDIZATION:** Analysts used a combination of basic tools like Tableau and Google Sheets. This resulted in outputs that looked and felt a little different, motivating the team to unify their approach and work by marching to the same beat.



The Solution:

A Secure, Unified Analytics Environment

Pinterest addressed these challenges by deploying the Posit Workbench Native App directly within their Snowflake environment.

- **SEAMLESS SNOWFLAKE CONNECTION:** The Posit Workbench Native App eliminates connection friction by automatically managing Snowflake credentials. Users instantly inherit their assigned roles and permissions without writing boilerplate code or exposing credentials in code, making database access both seamless and secure.
- **FAMILIAR USER EXPERIENCE:** For analysts well-versed in R, the change was an easy transition because Posit Workbench provides the familiar RStudio interface in a browser. The team was able to “hit the ground running” immediately.

Learn more at posit.co > | [Read the full story](#) >