



CUSTOMER SPOTLIGHT

How Posit helped Redfin move data from spreadsheets to a reproducible data science environment

SUMMARY:

Redfin's first Shiny app transformed their budget planning from a slow, limited process into a fast, iterative experience. Beyond that initial success, adopting Posit Connect turned their analytics team into a versatile "Swiss army knife" for the organization. They now use Shiny to replace over-complex spreadsheets, manage daily workflows, and build high-performance Leaflet maps when standard tools like Google Maps fail to scale.



ABOUT:

Redfin is a technology-powered real estate brokerage, combining its own full-service agents with modern technology to redefine real estate in the consumer's favor.

INDUSTRY:

Real Estate

SIZE:

4,600 employees

TECHNOLOGY USED:

Posit Connect, Shiny

The Challenge:

Technical debt at scale

While spreadsheets and manual file-sharing worked for a small operation, they became a bottleneck as Redfin's business grew in complexity and scope. This created a friction-filled environment where the tools actively prevented the team from doing their best work.

- **METHODOLOGICAL LIMITATIONS:** The team couldn't use the advanced statistical forecasting they needed because spreadsheets don't support that level of complexity.
- **OPERATIONAL INEFFICIENCY:** Manual data consolidation and error-prone formulas limited the number of iterations they could run, essentially capping their productivity.
- **PERFORMANCE FAILURE:** The actual workbooks became unusable, causing ten-minute wait times or total system crashes that stopped work entirely.



The Solution:

Scalable decision-making with Posit Connect and Shiny

Transforming complex code into accessible, interactive tools for the enterprise

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- **CENTRALIZED DEPLOYMENT AND SECURE ACCESS MANAGEMENT:**

Adopting Posit Connect provided a professional environment for managing and distributing internal applications. The platform's enterprise features, such as Active Directory integration, allowed the team to use existing user groups to manage app access securely.

- **TRANSFORMING R MODELS INTO INTERACTIVE TOOLS:**

The team used Shiny to translate complex R models into user-friendly web applications.