



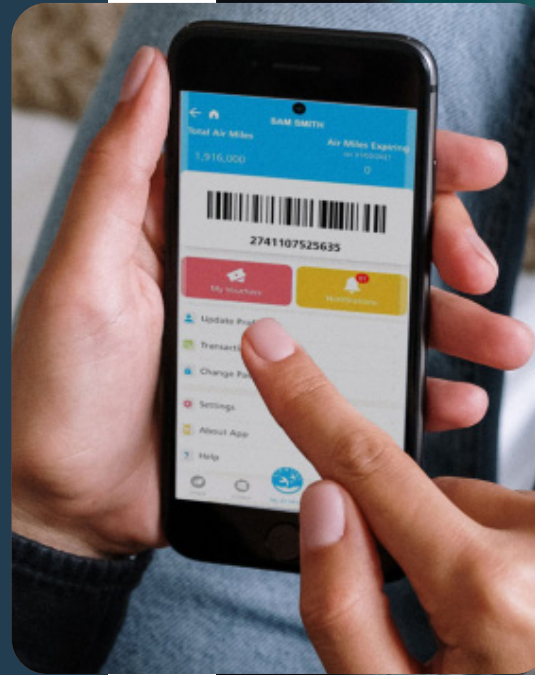
AIR MILES.

CUSTOMER SPOTLIGHT

Value creation with Posit Team: Improving model accuracy by more than 50%

SUMMARY:

Manual workflows and slow processing times limited the company's ability to deliver real-time personalized rewards. Air Miles modernized its predictive modeling by adopting Posit Team for a flexible R and Python workflow. This shift automated model scoring and slashed runtimes from eight hours to one, increasing accuracy by over 50%.



ABOUT:

Founded in 1994, Loyalty Management Netherlands (LMN) operates Air Miles as a shared intelligence center for premier brands like Albert Heijn and Shell. Their mission is to provide a 360-degree customer view through a personalized rewarding system that empowers users to control and benefit from their data.

INDUSTRY:

Marketing

TECHNOLOGY USED:

Posit Connect, Posit Workbench, Posit Package Manager



The Challenge:

Bottlenecks in Model Transparency & Speed

Air Miles faced significant operational hurdles as their legacy drag-and-drop modeling tools became a bottleneck for their data-driven goals. The team struggled with extremely slow model runtimes and a lack of transparency in their “propensity-to-buy” predictions, which hindered their ability to provide the deep, personalized insights their partners required.

- **PERFORMANCE LAGS:**
Crucial predictive models suffered from eight hour runtimes and inefficient load times, preventing the team from iterating quickly or scaling their analysis.
- **GOVERNANCE AND TRANSPARENCY GAPS:**
The reliance on standardized, non-transparent tools resulted in a lack of documentation and version control, making collaboration and reproducibility difficult.



The Solution:

Standardizing Advanced Machine Learning

Air Miles implemented Posit Workbench and Posit Connect to establish a new standard for model development and automated deployment. By integrating GitHub for version control and adopting more advanced machine learning techniques in both R and Python, the team successfully automated the entire model training and scoring process.

- **ADVANCED TOOLING:**
The transition to a code-first environment allows the team to tune models with specific performance metrics, leading to a 50 percent improvement in model accuracy and recall.
- **AUTOMATED DELIVERY:**
Using Posit Connect, the team now schedules predictive models and publishes interactive dashboards, reducing model runtimes from eight hours down to just one.

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