Increasing Business Impact through Automated Reporting in R

Taught by Dr. John Ennis[1] and Dr. Thierry Worch[2]

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Effective communication of results is among the essential duties of the sensory scientist, but the sometimes tedious mechanics of report production together with the sheer volume of data that many scientists now must process combine to make reporting design an afterthought in too many cases. In this tutorial, we review recent advances in automated report production that liberate resources for scientists to focus on the interpretation and communication of results, while simultaneously reducing errors and increasing the consistency of their analyses. We teach the tutorial through an extended example, cumulatively building an R script that takes participants from example raw dataset to a beautifully-designed and nearly completed PowerPoint presentation automatically by using freely available, open-source packages. Details of how to customize the final presentation to incorporate corporate branding - such as logos, font choices, and color palettes - will also be covered.

Additional Details

This three-hour tutorial will be interactive, with example data and code samples distributed so that attendees can follow along on their own computers. This tutorial will be taught at an introductory level with respect to its content, but experience in R is recommended. We will use RStudio, so attendees should arrive with the latest version of RStudio installed on their machines. Additional instructions will be distributed to registrants prior to the conference.

Instructor Biographies

Dr. John Ennis is co-founder and president of Aigora, a consulting firm dedicated to helping sensory and consumer science teams prepare for artificial intelligence. As part of this preparation, Aigora provides instruction in the automation of standard work practices, including report preparation, and guidance in the implementation of advanced machine learning tools.

Dr. Thierry Worch is an expert in sensory and consumer methods, sensometrics, and data science who works in the Friesland-Campina Sensory and Consumer R&D department. Besides publishing various papers related to Sensometric, he is also the co-author with Sébastien Lê of “Analyzing sensory data with R” (CRC Press) and is currently working on “Introduction to Data Science for Sensory and Consumer Scientists” (CRC Press).