

# R for Emerging Businesses

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The science team at YouNoodle has been using *R* to prototype and develop its analytics for emerging businesses. YouNoodle is itself a startup which is now tracking close to 50,000 early stage companies, identifying new companies soon after they launch and monitoring their progress in real-time. Our data include funding events, news, press releases, traffic and other measures of success. *R* has been a powerful and flexible tool in many of our novel analytics products. For example, *R* was used to quickly prototype a real-time scoring system for start-ups – the YouNoodle Scores – which are now viewed by a million people per month through our media affiliates. The network analyses capabilities of *R* including the **igraph** package allowed us to easily examine networks of companies and investors and form the basis for compelling visualizations and tools (for an example see our February article in Business Week). Finally, tools such as **Rmysql** allow us to integrate *R* easily with our SQL web servers for smoother data sailing.

## References

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