

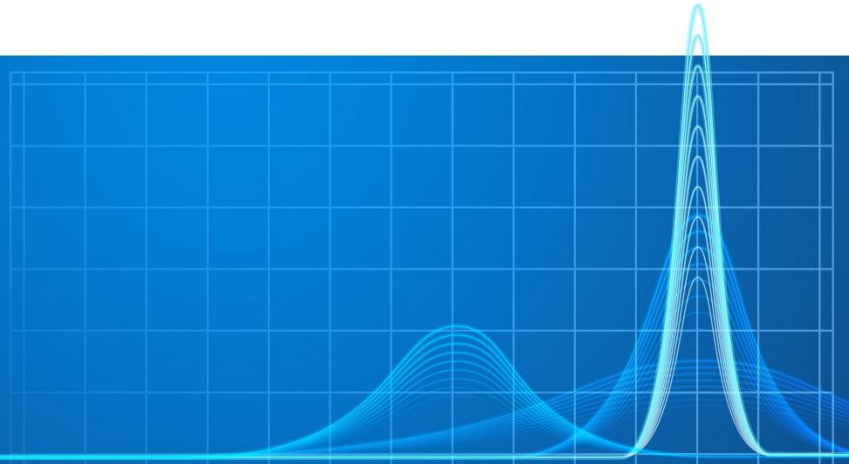
VISUAL ANALYTICS LEARNING TO LOVE THE DRAG & DROP

MAY, 2013



“The Greatest Value Of A Picture
Is When It Forces Us To Notice
What We Never Expected To See.”

John W. Tukey, Exploratory Data Analysis 1977



THE DIFFERENCE BETWEEN RAPID INSIGHT AND FAST INFORMATION



ANALYTIC VISUALIZATION = DISCOVERY



DATA VISUALIZATION = EXPLORATION

SAS® VISUAL ANALYTICS

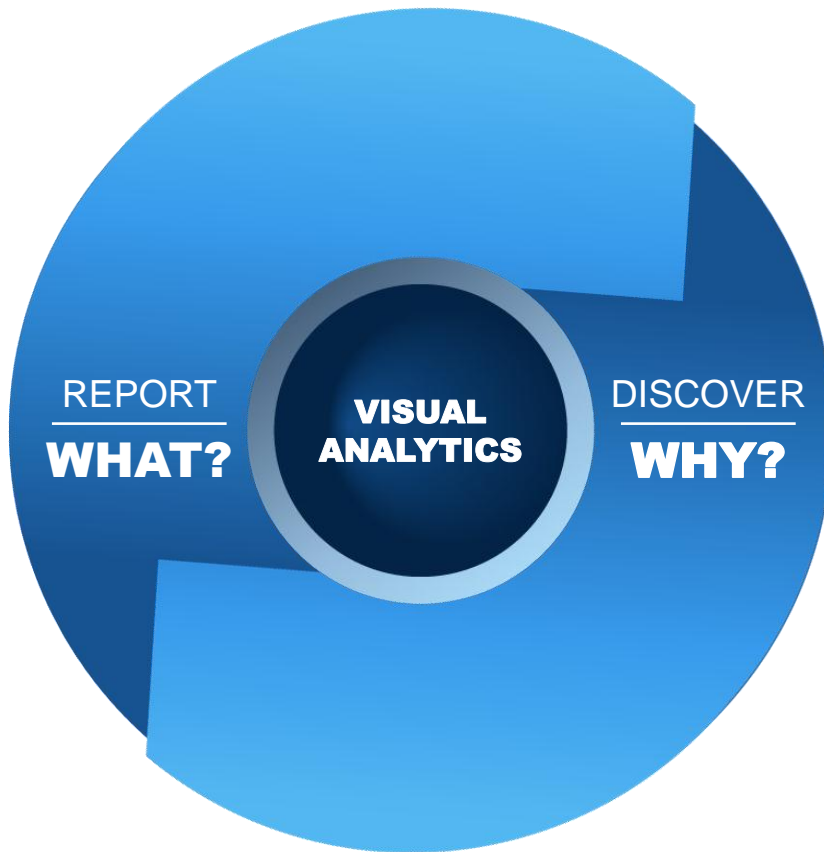
A SINGLE SOLUTION

EXPLORE

DISCOVER

DESIGN

DELIVER



DEMONSTRATION



THE BEST LAID PLANS...

Subject: NETWORK PERFORMANCE PROBLEM – 28-MAY-2013



May 28, 2013

NETWORK PERFORMANCE PROBLEM – 28-MAY-2013

This is to advise that we are experiencing very sluggish network performance between the CALA region and Cary. Access to any applications/services hosted in Cary (e.g. ORION, MIDAS, GIDB, SWW, SharePoint) are impacted by this problem. The Cary networking team are working the issue. We currently do not have an ETA for resolution, we will keep you posted.

If you have any questions, please contact the IT Support team.

-IT Support

IT Support Team - Canada

Tel: 416 307 4506 • Canada Help Desk (canadahelpdesk@sas.com)

SAS Canada - The SAS Building 200 King Street East - Toronto, Ontario, M5A 1K7

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Name ▲	Description	Location
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RETAIL_RO_MD_PROJE..	Retail Revenue Optimizat..	Shared Data/HDFS/demo..
RETAIL_RO_PROMO_EF..	Retail Revenue Optimizat..	Shared Data/HDFS/demo..
RETAIL_RO_REPORT_V..	Retail Revenue Optimizat..	Shared Data/HDFS/demo..
RETAIL_VA05	Retail Demo Data	Shared Data/HDFS/demo..
RETAILDEMO_2		Shared Data/HDFS/demo..
RPDATA5	Video Streams	Shared Data/HDFS/demo..
SAFETY_CASE_DATA	HLS Safety Case Data	Shared Data/HDFS/demo..

48 data sources found

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THE DATA

The screenshot displays the SAS software interface. At the top, the title bar shows 'Home' and 'Exploration 1'. The menu bar includes 'File', 'Edit', 'Data', 'Visualization', 'Analysis', 'View', and 'Help'. The toolbar contains various icons for data manipulation and visualization. On the left, the 'Data' pane shows a table with columns 'Property' and 'Value'. The main area is titled 'Visualization 1' and contains a data visualization window for 'USER.TRY.RETAILDEMO_2'. A context menu is open over this window, listing options like 'Refresh Data', 'Change Data Source...', 'New Hierarchy...', 'New Calculated Item...', 'Edit Selected Item...', 'Category', 'Measure', 'Geography', 'Data Properties...', 'Measure Details...', and 'Data Source Details...'. The visualization window displays the following statistics:

Statistic	Value
Total rows:	Calculate
Returned rows:	2,339,245
Columns shown:	57 of 57
Filtered:	False

Below the statistics, there is a 'Drop a data item here' area. On the right, the 'Roles' panel shows 'Categories' with 'Category' selected and 'Measures' with 'Measure' selected. The 'Log Off' button is visible in the top right corner.

Property	Value
Name	
Role	
Model type	
Format	
Aggregation	
Expression	

EXPLORATION

File Edit Data Visualization Analysis View Help

Log Off



Data

RETAILDEMO_2

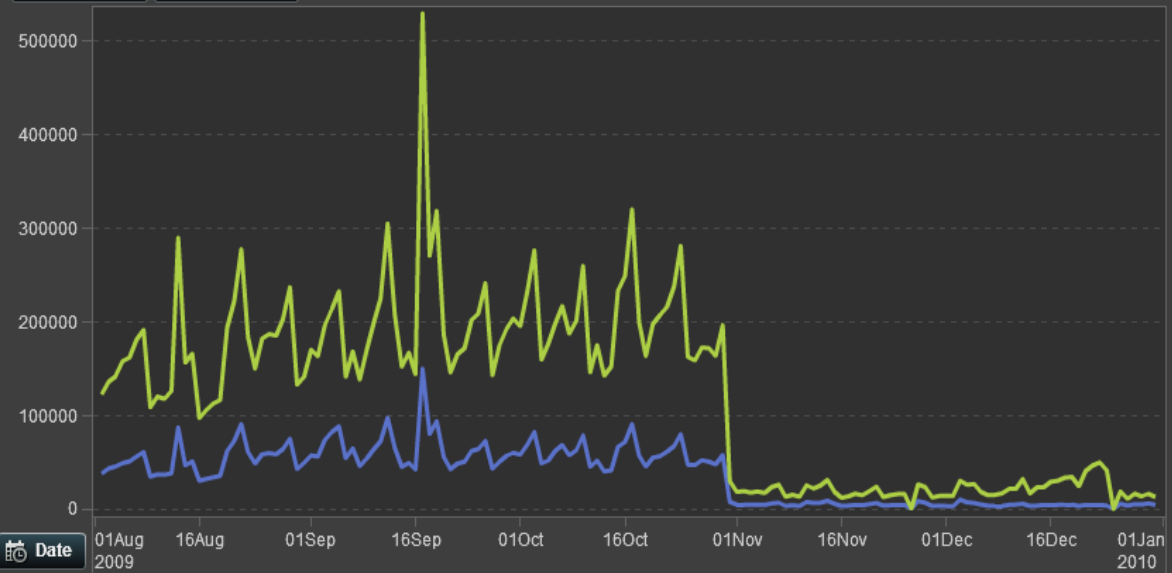
- Age Bucket 7
- Brand Name 3
- ChannelType 3
- City 213
- Class 146
- Country 7
- Date 182
- Department 6
- Location 5
- MDY 6
- Open 1
- Promotion ID 4
- Region 10
- Region_2 10
- State 48
- Storechain 3
- Transaction Date/Ti... 5,000+
- Transaction Day of Week 7

Property	Value
Name	Department
Role	Category
Model type	Discrete
Format	\$
Aggregation	None

Visualization 1

Cost, Sales by Date

Cost (Sum) Sales (Sum)



Date

Department electronics

Cost Sales

Roles Filters Properties Comments

Global Filters

Drop data items here to create global filters.

Local Filters

Year

- Select all
- 2009
- 2010

Department

- Select all
- electronics
- grocery
- health
- kids
- men
- women

16% Auto

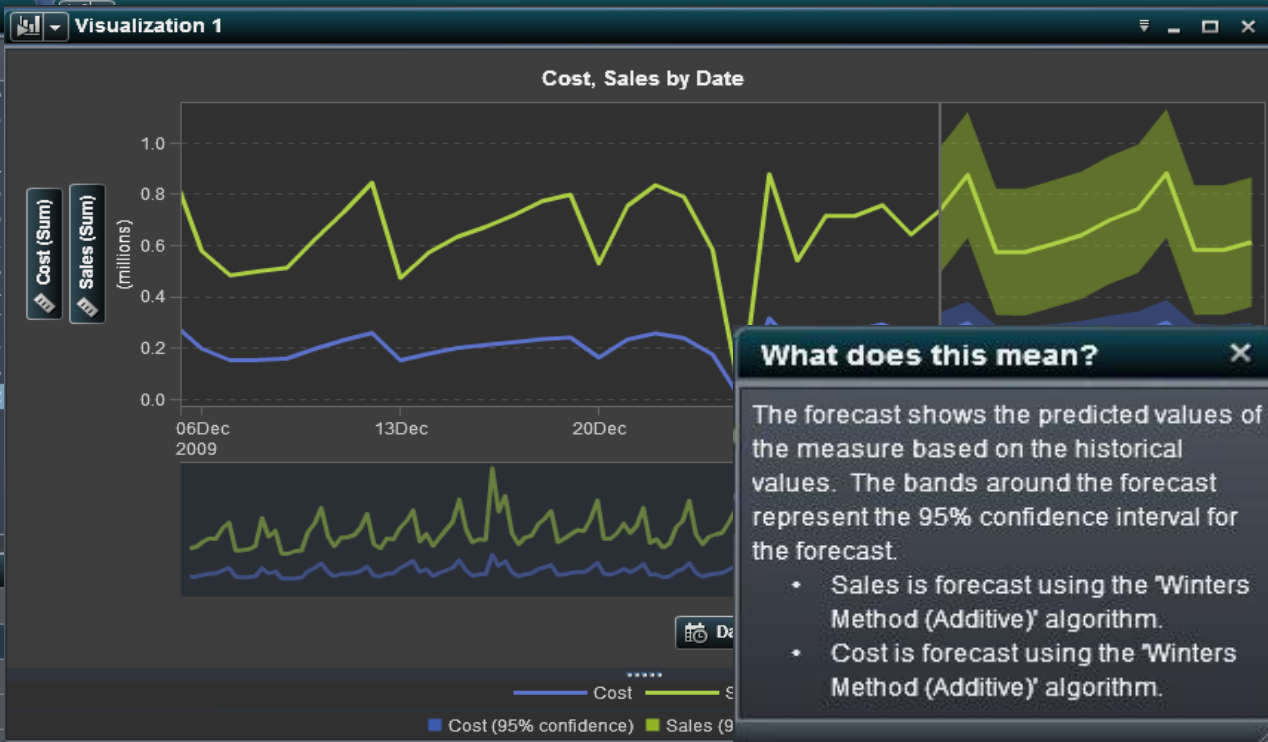
EXPLORATION

Data

RETAILDEMO_2

- Location 5
- MDY 6
- Open 1
- Promotion ID 4
- Region 10
- Region_2 10
- State 48
- Storechain 3
- Transaction Date/Time 5,000+
- Transaction Day/Week 7
- Transaction Month/Year 6
- Transaction Time of Day 3
- Year 2
- 12 week RFM
- 12 week RFM Bucket
- Annual City Total Sales
- Annual Store Total Sales
- City Population

Property	Value
Name	Year
Role	Category
Model type	Discrete
Format	Numeric
Aggregation	None



What does this mean?

The forecast shows the predicted values of the measure based on the historical values. The bands around the forecast represent the 95% confidence interval for the forecast.

- Sales is forecast using the 'Winters Method (Additive)' algorithm.
- Cost is forecast using the 'Winters Method (Additive)' algorithm.

Exclude Selection

Roles Filters Properties Comments

Global Filters

Drop data items here to create global filters.

Local Filters

Year

- Select all
- 2009
- 2010

EXPLORATION

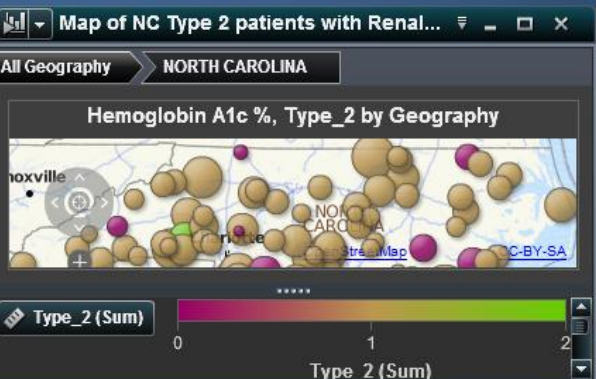
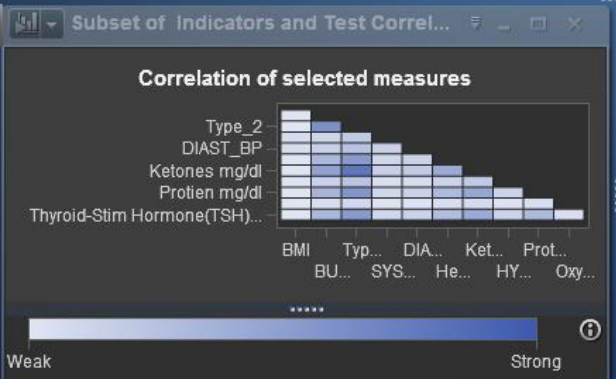
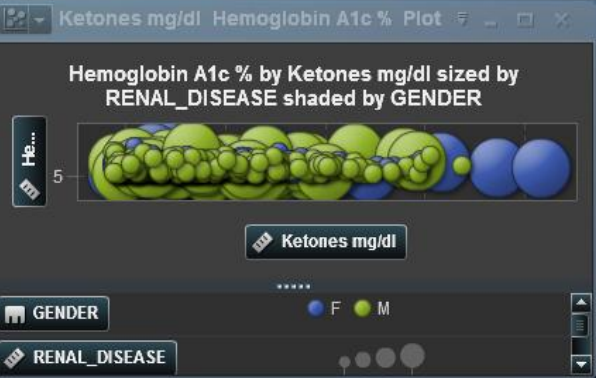
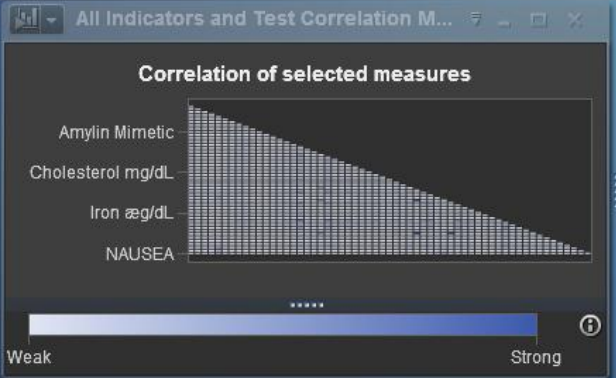


Data

PATIENT_DATA

- Adverse Events
- AE_STARTDT 1,104
- AE_STOPDT 1,113
- AE1 10
- AE2 10
- AE3 10
- ACE_RANGE 7
- City 5,000+
- Country 203
- DATE 1,095
- DATE_MONTH_NAME 12
- EFFICACY 4
- GENDER 2
- Geography
- PRIMARY_MED 8
- PRIME_DOSAGE_FORM 2
- SECONDARY_DOSAGE... 1
- SECONDARY_MED 6

Property	Value
Name	
Role	
Model type	
Format	
Aggregation	
Expression	



Roles Filters Properties Com >

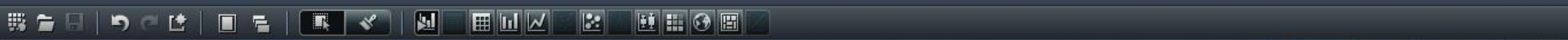
Categories

- Geography

Measures

- Hemoglobin A1c %
- Type_2

NEW DATA



Data

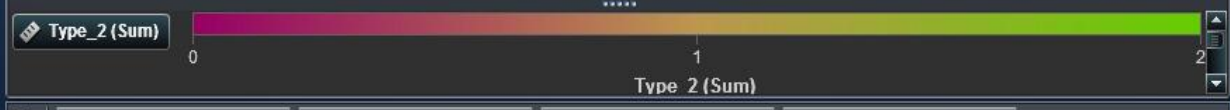
PATIENT_DATA

- Prothrombin (PTT) sec
- Protien mg/dl
- PVD
- Pyruvic Acid mg/dL
- QUARTER
- Red Blood Cell Count(RBC...
- RENAL_DISEASE
- Secondary
- SEVERE
- severity Blank
- SKIN RASH
- Sodium (Na) mg/dl
- Specific Gravity %
- State_Latitude
- State_Longitude
- STROKE
- Sulfonylurea
- SYST_BP

Property	Value
Name	RENAL_DISEASE
Role	Measure
Model type	Continuous
Format	Numeric
Aggregation	Sum

Map of NC Type 2 patients with Renal Disease

All Geography NORTH CAROLINA



Roles Filters Properties Com

- Categories
- Geography
- Measures
- Hemoglobin A1c %
 - Type_2



- Provides **self service, ad-hoc exploration** and visual data discovery that enhances productivity, fact-based decisions and speeds time to insight
- **Promotes an analytics culture** by increasing the breadth and depth of analytics used
 - **EASY TO USE** Analytics
 - **OUT OF THE BOX** descriptive and predictive analytics (**no coding required!**)
- **Simplifies** information dissemination and **collaboration**
- Produces attractive, **interactive reports**, KPIs, dashboards
- Quickly and easily **shares insights** via the web or mobile

SAS VISUAL ANALYTICS

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Mobile BI

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Technology

<http://www.sas.com/software/visual-analytics/overview.html>

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**THE
POWER
TO KNOW.**