

SMUG

Where JMP fits within your analytics routine?

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**THE
POWER
TO KNOW®**

Agenda

- A “normal” analytics routine
- Where does JMP fit within your routine
- Let’s play

A “normal” analytics routine

- Data visualisation/exploratory analysis – Define the problem
- “Hard Core” analysis – Solve the problem
- Present the results – “Close” the problem

- Congratulations! You have a new guy.
Asset or Liability?

- The BOSS wants to know the results
“Spare me the details and show me the money”

A “normal” analytics routine

You now have a new guy
Fresh from university and
A lot of boring work



Your boss needs to
understand the results and
take action



You are very experienced in
advanced tools
Have some nasty problems to solve

JMP into your analytics routine



Will do all the boring work quickly, easily and do the exploratory analysis for the analytical modelling phase.



Will read the SAS output and create easy to understand, interactive, awesome presentations.

Let's Play!



- ✓ Exploratory analysis
- ✓ Two (2) problems to answer:
 - ✓ Is the data consistent?
 - ✓ Preliminary analysis



- ✓ Initial insights
- ✓ Data ready for more sophisticated analysis

Let's Play!



- ✓ Create and animate graphs using SAS output
- ✓ Animate those graphs
- ✓ Import those into PowerPoint



- ✓ Celebrate your great results
- ✓ Make it happen!