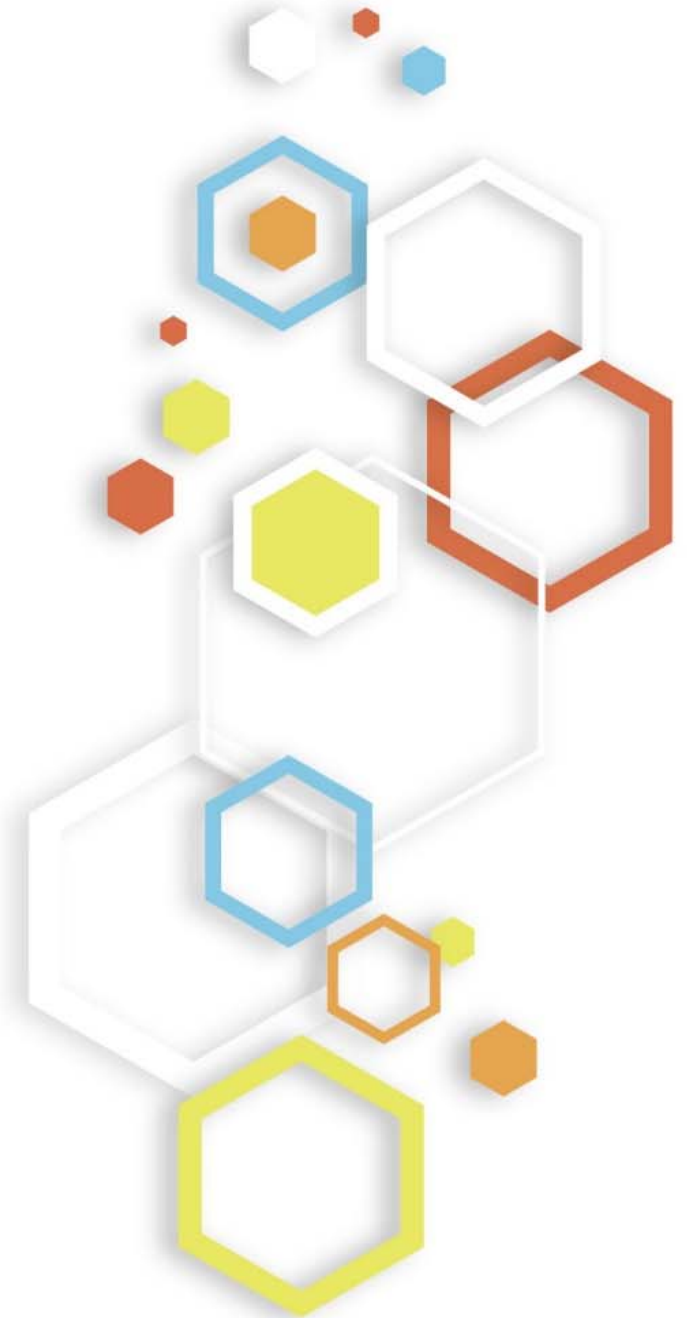


What's new in Visual Analytics

Carmelo Iantosca, Practice Leader Analytics



What's new in Visual Analytics



THE
POWER
TO KNOW.

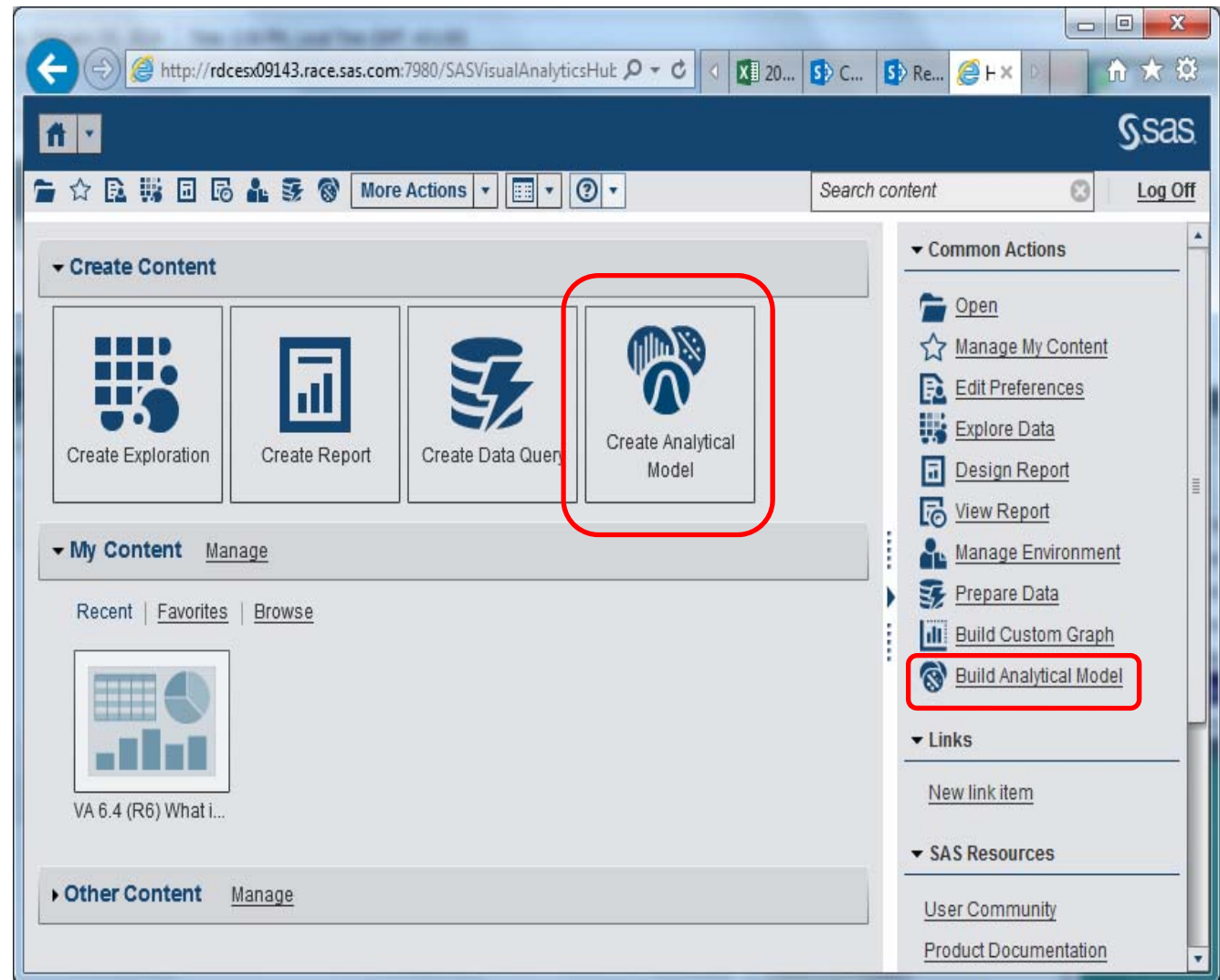
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SAS® Forum
Switzerland 2014



SAS Visual Statistics integration

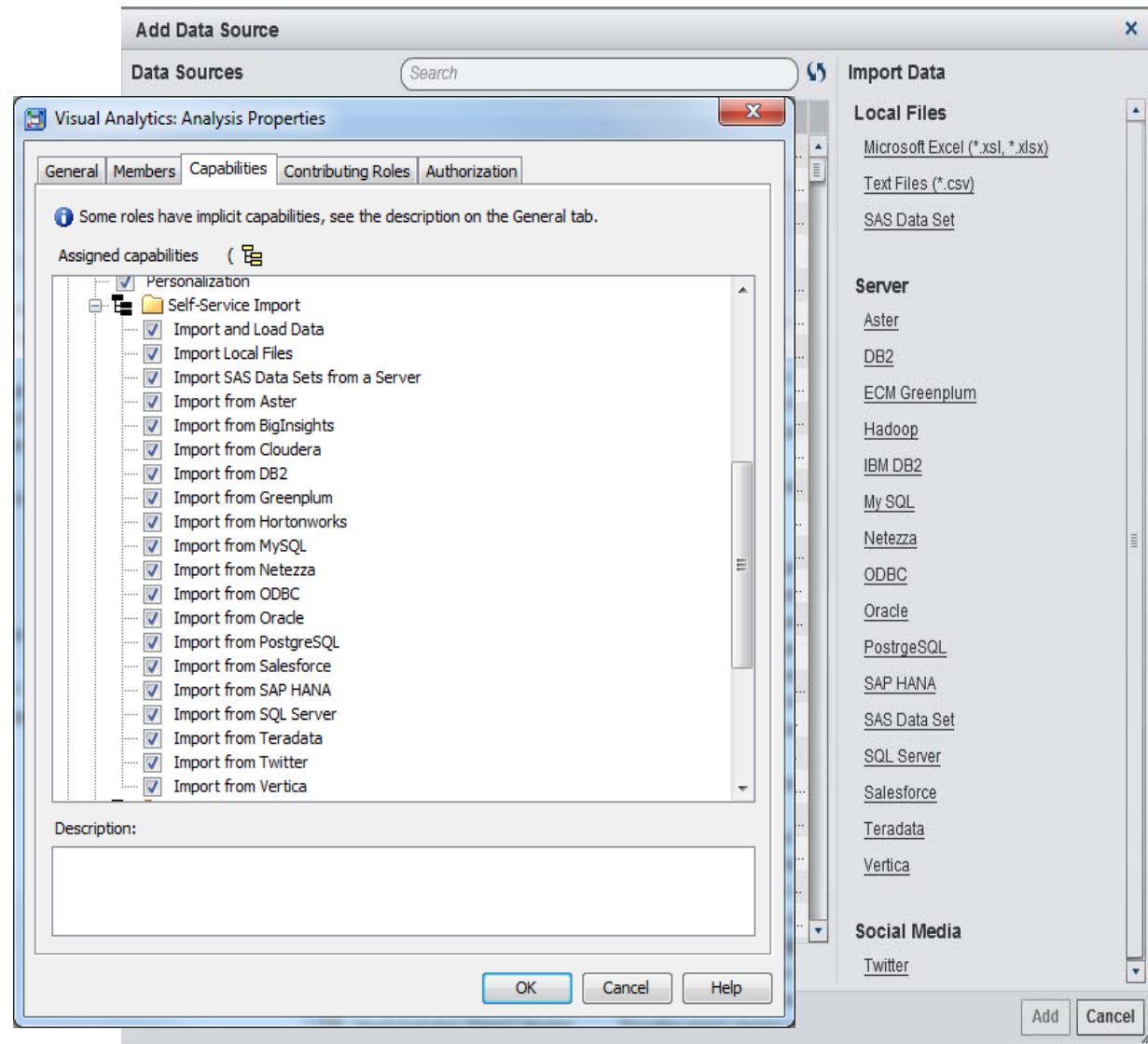
Jump into Visual Statistics
from SASHOME



New SELF Service Data Sources

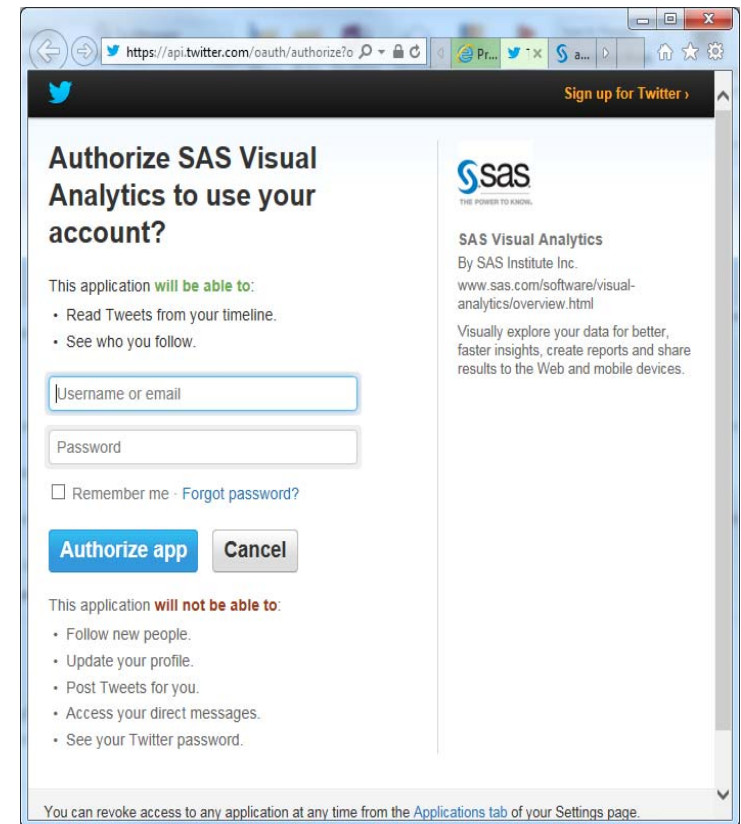
Import Data

- You can now choose from a comprehensive list of server-side data sources including non structured data from Twitter
- Import of Server Side Data Sources can be controlled via capabilities
- Asymmetric Loading via SAS Embedded Process is available for Teradata, Greenplum, Oracle and Hadoop (Cloudera, Hortonworks). Specific configuration is required.



Redesigned Twitter Import

- Twitter Import
- Authorize SAS Visual Analytics with your twitter account
- Enter Search Term and import tweets



Capability Overview – Visual Data Builder

Create Star Schema

STAR SCHEMA

- You can either choose to create a query, import data or create a Star Schema

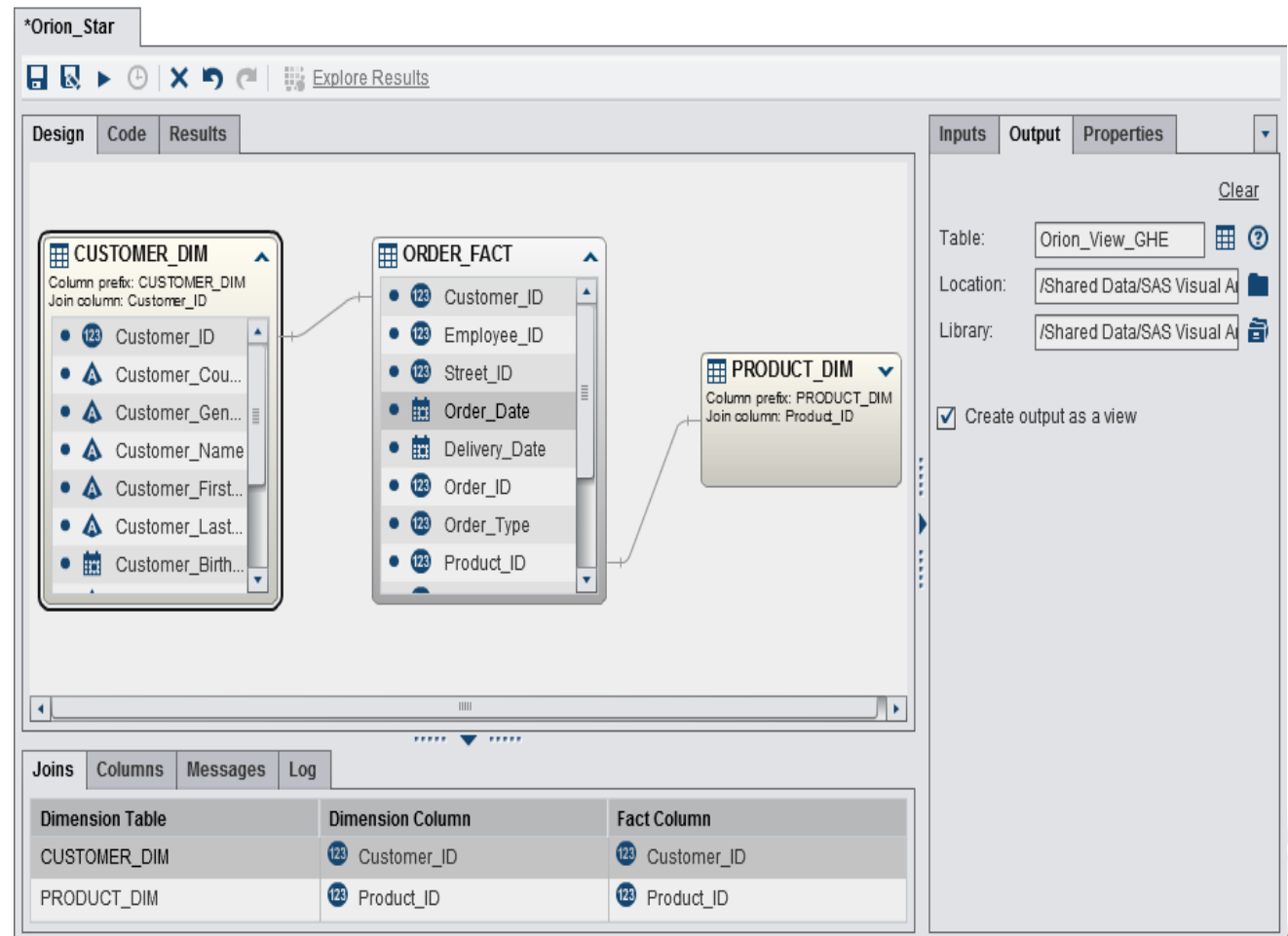
The screenshot shows the SAS Visual Data Builder window. At the top, there's a title bar 'SAS Visual Data Builder' with a close button. Below it, a 'Create New' dropdown menu is open, showing 'Data Query' as the selected option. A tooltip for 'Data Query' is visible, showing 'LASR Star Schema'. To the right of the dropdown, there's a 'Browse...' button. Below this, there's a table with two columns: 'Name' and 'Location'. The table has several empty rows. At the bottom left, there's an 'Import Data' dropdown menu. At the bottom right, there are 'Open' and 'Cancel' buttons.

Capability Overview – Visual Data Builder

Create Star Schema

STAR SCHEMA

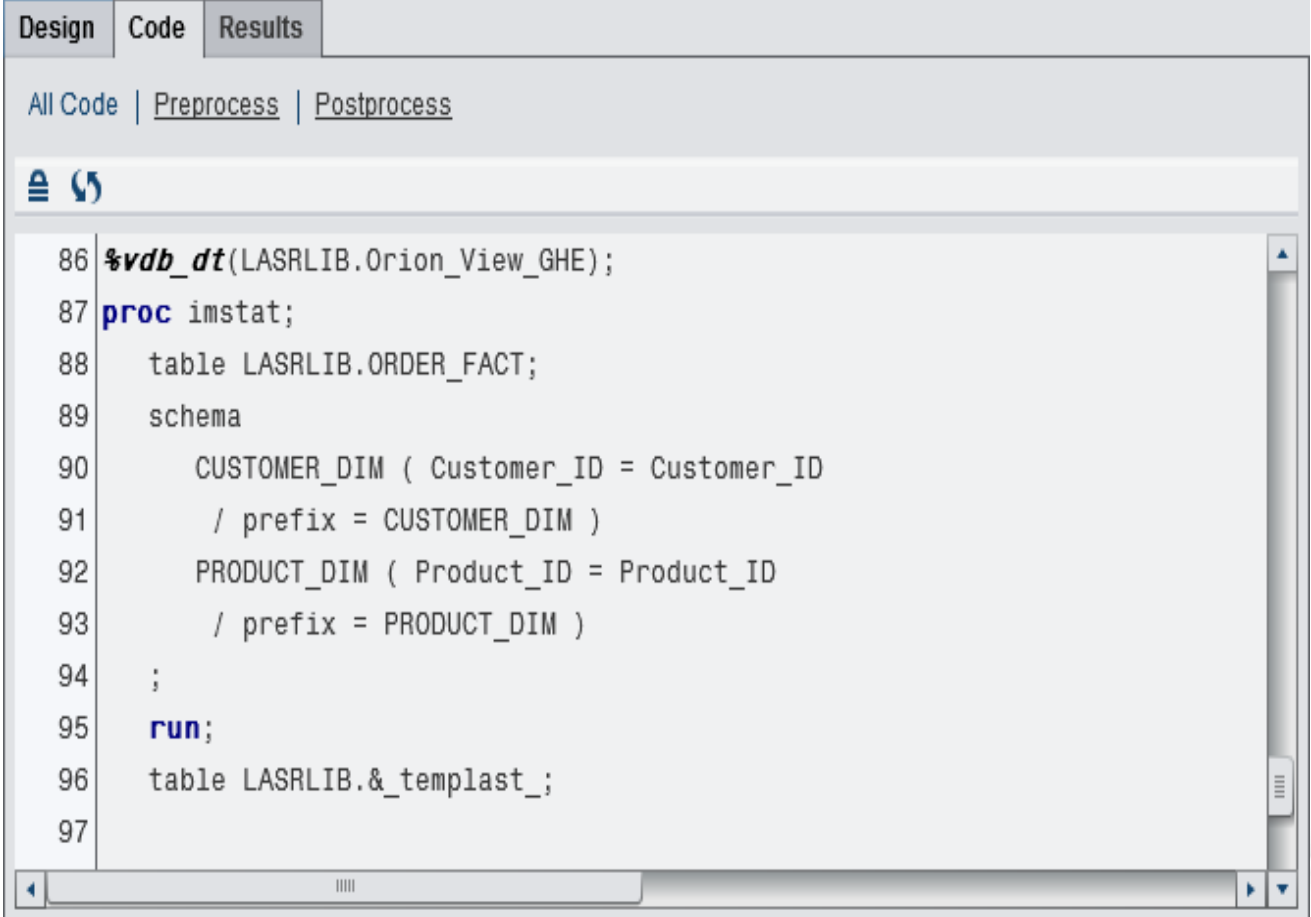
- Collapsible Dimension Tables
- Join Info
- Output Table Name and Location
- Check box to force creation of Output View



Capability Overview – Visual Data Builder

Create Star Schema

- VDB Generated Code



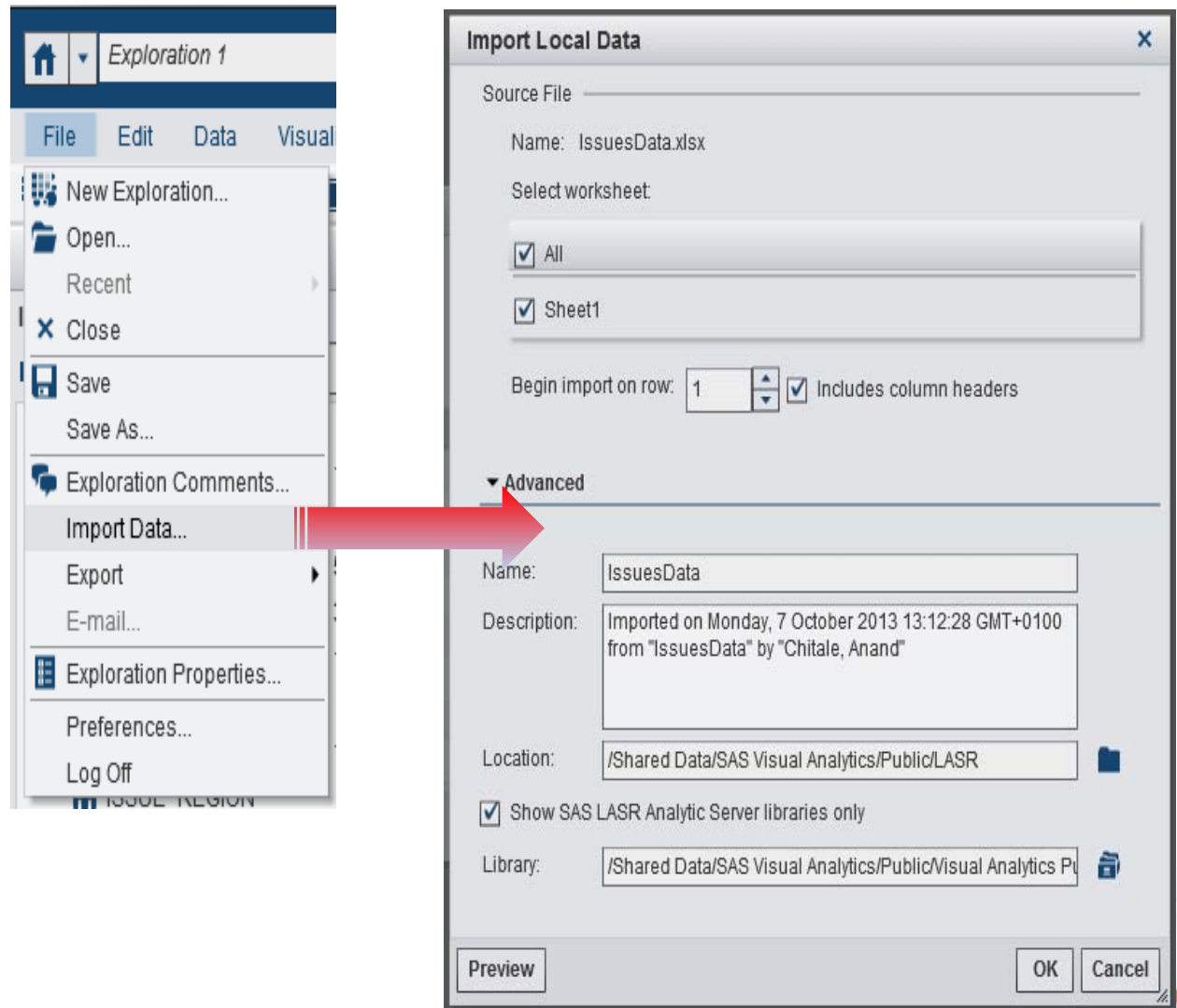
The screenshot shows the SAS Visual Data Builder interface with the 'Code' tab selected. The code is generated for a star schema and includes the following lines:

```
86 %vdb_dt(LASRLIB.Orion_View_GHE);
87 proc imstat;
88   table LASRLIB.ORDER_FACT;
89   schema
90     CUSTOMER_DIM ( Customer_ID = Customer_ID
91       / prefix = CUSTOMER_DIM )
92     PRODUCT_DIM ( Product_ID = Product_ID
93       / prefix = PRODUCT_DIM )
94   ;
95   run;
96   table LASRLIB.&_templast_;
97
```

Capability Overview – Local Data Access

Import Local Data for Reporting / Exploration

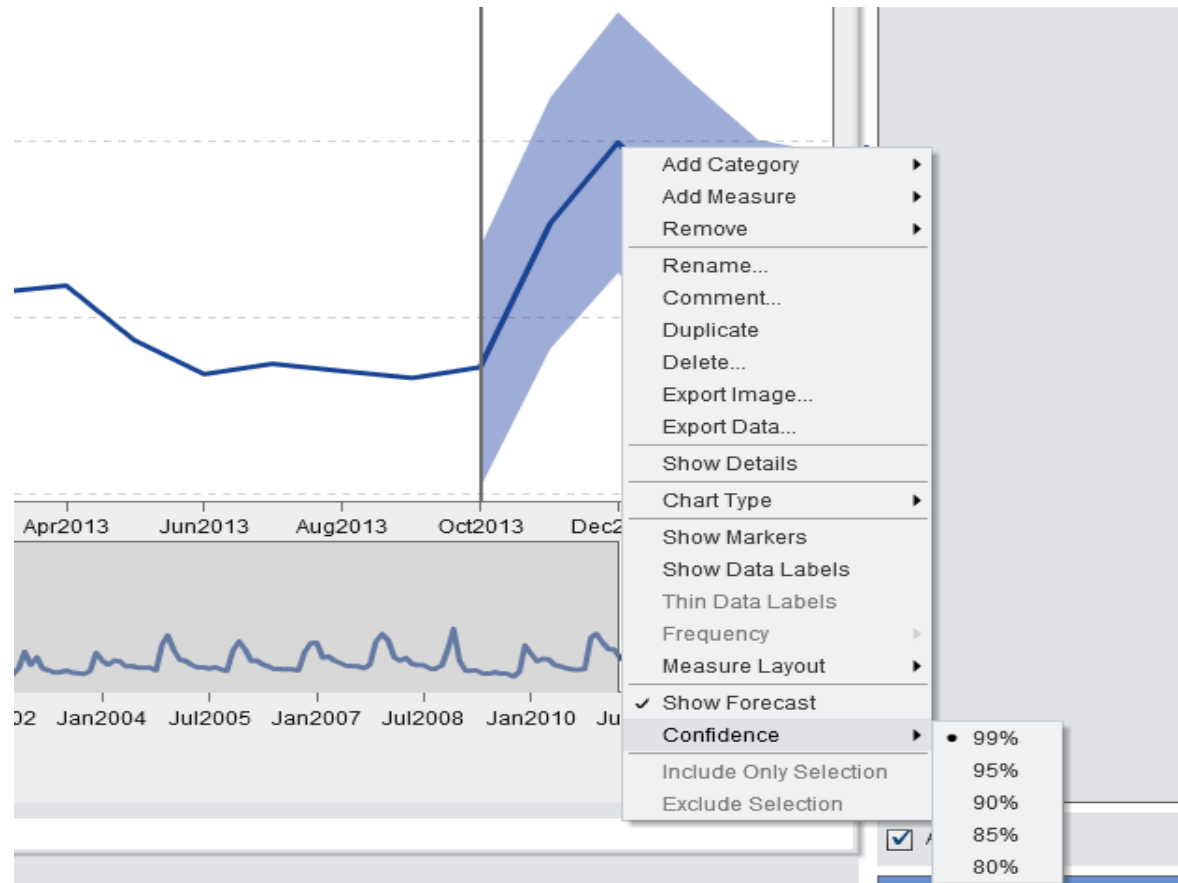
- User can import data files directly from Report Designer and Explorer
- Import File Formats: Excel, CSV, SAS Datasets
- Preview Data before uploading to memory



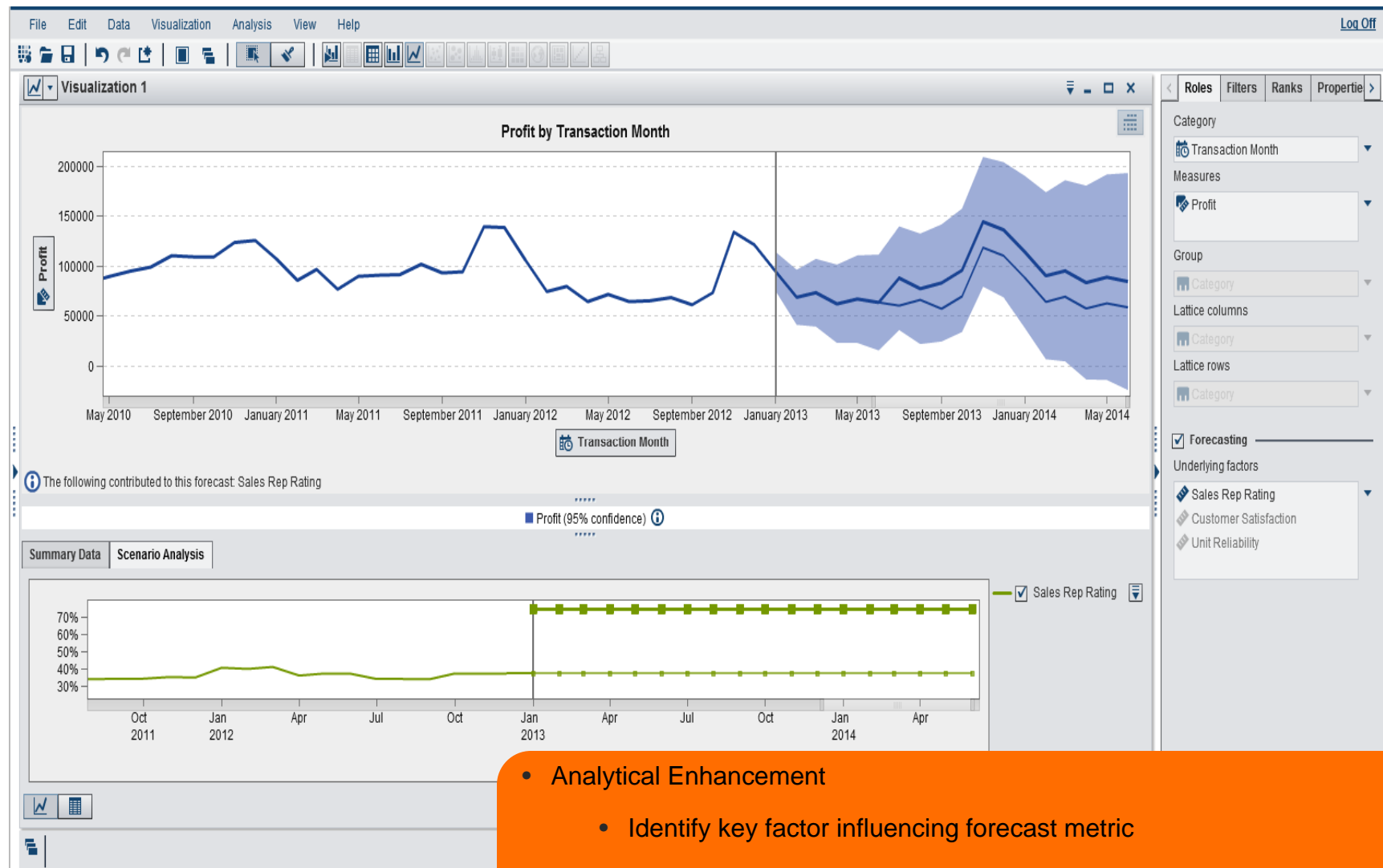
Forecast Enhancements

Forecast

- Ability to switch between different percentages for the confidence interval



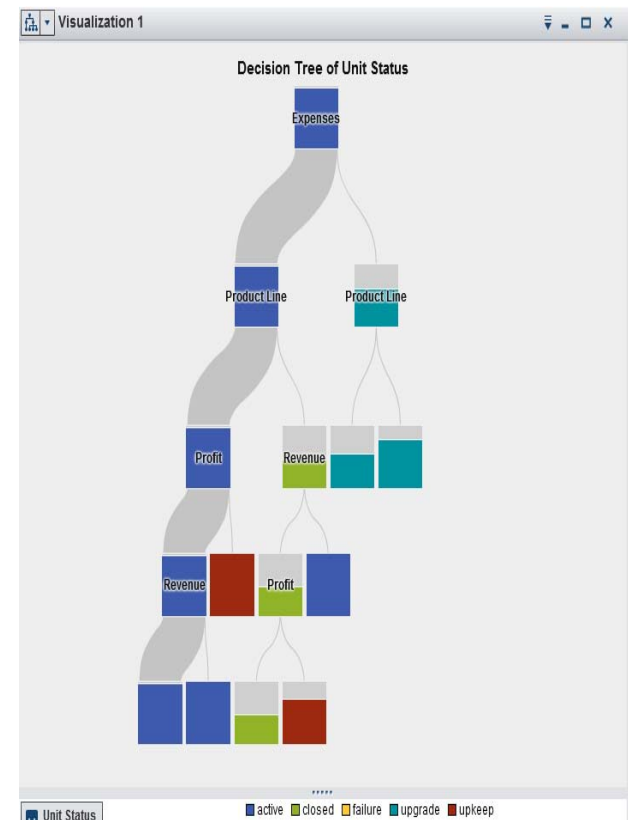
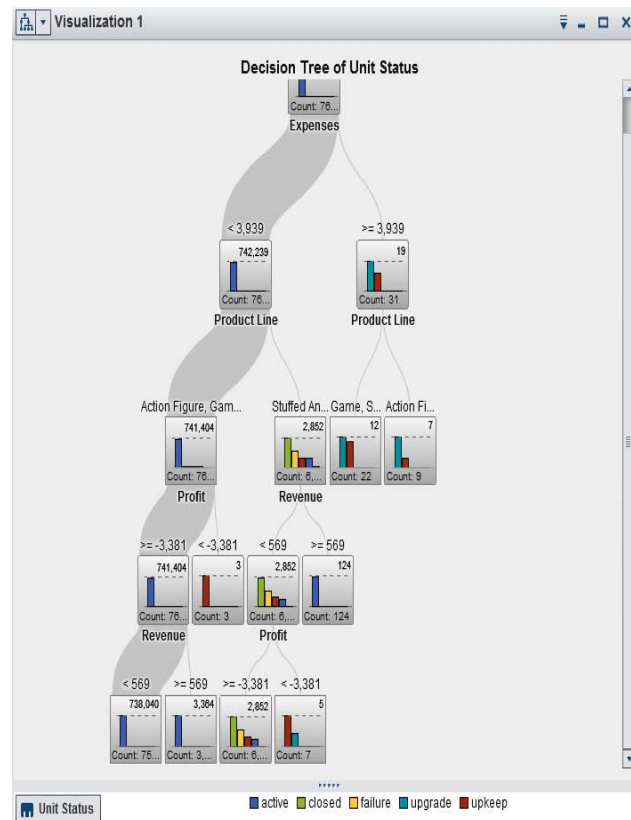
Capability Overview – Scenario Analysis



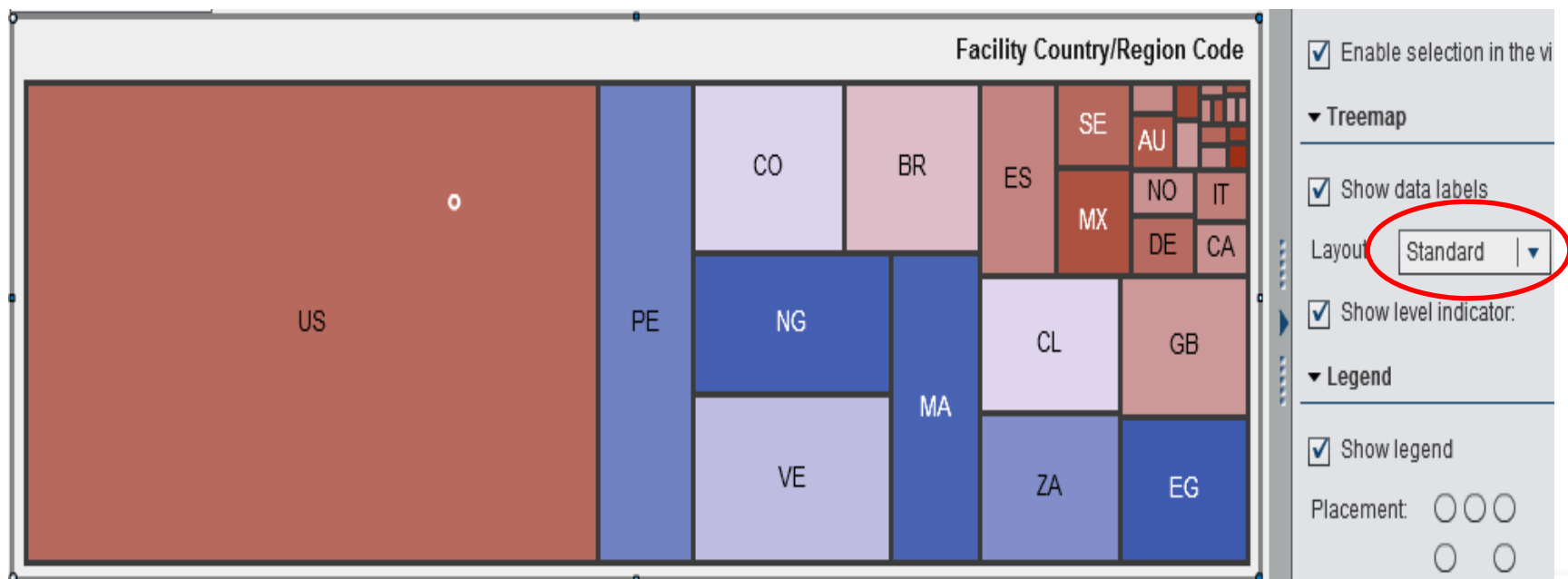
- Analytical Enhancement
 - Identify key factor influencing forecast metric
 - Create scenarios for key influencing factor and generate new forecast
 - Compare existing and new forecast results

Decision Tree Enhancements

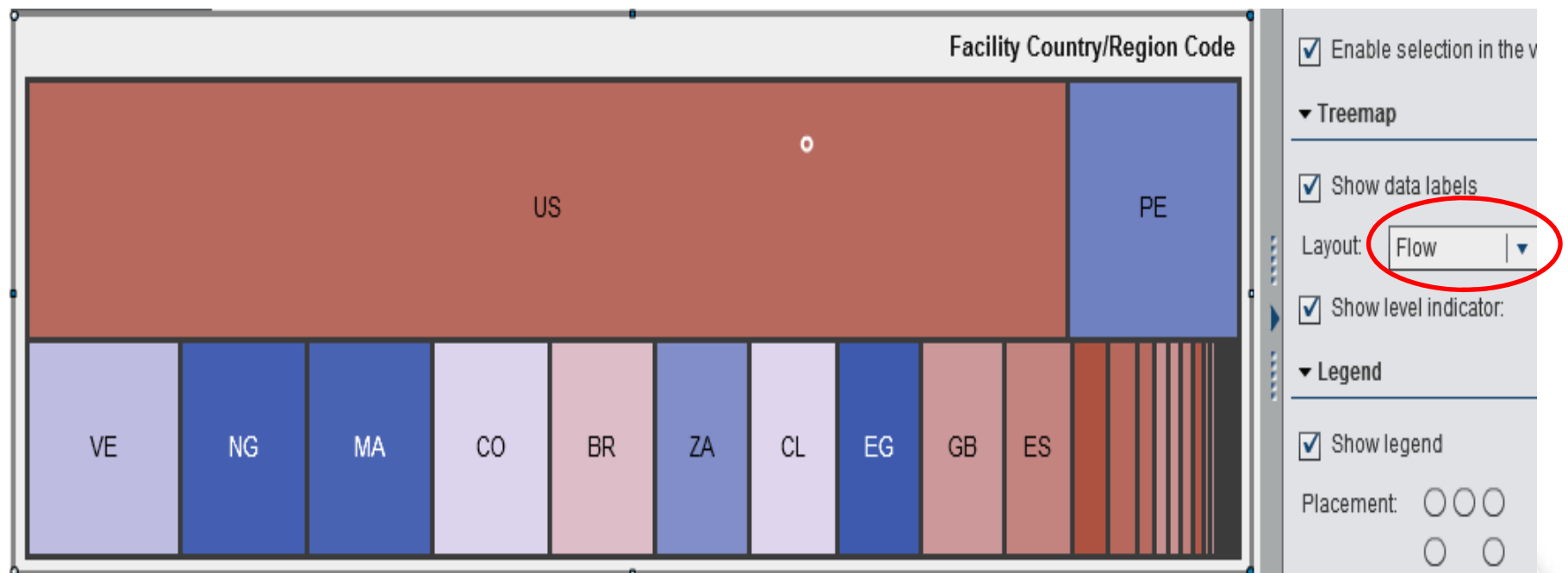
- Frequency or Percentage
- Color node when too small to render details



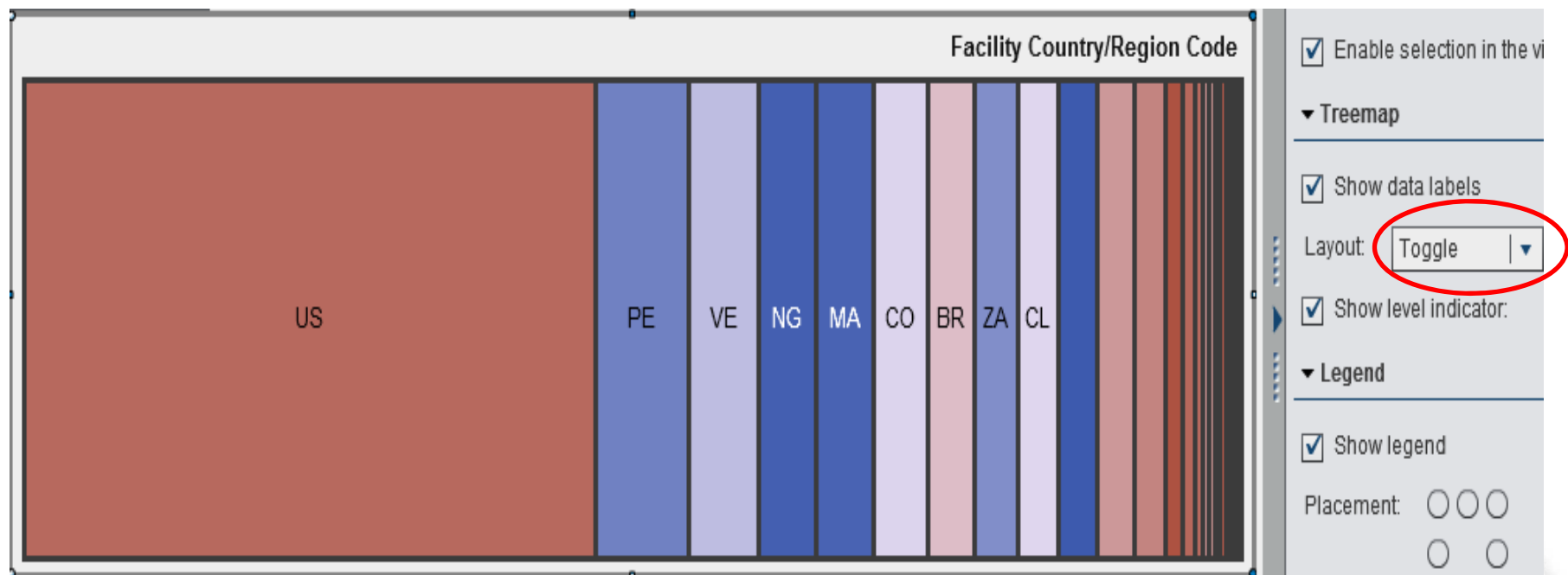
Treemap Layout Option – Standard



Additional Treemap Layout Option – Flow

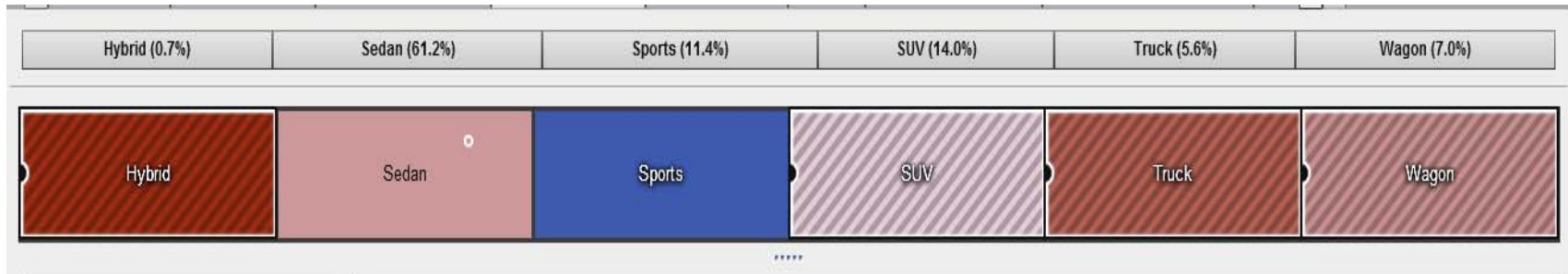


Additional Treemap Layout Option – Toggle



Additional Treemap Layout Options

- Treemap as an alternative to button bar
- Selection of several category values as filter



Capability Overview – Geo Maps

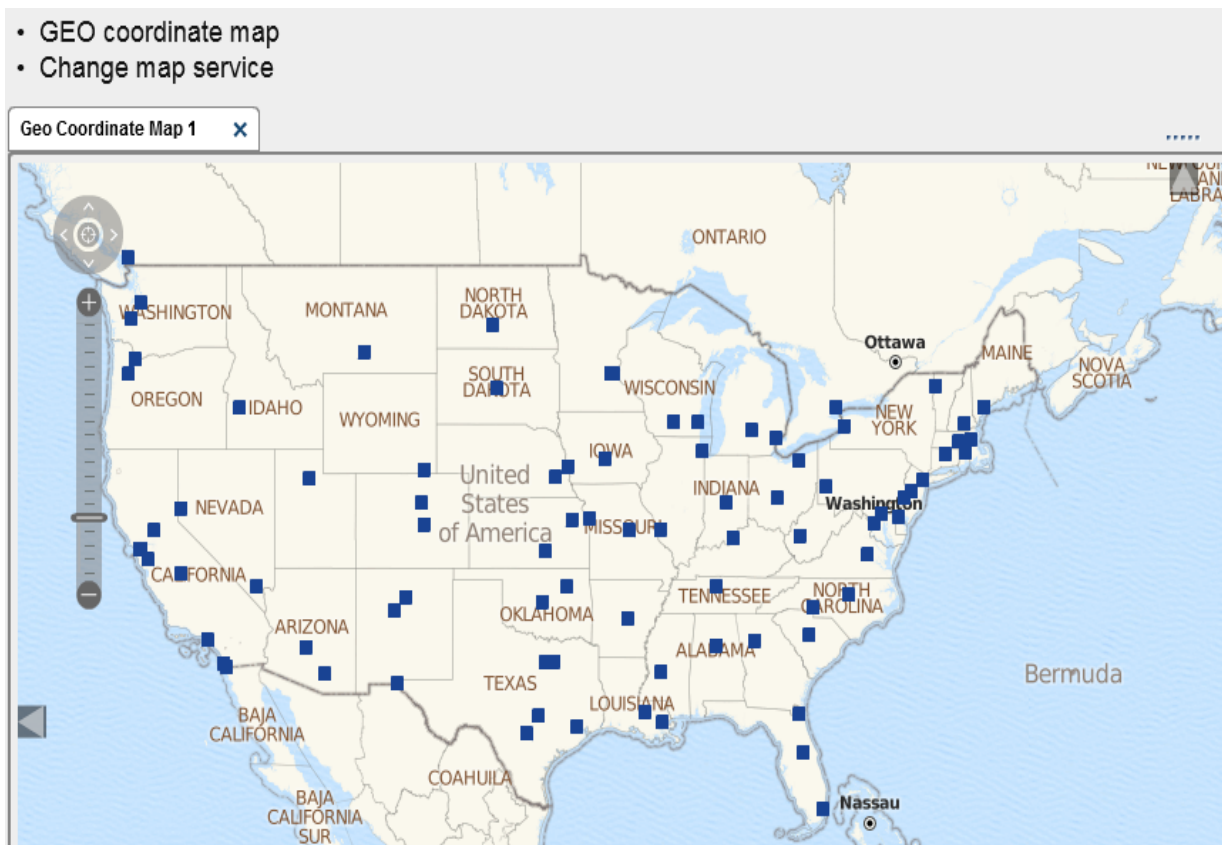
Enhanced Geo Maps

- View maps with Choropleths
- Define custom conditional highlighting



Usability Enhancements in Designer

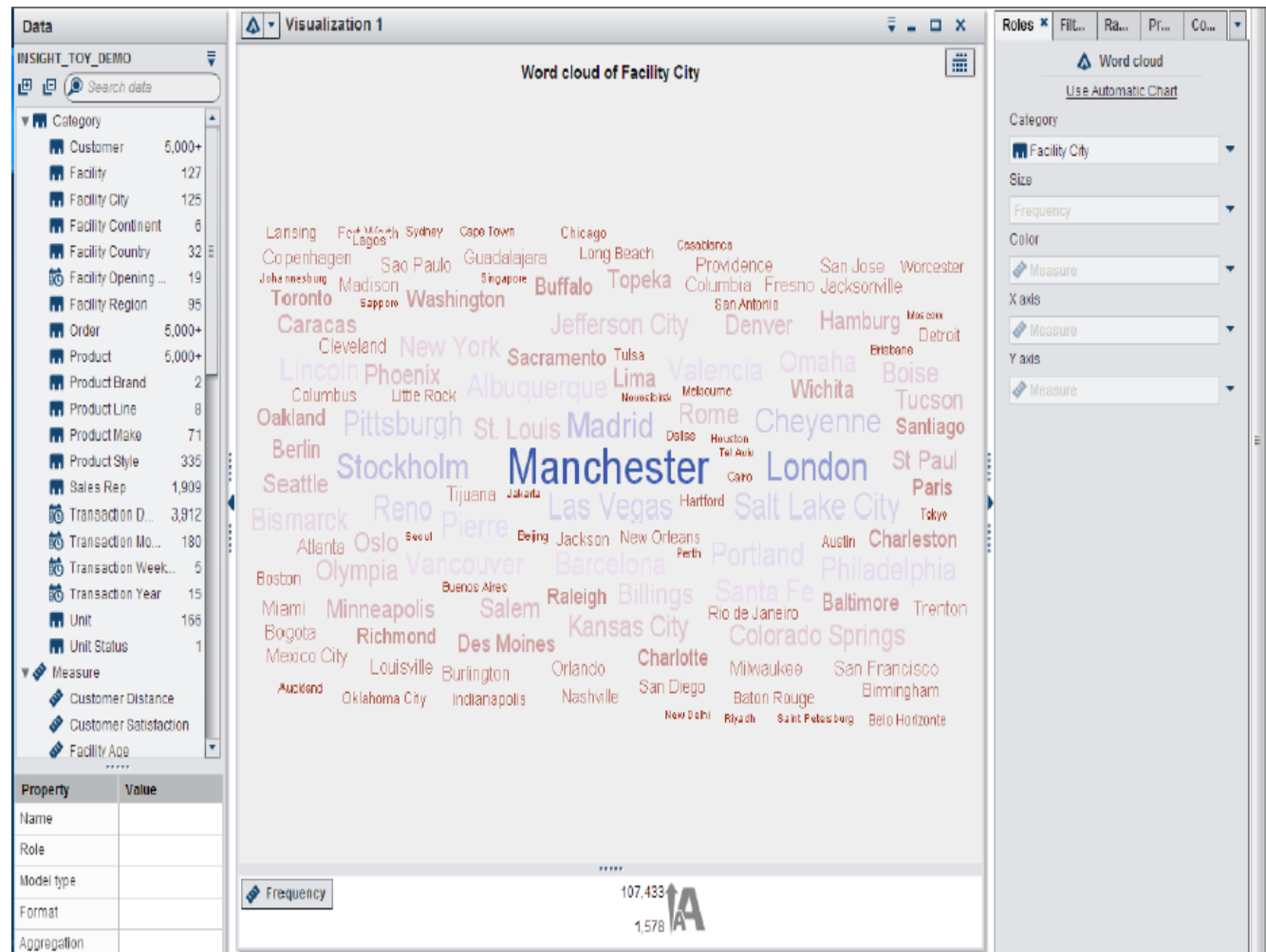
- Change map type after geo map is created
- Geo Coordinate Map in Designer



Capability Overview – word cloud

Text Analytics / Word Cloud

- Use unstructured data
- Utilize pre-defined ontologies from data source
- Explore results for details



Capability Overview – OOTB Time Based Calculations via Context Menu

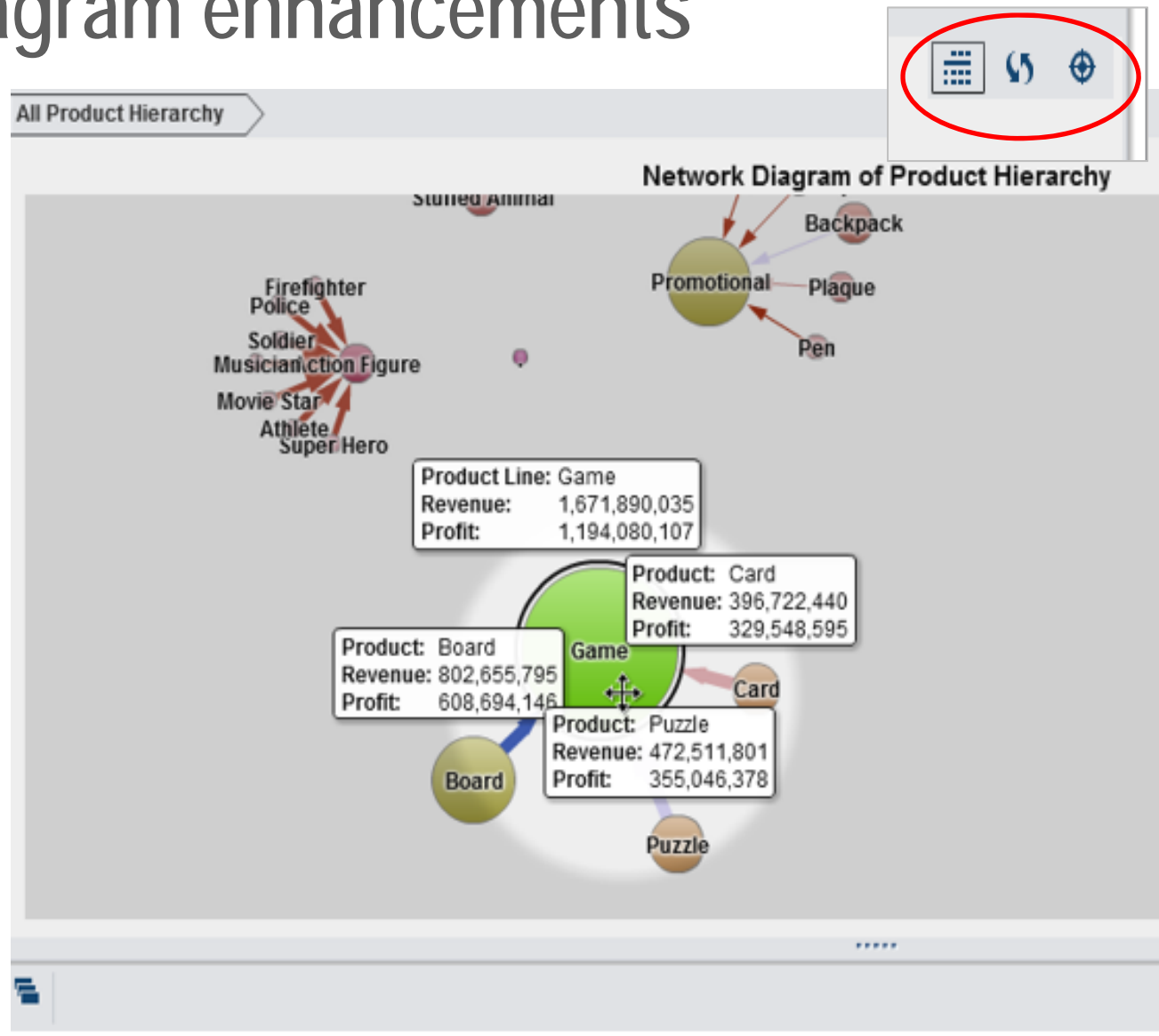
Set of time based calculations

- Difference Previous Period - Consecutive
- Difference Previous Period - Period
- Percent Difference Previous Period - Consecutive
- Percent Difference Previous Period - Parallel
- Period To Date
- Year To Date Growth

Product Sales	483821	-61716	545537
Sales	460018	-37836	497854
Sales	1232834	-405831	1638665

Network diagram enhancements

- Spotlight: Highlight several nodes and display tooltips simultaneously
- Layout Nodes



Capability Overview – Enhancements on Calculated Columns

Time Based Calculations

- For aggregated Measures you now have a new category of periodic operators

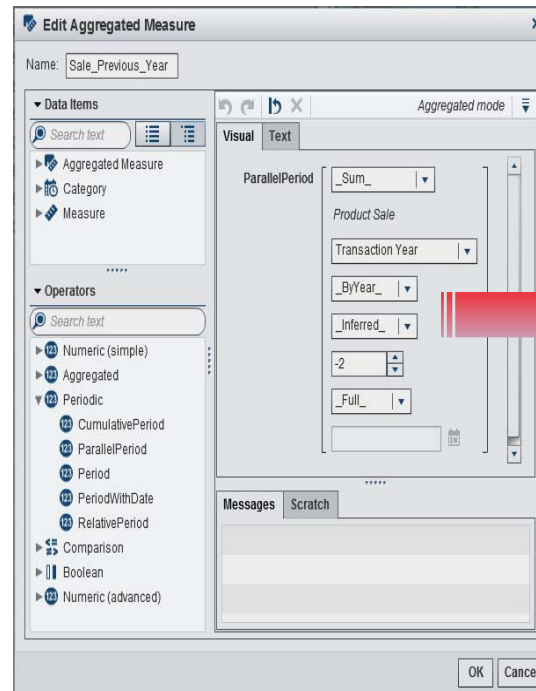
Parallel Period

Relative Period

Cumulative Period

Period with Date

Period



Product Line	Sale_Previous_Year	Product Sale
Bead	504,816	5,540,159
Figurine	1,608,393	16,258,915
Game	1,548,842	16,045,236
Gift	545,537	5,736,126
Kiosk	497,854	5,828,050
Plush	1,638,665	16,240,328
Promo	516,459	5,449,656
Store	508,068	5,810,340

Bar Chart 1

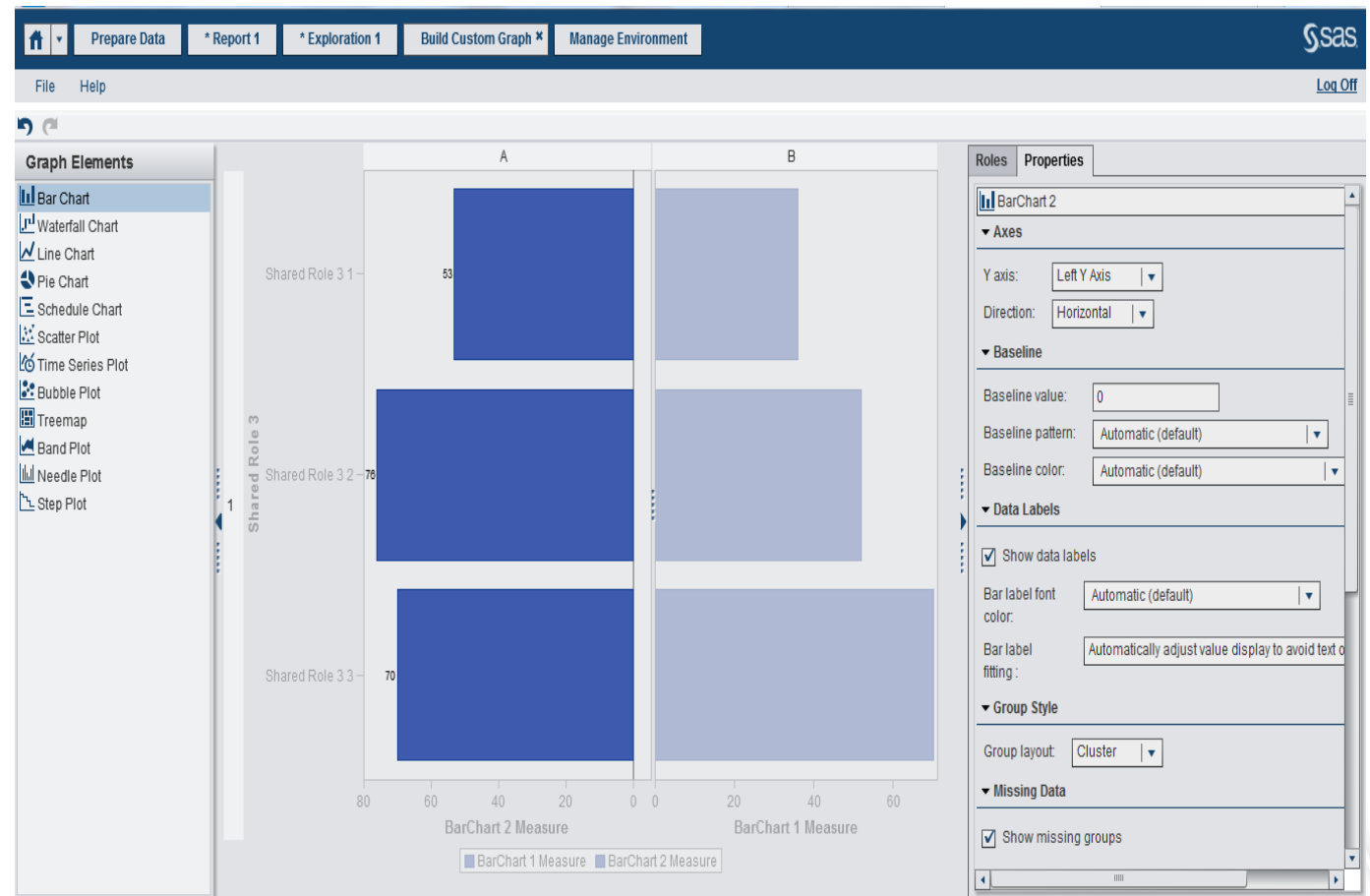
Transaction ...	2012	2011
Product Line	Product Sale	Product Sale
Bead	453,781	504,816
Figurine	1,406,497	1,608,393
Game	1,340,277	1,548,842
Gift	483,821	545,537
Kiosk	460,018	497,854
Plush	1,232,834	1,638,665
Promo	456,098	516,459
Store	451,327	508,068



Capability Overview – Graph Builder

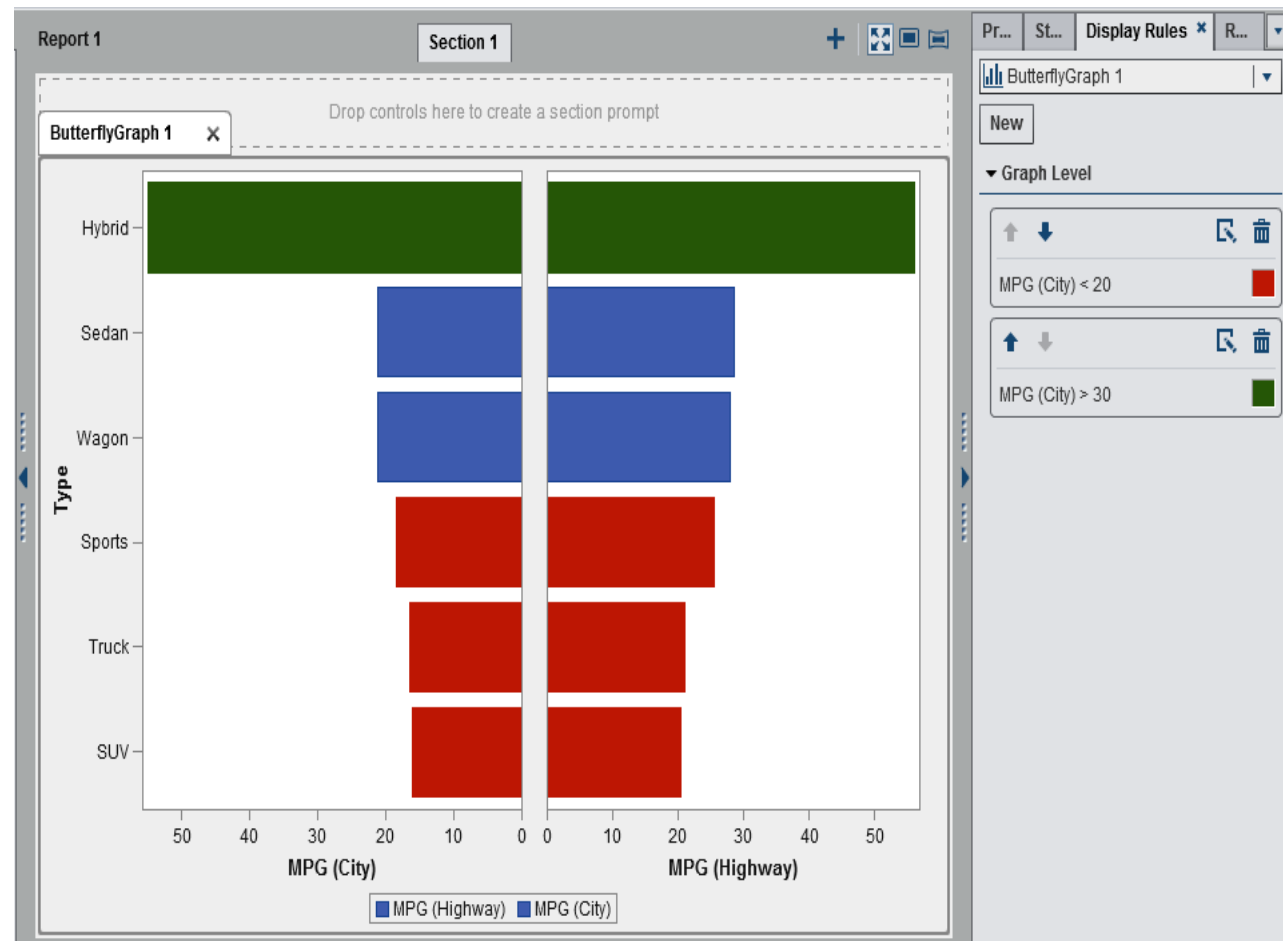
Custom Graph Builder

- Select from a variety of graph types
- Drag & Drop the graphs onto the pallet
- Choose Layout and customize properties
- Save the template



Capability Overview – Graph Builder

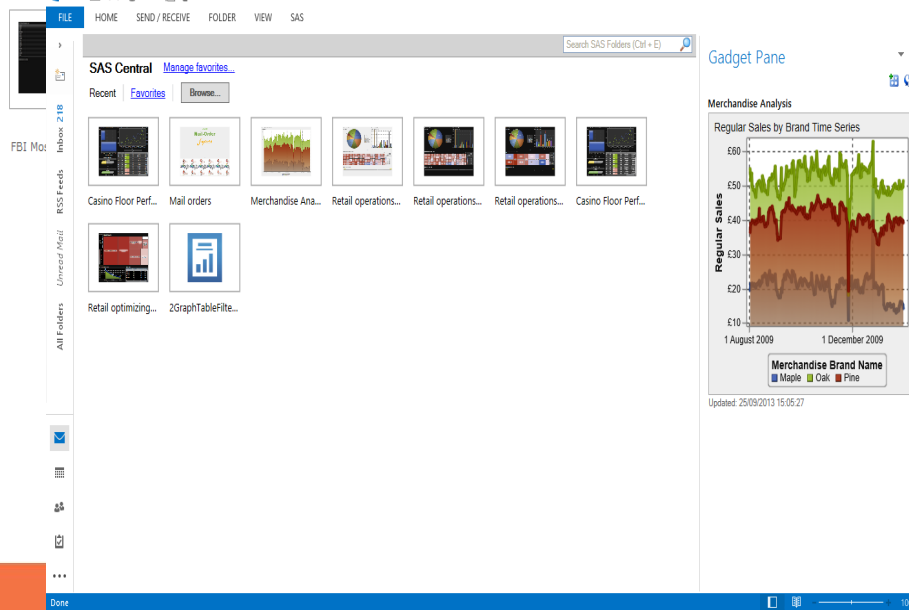
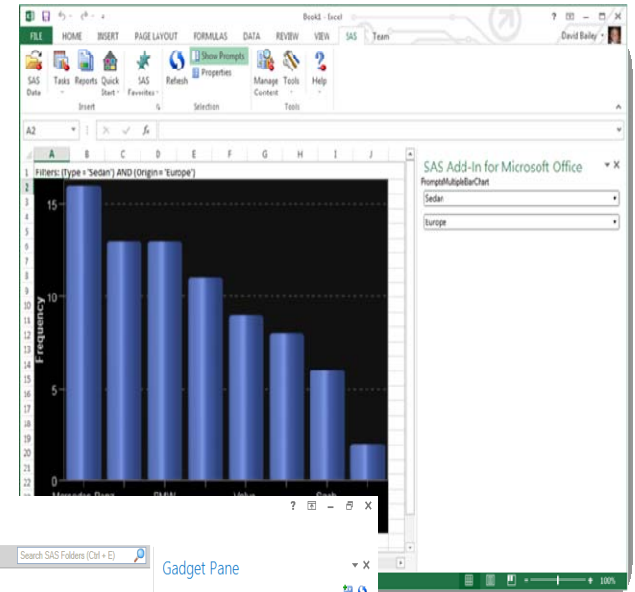
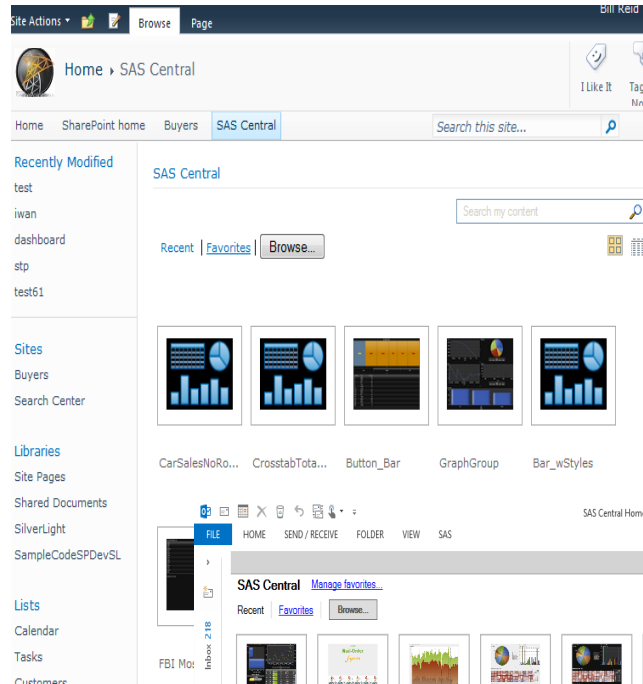
Create Butterfly Graph in Designer with Display Rule applied



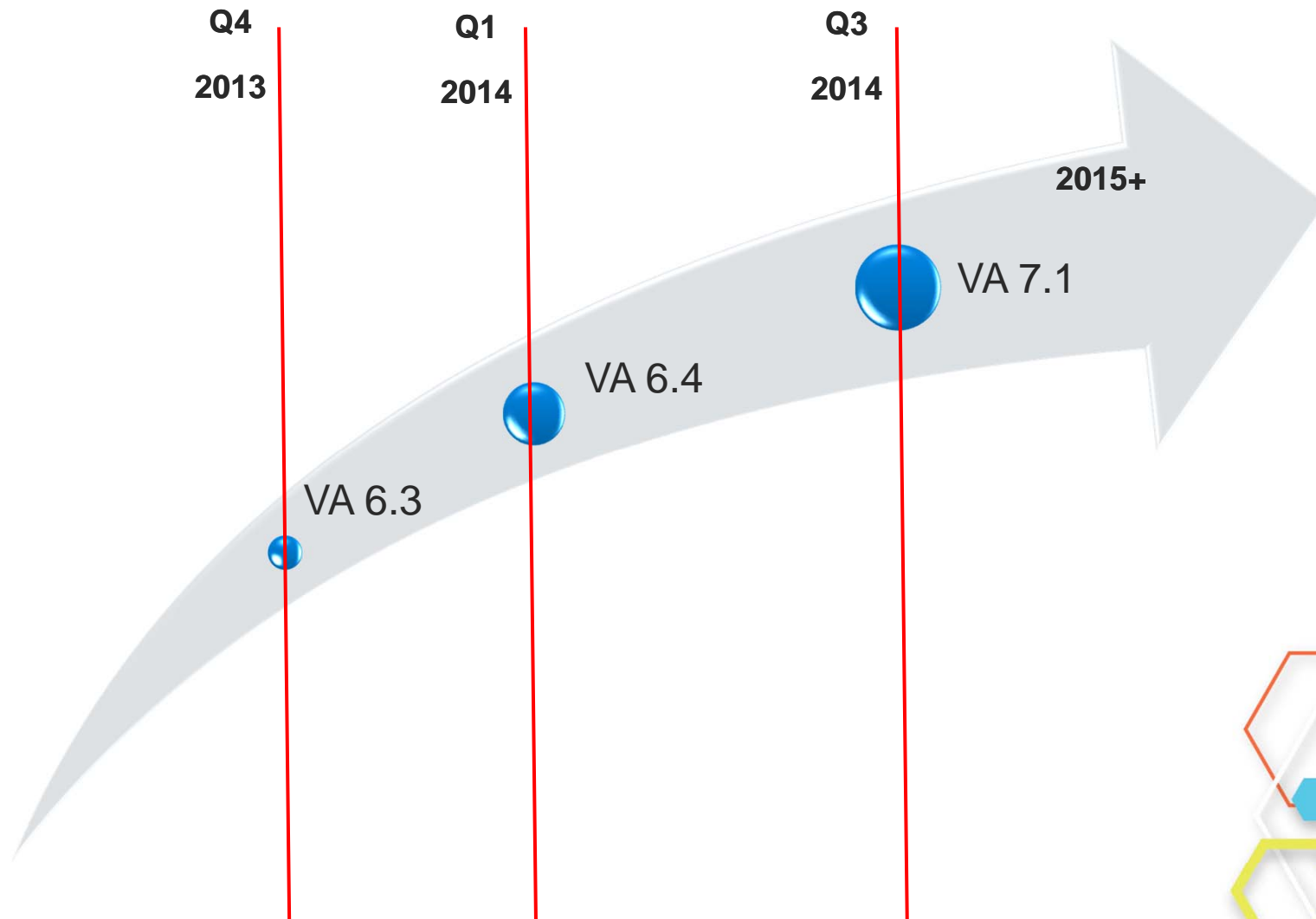
Capability Overview – Office integration

- Office Integration

- View VA Reports in Office Tools
- Outlook Integration with full interactive reports, gadget panes
- SharePoint Integration with full interactive reports
- Excel integration with ability to leverage native Excel charts



HIGH PERFORMANCE JOURNEY



PLANNED ENHANCEMENTS

- Data Compression
 - Compression of the data tables in-memory and in HDFS (from 2x to 10x less memory consumption)
- and much more



Bei Fragen einfach fragen



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Carmelo.lantosca@sas.com

Kontaktieren Sie mich via:

