



## SAS® Desktop Visual Data Discovery for Midsize Business

Unmatched analytics and interactive, dynamic data visualization in a single, easy-to-use package

### What does SAS® Desktop Visual Data Discovery for Midsize Business do?

SAS Desktop Visual Data Discovery for Midsize Business, powered by JMP® 7, provides a point-and-click interface to the analytic capabilities of SAS. It enhances analytics and exploratory data analysis with interactive data visualization, leading to better analyses, faster business decisions and more effective presentations of results.

### Why is SAS® Desktop Visual Data Discovery for Midsize Business important?

SAS Desktop Visual Data Discovery for Midsize Business provides an affordable and interactive environment for exploratory data analysis. It overcomes inherent limitations in spreadsheets and static graphics, charts and tabular reports. It also provides a rich and collaborative environment for advanced users to customize analyses by writing their own code and sharing analytic excellence with others in the organization.

### For whom is SAS® Desktop Visual Data Discovery for Midsize Business designed?

SAS Desktop Visual Data Discovery for Midsize Business is designed for PC SAS users or business users of other statistical analysis packages who have a need for advanced statistical capabilities along with dynamic visualization.

Today's companies are overwhelmed with data. The challenge is to access the data, analyze it and deliver the resulting information quickly and effectively to decision makers so appropriate actions can be taken.

For many small and midsize companies, data sources have gotten so large and varied that the majority of statistical software products just can't handle them. On top of that, some products produce only static reports and graphs with no interactive capabilities for dynamically exploring data, making it difficult to discover relationships and determine departmental or organizational impacts.

Additionally, small and midsize organizations face limitations on IT infrastructure. Therefore, mixing and matching legacy software packages to achieve analytic excellence can tax IT resources as well as everyone's patience. SAS Desktop Visual Data Discovery for Midsize Business can help organizations enhance analytic effectiveness for faster insights and actions without creating a burden on IT.

SAS Desktop Visual Data Discovery for Midsize Business combines SAS Analytics Pro for Midsize Business with the interactive interface of JMP® 7 to provide an easy-to-install, easy-to-use advanced analysis and data visualization package for PC users. Even if your company is not large, you still can use leading technology to achieve par with larger peers and exploit knowledge for customer service and innovation.

### Key benefits

- Enhance analytic effectiveness for faster insights and actions.** Exploratory data analysis and interactive data visualization are provided in an extendable point-and-click environment so information can be viewed in more compelling ways. Sharing analytic results in an interactive and visual manner leads to enhanced communication with consumers of analytic results, enabling them to make faster, better decisions.
- Take advantage of all data to uncover new opportunities.** SAS Desktop Visual Data Discovery for Midsize Business is designed to handle large, disparate data sources, enabling you to leverage all data available for analysis. The interactive and comprehensive environment empowers even more users with advanced analytics from SAS.
- Reduce overall costs and complexity with a consolidated vendor portfolio.** A full range of analysis, reporting and visualization capabilities from one vendor reduces the cost of licensing, maintenance, training and support, and ensures that consistent information is available across the enterprise.
- Achieve corporate and governmental compliance.** Produce repeatable results that are easily documented and verified so you can meet the requirements of auditors and regulators.
- Move the discovery process forward by applying innovative techniques.** SAS statistical capabilities are constantly updated to reflect the latest advances in statistical methodology. And, SAS technical support delivers a level of service not often found with other software vendors.



## Product overview

SAS Desktop Visual Data Discovery for Midsize Business provides point-and-click access to the most needed data preparation, graphical and analytic functions from SAS. The power of SAS on the desktop means that PC users can utilize the SAS programming language to extend built-in features of SAS Desktop Visual Data Discovery for Midsize Business to meet any data preparation or analytic need.

This product is designed for those who need interactive data analysis and visualization capabilities, broad data preparation features and advanced analytics. These users may have SAS programming skills or they may be nonstatisticians who want to exercise the power of SAS from the JMP environment. They may also include current users of SAS Analytics Pro for Midsize Business who want to upgrade to the most complete PC analytic software bundle.

SAS Desktop Visual Data Discovery for Midsize Business is easily augmented for specialized users by adding forecasting, optimization, quality improvement or matrix programming capabilities.

## Highly interactive statistical graphics

When users can interact visually with data and analysis results, they can more easily explore information and glean new insights. With SAS Desktop Visual Data Discovery for Midsize Business, users can grab, spin and slice their data, viewing it from multiple-direction dimensions. Interactive graphs range from 3-D scatter plots to trellis plots, needle plots and summary charts. Animated bubble plots let you put graphs in motion, enabling you to quickly grasp changes over time.

## Visual querying and data filtering

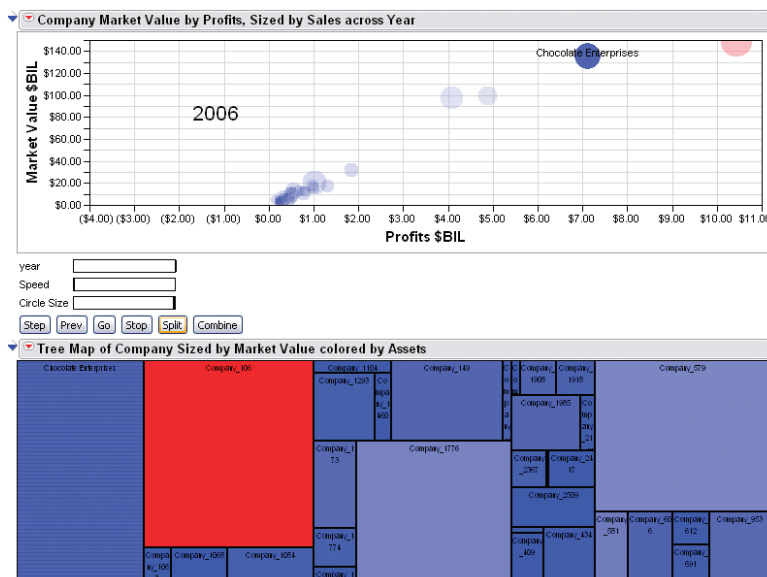
With SAS Desktop Visual Data Discovery for Midsize Business, you don't have to develop complex SQL queries because querying data is visual, intuitive and dynamic, and results are displayed immediately. SAS Desktop Visual Data Discovery for Midsize Business can handle virtually unlimited amounts of data. Users can interactively filter and query data, browsing and rearranging data at will. By just pointing and clicking, you can visually subset data, animate reports or drill down to underlying data.

Any number of columns can be added to the data filter, including continuous, categorical and hierarchical variables. You can preview a fixed number of rows, choose columns and generate SQL – all through an intuitive point-and-click interface. All graphs and reports are dynamically linked and updated automatically.

## Extensible visual analytics

SAS Desktop Visual Data Discovery for Midsize Business brings an interactive exploration environment to SAS Analytics Pro for Midsize Business software. You can point and click your way through the interface and customize analyses with your own SAS programs. Custom GUIs to SAS Analytics are easily created, enabling SAS programmers to further leverage their SAS skills and make interactive, analytic results available to others in the organization.

SAS Desktop Visual Data Discovery for Midsize Business supports both the information producer and the information consumer with the ability to surface information and share visual results in an easy-to-understand manner. By distilling complex data structures into succinct, dynamic graphs and reports, more users across the organization can quickly assess and realize the value in information assets. SAS Desktop Visual Data Discovery for Midsize Business provides an ideal entry point for pioneering the use of analytics in the business.



**SAS Desktop Visual Data Discovery for Midsize Business provides point-and-click access to the most needed data preparation, graphical and analytic functions.**

## Comprehensive set of tools for exploratory and advanced statistical analysis

With SAS Desktop Visual Data Discovery for Midsize Business, you get the broad and deep range of SAS software's advanced analytics made available from an interactive, point-and-click interface.

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## Analysis of variance

Analysis of variance is a technique for analyzing experimental data. With SAS Desktop Visual Data Discovery for Midsize Business, users can perform analysis of variance for balanced or unbalanced designs, multivariate analysis of variance and repeated measures analysis of variance. Users can also fit general linear models and mixed models for a variety of data situations.

## Regression

Regression analysis examines the relationship between a response variable and a set of explanatory variables. SAS Desktop Visual Data Discovery for Midsize Business uses least squares to estimate parameters, includes nine different model selection methods and produces a variety of diagnostic measures. More specialized procedures fit generalized linear models, mixed linear models, nonlinear models and quadratic response surface models.

## Categorical data analysis

In categorical data, the outcome of interest reflects categories with data often presented in tabular form, known as contingency tables. Users can investigate the association in a contingency table as well as produce measures that indicate the strength of that relationship. Parametric models can be used to investigate the variation of a function of the outcome variable across levels.

## Multivariate analysis

Multivariate analyses encompass a variety of methods for modeling data with two or more response variables or for identifying relationships among several variables without designating particular variables as response or explanatory variables. Common factor analysis can be used to explain the correlations among a set of variables in terms of a limited number of unobservable, or latent, variables. Principal component

analysis summarizes a large number of variables with a small number of linear combinations.

## Survival analysis

Survival analysis concerns data that measures lifetime or time until an event. In many cases, only upper or lower bounds are available for some observations. This is known as censoring. Survival analysis methods correctly use both censored and uncensored observations. SAS Desktop Visual Data Discovery for Midsize Business compares survival distributions for the event-time variable, fits accelerated failure time models to event-time data and performs regression analysis based on the proportional hazards model.

## Psychometric analysis

Psychometric methods are well-suited for analyzing data on human judgment and perception, such as market research data, but can be used for many other types of data. Multidimensional scaling estimates the coordinates of a set of objects and is often used to analyze judgments of product similarity.

## Cluster analysis

Cluster analysis places observations into groups based on similarity. SAS performs hierarchical clustering of multivariate data or distance data with graphical tree diagrams, disjoint clustering of large data sets, and nonparametric clustering with hypothesis tests for the number of clusters.

## Nonparametric analysis

Nonparametric analysis analyzes data not requiring specific distributional assumptions such as normality. SAS performs nonparametric analysis of variance as well as other rank tests for balanced or unbalanced one-way or two-way designs. Exact probabilities are computed for many nonparametric statistics.

## Survey data analysis

Researchers often use sample survey methodology to obtain information about a large population by selecting and measuring a sample from that population. SAS Desktop Visual Data Discovery for Midsize Business provides tools for selecting probability-based random samples from a study population and analyzing the sample survey data. Procedures for computing summary statistics, analyzing contingency tables and building linear and logistic regression models enable users to incorporate the sample design into analysis.

## Multiple imputation

Missing values are an issue in many analyses. SAS Desktop Visual Data Discovery for Midsize Business enables you to fill in missing values multiple times to generate a series of complete data sets, analyze the data sets using standard statistical analyses and combine the results to produce valid statistical inferences.

## Power and sample size computation

Study planning procedures enable you to optimize your resource usage during the design of a study, aid in determining the sample size required to get statistically significant results and help you to detect a meaningful effect.

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## Leverage core SAS® capabilities

With SAS Desktop Visual Data Discovery, you get dynamic statistical analysis capabilities that are integrated with the industry's most comprehensive software platform. It provides the ability to leverage core SAS capabilities, including analytics, stored services/processes, SAS reports and SAS output.

## **SAS® Desktop Visual Data Discovery for Midsize Business**

### **Client environment**

- Windows (x86-32): Windows 2000 Professional, Windows XP Professional, Windows Vista (Enterprise, Ultimate and Business editions)
- Internet Explorer 5.5 and 6

### **Software included**

- Base SAS®
- SAS/GRAPH®
- SAS/STAT®
- SAS® Enterprise Guide®
- JMP® 8

*Please contact your SAS® reseller for a demonstration and further information on technical requirements.*

## **Key Features**

### **Highly interactive statistical graphics**

- Animated bubble plots show data with sized bubbles that move over time.
- 3-D scatter plots with categorical and continuous data.
- Scatter plot matrix with categorical and continuous data.
- Trellis plots.
- Summary charts.
- Line plots.
- Needle charts.
- Creation of new graphics via the JSL programming language.
- All graphics interact via the data table with brushing, highlighting, hiding and other capabilities.
- Many other graphical reports.

### **Visual querying, data filtering and extensible visual analytics**

- Handle virtually unlimited data.
- Rearrange data at will.
- Interactively tabulate data.
- View and interact with dynamically linked statistics and graphics.
- Extend beyond built-in analytics capabilities by adding custom analyses with the SAS programming language.

### **Comprehensive set of tools for advanced statistical analysis**

- Analysis of variance.
- Regression.
- Categorical data analysis.
- Multivariate analysis.
- Survival analysis.
- Psychometric analysis.
- Cluster analysis.
- Nonparametric analysis.
- Survey data analysis.
- Multiple imputation for missing values.
- Power and sample size computation.
- Time series analysis.
- Design of experiments.
- Nonlinear modeling.
- Decision trees.

### **Leverage core SAS® capabilities**

- SAS® Analytics.
- SAS® Stored Services (also known as SAS Stored Processes).
- SAS® code.
- SAS® reports.
- SAS® output.



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POWER  
TO KNOW.**

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