



**SAS<sup>®</sup> VISUAL ANALYTICS**  
INCREASING YOUR COMPETITIVE EDGE



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# STRATEGIC FOCUS – SAS BUSINESS INTELLIGENCE

## ANALYTICS CULTURE

Provide APPROACHABLE ANALYTICS, “out of the box”, for anyone to use

## USER ORIENTED

Easy to use self-service capabilities, while allowing IT to manage and govern.

## ANYWHERE, ANYTIME

Deliver content via the web, mobile devices as well as commonly used Microsoft applications.

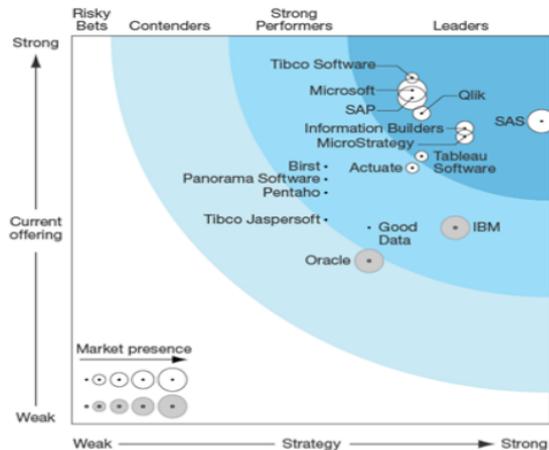
## FUEL ANALYTICS LIFECYCLE

Gain insights from data through the power of analytics and visualization.



# SAS VISUAL ANALYTICS LEADER

## “FORRESTER WAVE AGILE BI-PLATFORMS” (Q3 2014)



“**SAS**, a known leader in enterprise BI and advanced analytics, now **leads the pack in Agile BI.**”

The Forrester Wave™: Agile Business Intelligence Platforms, Q3 2014, Forrester Research, Inc., July 3, 2014.

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# SAS® VISUAL ANALYTICS

# STATE OF THE ART SOLUTION FOR FASTER, SMARTER DECISIONS AIMED AT THE MASSES

Central Entry Point

Integration

Role-based Views



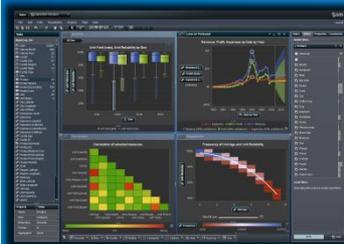
## DATA PREPARATION

- Join data from multiple sources
- Create calculated and derived columns
- Load data



## ADMINISTRATION

- Monitor SAS® LASR™ Analytic server
- Load/unload data
- Manage security



## EXPLORATION

- Perform ad-hoc analysis and data discovery
- Apply approachable predictive analytics



## REPORTING

- Create dashboard style reports for web or mobile



## MOBILE

- Native iOS and Android applications that delivers interactive reports

# SAS® LASR™ ANALYTIC SERVER

# Data Exploration & Visualization

**With Approachable Analytics**

**SAS Visual Analytics provides data exploration & visualization  
along with highly powerful approachable analytics to a large  
number of end-users**

- Analytics designed for the masses – **approachable analytics**
- Powerful analytical models utilized behind a simple point and click GUI
- Automatic model selection where appropriate
- Analytical models operate in „black box mode“ making them simple to consume with no analytics knowledge
- Rapid analytic insights that can be easily surfaced



### Correlation

- Lets you identify the degree of relationship between two variables (i.e. age of a manufacturing unit affects its output quality)
- Lets you examine which variables are more relevant in driving a certain result and eliminate irrelevant variables from any further analysis

### Forecasting

- Lets you look at the historic patterns in your data and describe the most likely outcome for the future.
- Features automatic selection of the most appropriate forecasting model to determine the most likely future outcome
- Lets you determine the impact of various business drivers (variables) on a given forecast and conduct scenario analysis by altering them to identify the impact of any changes on the downstream likely outcome

### Decision trees

- Lets you interactively generate decision trees to graphically depict likely outcomes
- Can be used for basic root-cause analysis
- Can be used as a precursor for predictive model building to identify important variables for consideration
- Provides different user settings that allow you to modify certain influencing parameters for the tree generation.

# MOVING BEYOND APPROACHABLE ANALYTICS

## APPROACHABLE ANALYTICS ANSWERS MANY QUESTIONS .... BUT SOME QUESTIONS REQUIRE FURTHER ANALYTIC EXPLORATION

- Which customers are currently most profitable?
- Which factors are individually most relevant in influencing customer churn?
- What are the most obvious emerging trends driving customer satisfaction?
- Which business drivers are correlated with each other?

- Which customers will be more profitable in the future?
- How can we exploit combinations of factors, to predict which customers will leave?
- Which of my customers will most likely respond if I target them with my next campaign?
- How can I best describe the complex interactions I expect to find in my data?



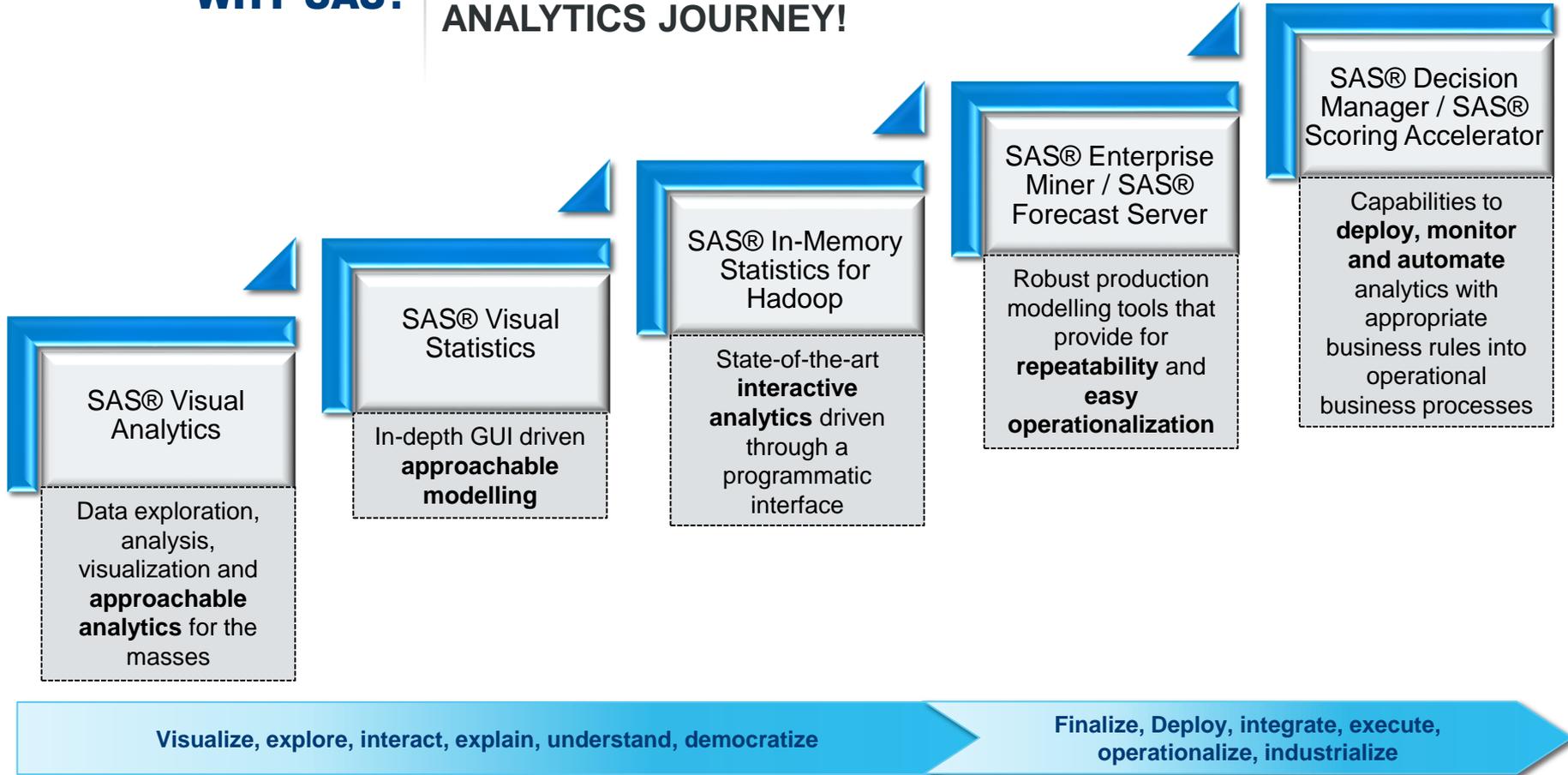
Approachable  
Analytics



Requires  
more than just  
Approachable  
Analytics

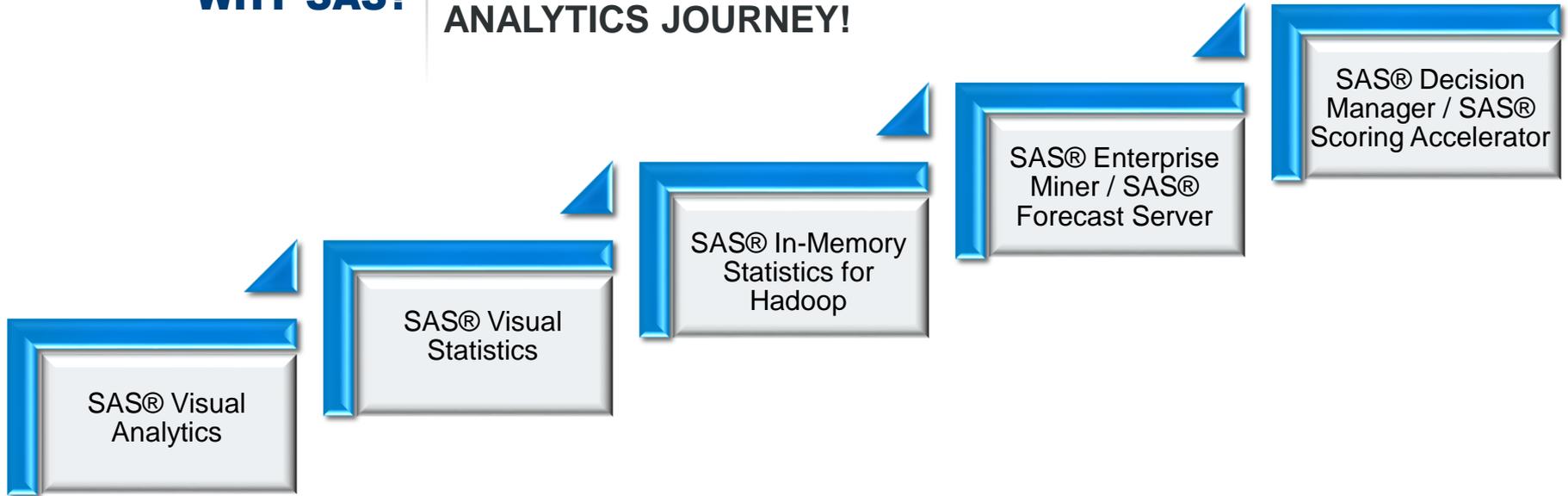
# WHY SAS?

## SUPPORTING THE ENTIRE ANALYTICS JOURNEY!



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Production deployment into operational systems or elsewhere bringing analytics to the masses

## WHY SAS? FINAL ARGUMENTS

Speed

*Customers are struggling with producing decision support in a timely manner. SAS helps by shortening the time spent going through the data to decision lifecycle process.*

Productivity

*By enabling the rapid creation of high quality analytical models, SAS increases the throughput of users.*

Accuracy

*SAS enables customers to build more accurate models. More accurate models results in better decisions which drives additional value generation*

Scalability

*Do not be restricted by the size of the data or the complexity of the business problem. SAS scales to any volume and complexity*

Proven

*Based on almost 40 years experience SAS does not just provide features and functions – we know the difference between correlation and causation*



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# SAS difference



**THE  
POWER  
TO KNOW.**