

PhUSE 2013 SAS Analytics Software Demonstration



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Andy Bayliss – Technical Client Manager
Andy.Bayliss@sas.com

The Analytics Lifecycle

BUSINESS MANAGER

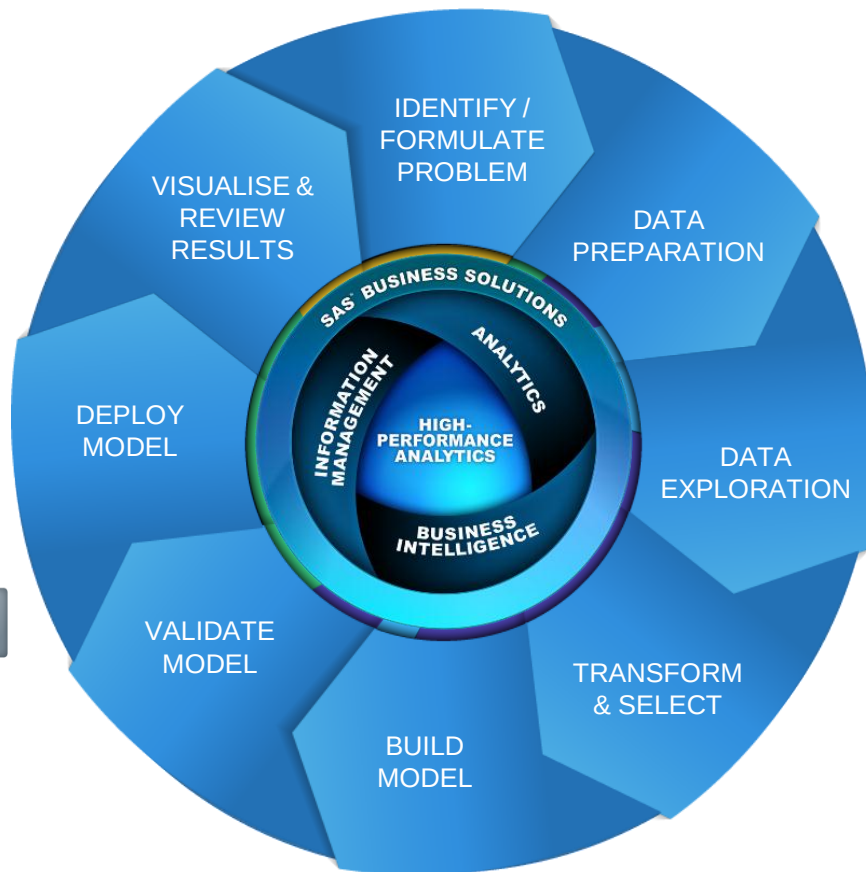


Domain Expert
Makes Decisions
Evaluates Processes and ROI

IT & DATA MANAGEMENT



Model Validation
Model Deployment
Model Monitoring
Data Preparation



BUSINESS ANALYST



Data Exploration
Data Visualization
Report Creation

DATA MINER / STATISTICIAN



Exploratory Analysis
Descriptive Segmentation
Predictive Modeling

The Analytics Lifecycle

SAS® Visual Analytics

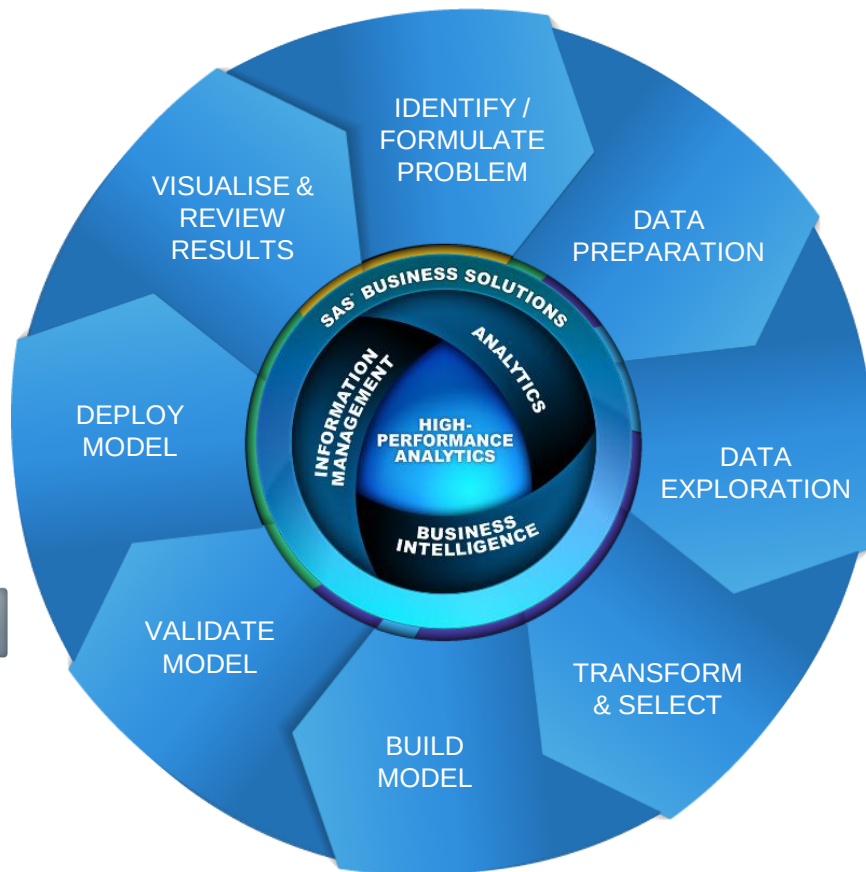


Data Visualization and Exploration
Approachable 'Big Data' Analytics

SAS® Enterprise Guide™



Traditional Development
Data preparation



SAS® Enterprise Guide™



Easy-to-use graphical development environment
Rapid access, Manipulate, and Analyse data and publish results

SAS® Enterprise Miner™

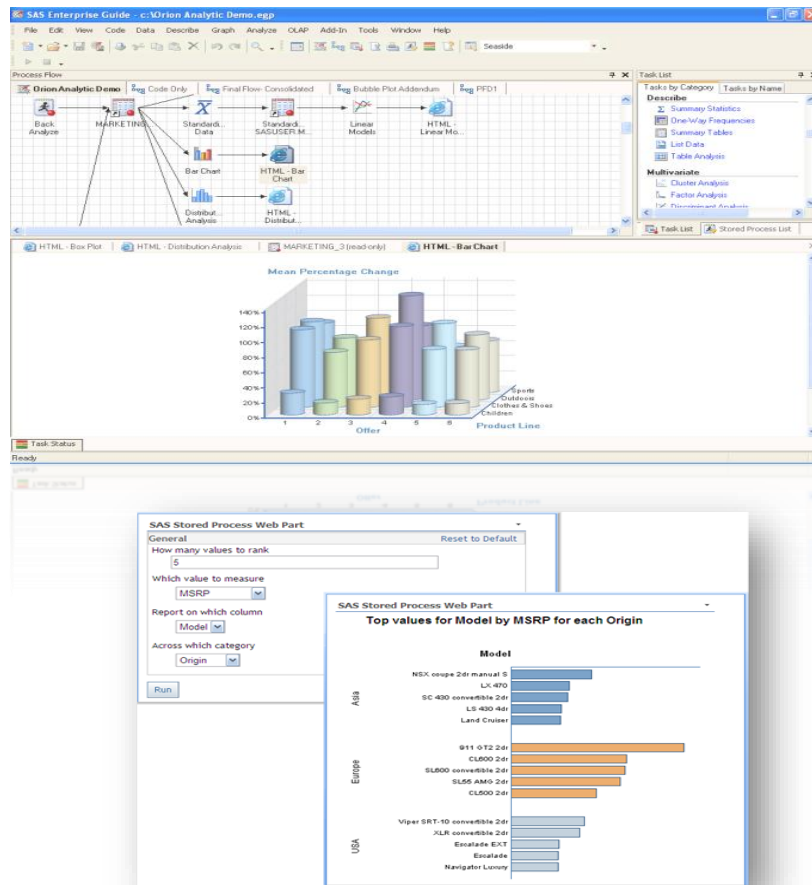


Data mining workbench
Comprehensive suite of modelling techniques and methods



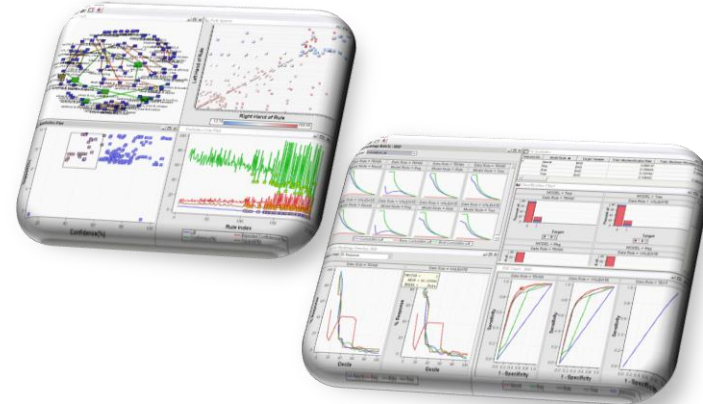
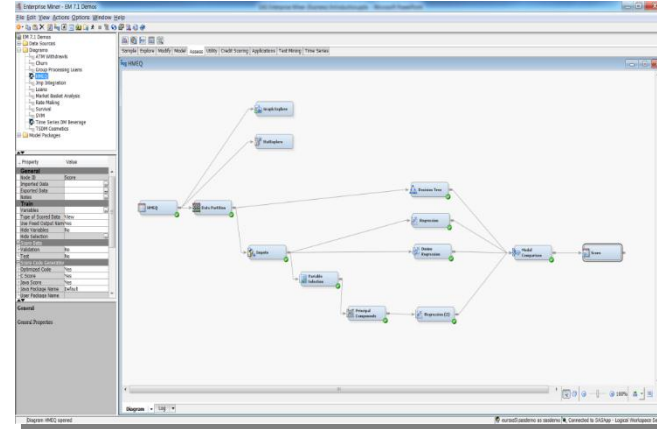
SAS® Enterprise Guide™

- Easy-to-use graphical development environment
- For SAS programmers, Business Users, Data Scientists alike
- Rapid access, Manipulate, and Analyse data and publish results



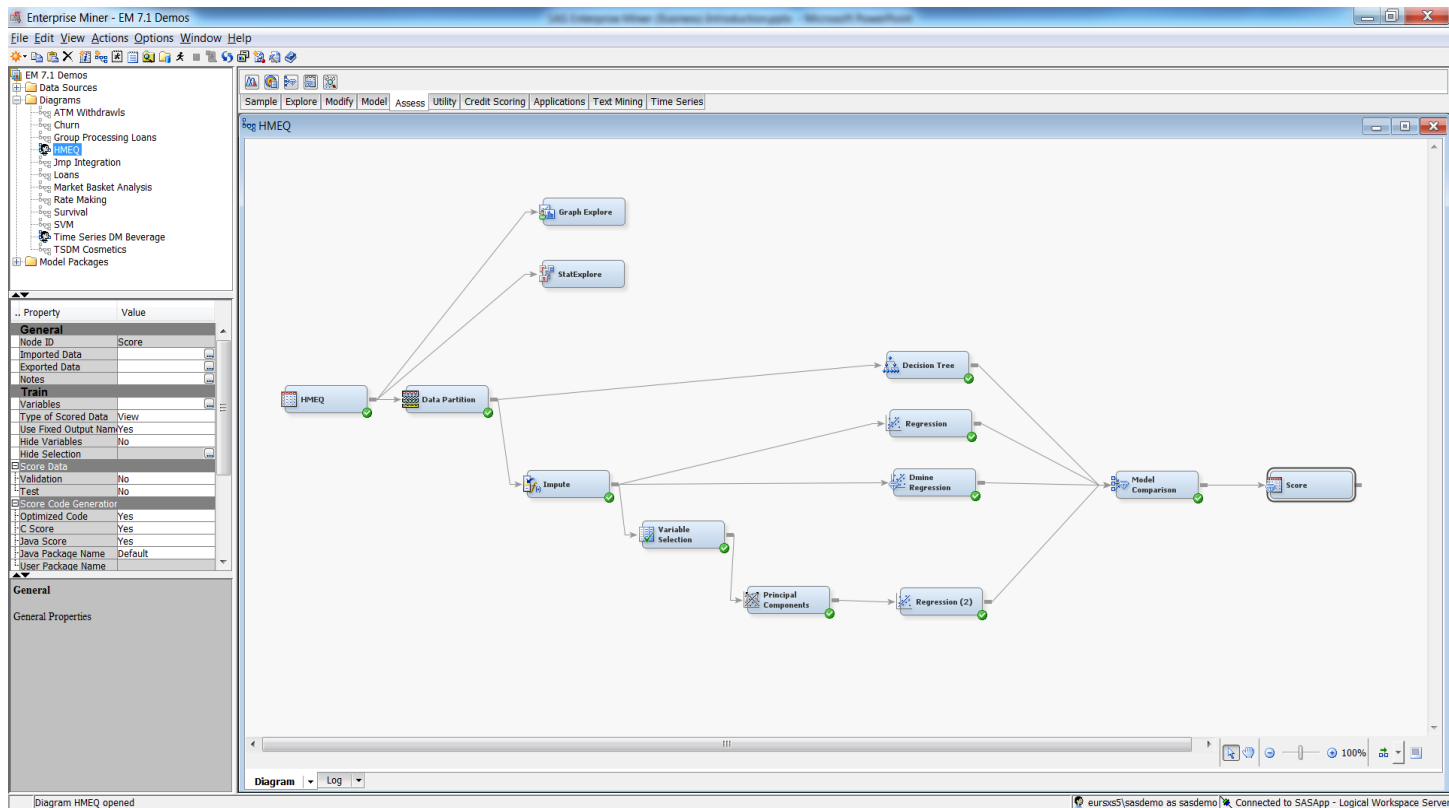
SAS® Enterprise Miner™

- Easy-to-use data mining workbench
- Comprehensive suite of modelling techniques and methods
- Interactive model comparison, testing and validation
- Automated process delivers faster results
- Iterative process of selecting, exploring, modifying and modelling large amounts of data to uncover information and support decision making”



SAS® Enterprise Miner™ In Action

Sample Explore Modify Model Assess Score





SAS[®] DATA VISUALIZATION REPORTING & MOBILE VISUAL ANALYTICS

SHARE INSIGHTS
WITH EVERYONE
EVERYWHERE
DESKTOP
WEB & MOBILE

SAS ANALYTICS
POWERFUL VISUALIZATIONS
AT THE SPEED OF THOUGHT
RICH VISUAL EXPLORATION
RAPID DISCOVERY
DEEPER INSIGHTS
INTELLIGENT ADAPTIVE VISUALIZATIONS
ACCELERATE YOUR ANALYTIC LIFECYCLE



IN-MEMORY

HIGH PERFORMANCE
ALL OF YOUR DATA
ANY VARIETY OF MEASURES
ULTRA HIGH SPEED
COST-EFFICIENT SCALABILITY
FLEXIBLE DATA PREP
VAST NEW DATA SOURCES
OVERCOME LIMITS

APPROACHABLE ANALYTICS

BROADENS AUDIENCE FOR ANALYTICS
EASILY EXPLORE AND VISUALIZE ANALYTIC RESULTS
FAR LESS BURDEN ON IT
PERVASIVE, AGILE AND FLEXIBLE

