

IBM Software



Business Analytics **Forum** 2010

See The Future Of Decision Making

November 3-5, 2010

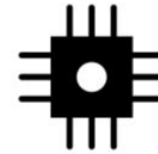
Gold Coast – QLD – Australia

Move Beyond Spreadsheets

Brad Hill
IBM Business Analytics



The world is changing, enabling organizations to make faster, better-informed decisions



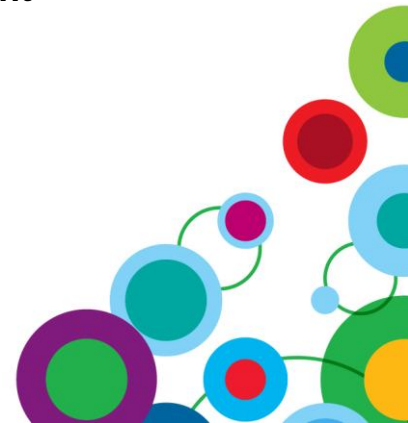
Instrumented



Interconnected



Intelligent





With this change comes an explosion in information ...



Volume of Digital Data



Variety of Information



Velocity of Decision Making

... Yet organizations are operating with blind spots

Lack of Insight

1 in 3 managers frequently make critical decisions without the information they need

Inefficient Access

1 in 2 don't have access to the information across their organization needed to do their jobs

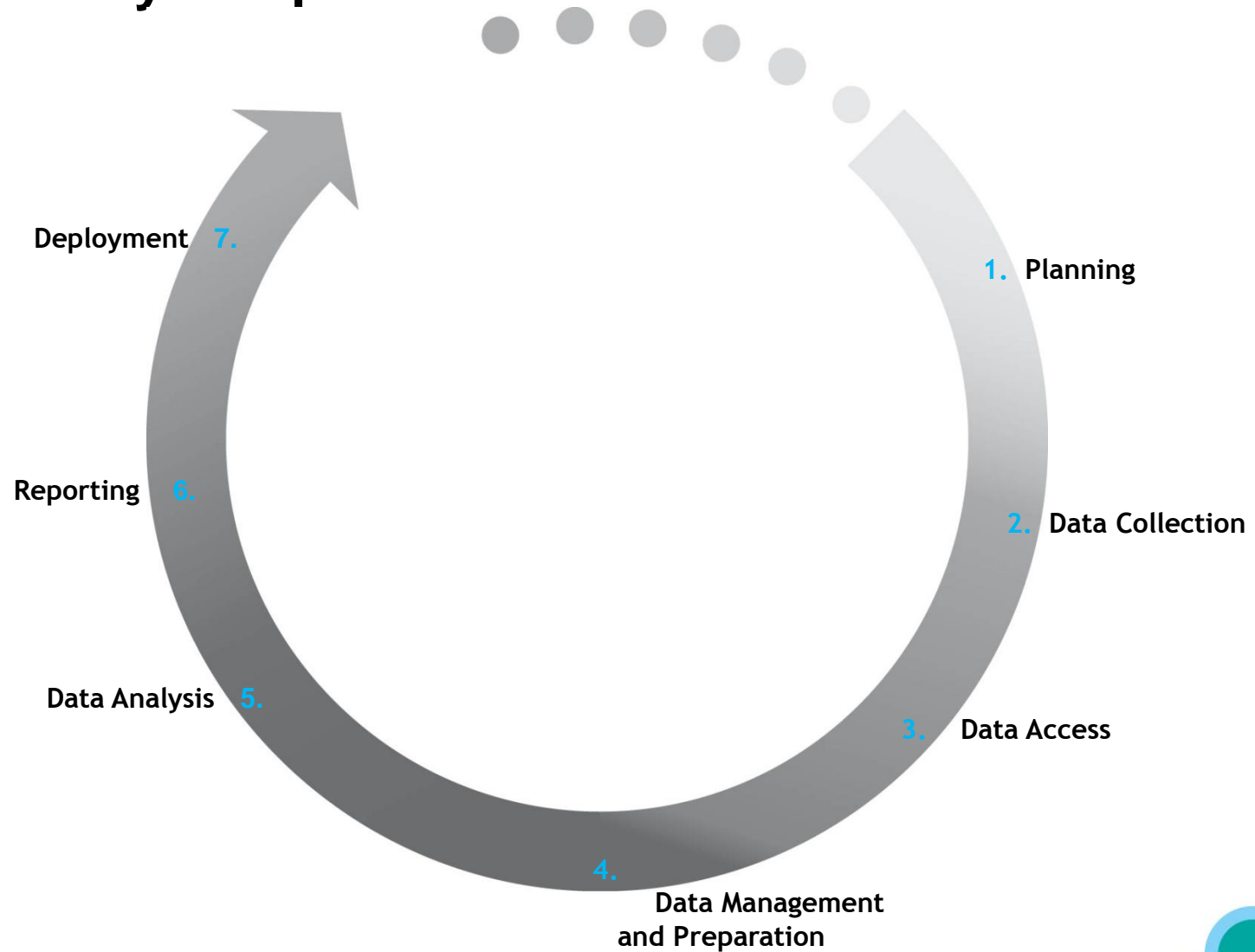
Inability to Predict

3 in 4 business leaders say more predictive information would drive better decisions





The analytical process



Product Families

Data Collection:

Delivers an accurate view of customer attitudes and opinions

Statistics:

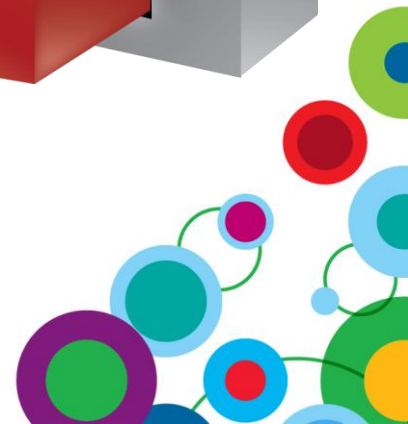
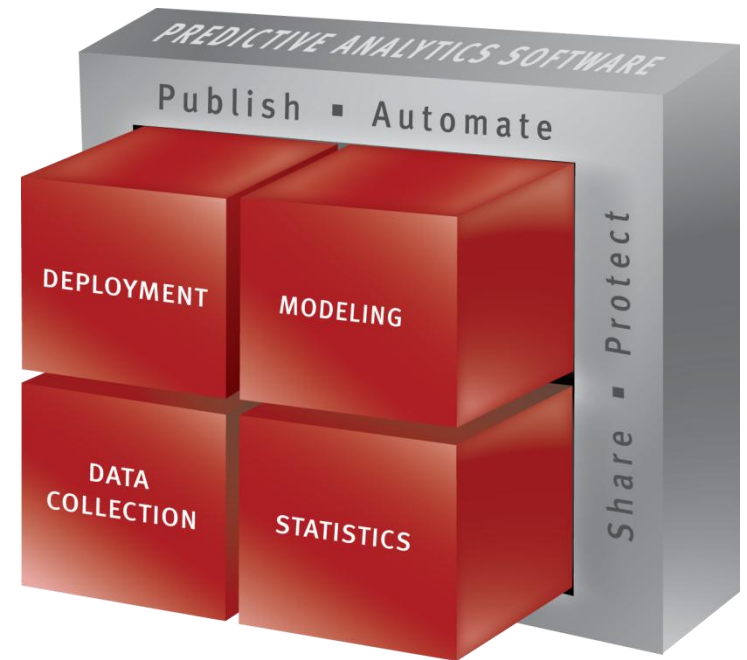
Drive confidence in your results and decisions

Modeling:

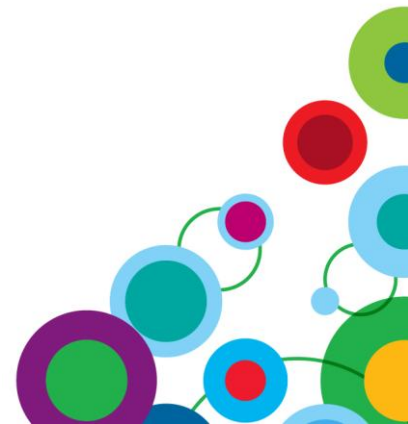
Bring repeatability to ongoing decision making

Deployment:

Maximise the impact of analytics in your operation



Scenarios





Customer information

Microsoft Excel - FileforNick.xls

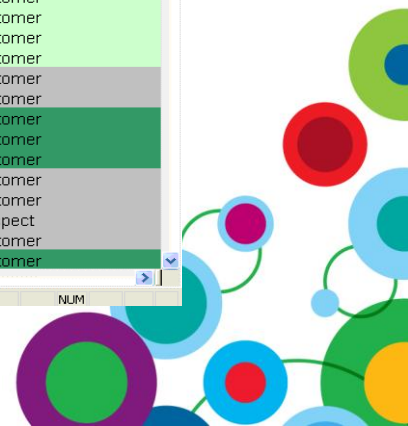
File Edit View Insert Format Tools Data Window Help Adobe PDF Type a question for help

Calibri 11

Commercial

| | A | B | C | D | E | F | G | H | I | J |
|----|--------|-------|--|----------------------------|-----------|-----------|---------------|-------------|-------------------------|-----------------|
| 1 | UserID | Title | Position | Department | MktCode | OrgName | OrgActiveFlag | CurrentUser | AccountType | AccountCategory |
| 2 | 1 | Mr. | | Information Tec | 9909ONAC | company1 | Active | Active | Commercial | Prospect |
| 3 | 2 | Mrs. | Secretary | | | company1 | Inactive | Inactive | State/Provincial Govern | Customer |
| 4 | 3 | Ms | Resaerch Associate | | | company3 | Inactive | Inactive | Commercial | Customer |
| 5 | 4 | | Vice President Retail Financial Serv | US07TS602 | | company4 | Active | Active | Commercial | Customer |
| 6 | 5 | | Tropical Medicine & School Public Health | | | company5 | Active | Active | Academic | Customer |
| 7 | 6 | Mr. | Sales Manager | | 0405SBDBM | company6 | Active | Active | Commercial | Customer |
| 8 | 7 | Ms | Executive Assistant | | | company7 | Inactive | Active | Commercial | Customer |
| 9 | 8 | | Sen. Business Analyst | | US05VWC50 | company8 | Active | Active | Commercial | Customer |
| 10 | 9 | Mr. | Statistical Analyst | Statistics Brant | PreScpsSl | company9 | Active | Active | Public Sector/Governmen | Customer |
| 11 | 10 | Mr. | Statistical Analyst | Statistics Brant | U | company9 | Active | Active | Public Sector/Governmen | Customer |
| 12 | 11 | Mr. | Statistical Analyst | Statistics Brant | D8066 | company9 | Active | Active | Public Sector/Governmen | Customer |
| 13 | 12 | Mr. | Statistical Analyst | Statistics Brant | AU0504SSC | company9 | Active | Active | Public Sector/Governmen | Customer |
| 14 | 18 | Ms | Knowledge Manager | Deployment Services | | company13 | Inactive | Inactive | Commercial | Customer |
| 15 | 19 | Mr. | Manager Retail Stral | Retail Strategy | D6597 | company14 | Active | Active | Public Sector/Governmen | Customer |
| 16 | 20 | Mr. | Manager Retail Stral | Retail Strategy | R | company15 | Active | Active | Public Sector/Governmen | Customer |
| 17 | 21 | | SOC Analyst | Security Operations Centre | | company16 | Active | Active | Commercial | Customer |
| 18 | 37 | Ms. | | U | | company17 | Active | Active | Academic | Customer |
| 19 | 38 | Mr. | AQTF Consultant | Quality Unit | AU0707SAC | company18 | Active | Active | Academic | Customer |
| 20 | 43 | Mr. | Programmer | | | company19 | Active | Inactive | Commercial | Customer |
| 21 | 44 | Dr | Lecturer | | | company20 | Active | Active | Academic | Customer |
| 22 | 45 | Mr | | COMPUTER SUPPORT | | company21 | Active | Active | Commercial | Customer |
| 23 | 46 | Mrs. | Business Manager | Golden Oaks N | 0410SMHC | company22 | Active | Inactive | Commercial | Customer |
| 24 | 47 | Dr. | Principal Project Off | Energy Analysis: | D8067 | company23 | Active | Inactive | Public Sector/Governmen | Customer |
| 25 | 48 | Dr. | Principal Project Off | Energy Analysis: | AU0507GNV | company24 | Active | Inactive | Public Sector/Governmen | Customer |
| 26 | 49 | Dr. | Principal Project Off | Energy Analysis: | Q | company25 | Active | Inactive | Public Sector/Governmen | Customer |
| 27 | 50 | Ms | | | | company26 | Active | Inactive | Academic | Customer |
| 28 | 51 | Mr. | Director | | AU0601GNV | company27 | Active | Active | Commercial | Prospect |
| 29 | 52 | Ms | | | | company28 | Inactive | Inactive | Commercial | Customer |
| 30 | 53 | Mr | Manager Participation | Developmen | | company29 | Active | Inactive | Public Sector/Governmen | Customer |
| 31 | 54 | Mr | | | | company30 | Inactive | Inactive | Commercial | Customer |
| 32 | 55 | Mr | | Level 6 | | company31 | Active | Inactive | Public Sector/Governmen | Customer |
| 33 | 56 | Mr | | | | company32 | Inactive | Active | Commercial | Customer |
| 34 | 57 | Dr. | Data Analyst | | AU0710CSM | company33 | Active | Active | Commercial | Customer |
| 35 | 58 | Mrs | Quality Coordinator | | | company34 | Active | Active | Health | Customer |
| 36 | 59 | Dr. | | Health Unit | U | company35 | Active | Active | Commercial | Customer |
| 37 | 60 | Dr. | | Health Unit | D6595 | company36 | Active | Active | Commercial | Customer |
| 38 | 61 | Ms | | | | company37 | Active | Inactive | Commercial | Customer |
| 39 | 62 | Mr | | Adolescent Medicine | | company38 | Active | Inactive | Commercial | Customer |
| 40 | 63 | Mr. | | | D8066 | company39 | Active | Active | Commercial | Customer |
| 41 | 64 | Mr. | Senior Project Mana | Office of Info C | 0403SSGO | company40 | Active | Active | Public Sector/Governmen | Prospect |
| 42 | 65 | Mr | | | | company41 | Inactive | Inactive | Commercial | Customer |
| 43 | 66 | Mr. | | | | company42 | Active | Active | Commercial | Customer |

Ready NUM





Transactional data

Microsoft Excel - Transactions.xls [Read-Only]

Type a question for help

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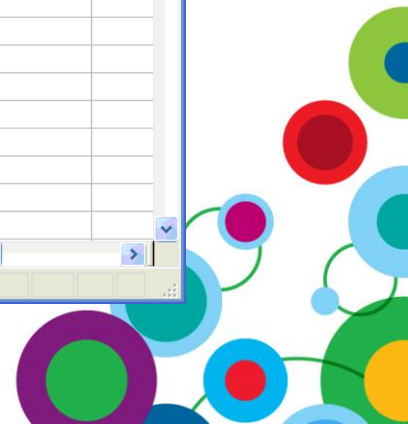
Arial 10 B I U

fx Date

| | A | B | C | D | E | F | G | H | I | J | K | L |
|----|-------------|--------|-------------|--------|---------------|---|---|---|---|---|---|---|
| 1 | Date | ID | ProductLine | Amount | ProductNumber | | | | | | | |
| 2 | 29-Oct-2001 | 9,374 | 500 | 178 | 506 | | | | | | | |
| 3 | 01-Jan-2004 | 28,234 | 500 | 155 | 596 | | | | | | | |
| 4 | 01-Jan-2004 | 7,235 | 500 | 174 | 581 | | | | | | | |
| 5 | 01-Jan-2004 | 33,478 | 500 | 219 | 561 | | | | | | | |
| 6 | 01-Jan-2004 | 28,571 | 500 | 171 | 560 | | | | | | | |
| 7 | 01-Jan-2004 | 7,720 | 500 | 171 | 560 | | | | | | | |
| 8 | 01-Jan-2004 | 7,308 | 500 | 155 | 559 | | | | | | | |
| 9 | 01-Jan-2004 | 15,163 | 500 | 215 | 559 | | | | | | | |
| 10 | 01-Jan-2004 | 14,024 | 500 | 207 | 556 | | | | | | | |
| 11 | 01-Jan-2004 | 1,197 | 500 | 202 | 551 | | | | | | | |
| 12 | 01-Jan-2004 | 12,176 | 500 | 161 | 540 | | | | | | | |
| 13 | 01-Jan-2004 | 28,559 | 500 | 198 | 533 | | | | | | | |
| 14 | 01-Jan-2004 | 3,954 | 500 | 194 | 533 | | | | | | | |
| 15 | 01-Jan-2004 | 36,775 | 500 | 183 | 521 | | | | | | | |
| 16 | 01-Jan-2004 | 29,287 | 500 | 151 | 514 | | | | | | | |
| 17 | 01-Jan-2004 | 383 | 500 | 152 | 508 | | | | | | | |
| 18 | 01-Jan-2004 | 31,764 | 500 | 195 | 505 | | | | | | | |
| 19 | 01-Jan-2004 | 35,997 | 400 | 105 | 491 | | | | | | | |
| 20 | 01-Jan-2004 | 1,011 | 400 | 120 | 485 | | | | | | | |
| 21 | 01-Jan-2004 | 37,989 | 400 | 122 | 476 | | | | | | | |
| 22 | 01-Jan-2004 | 37,937 | 400 | 133 | 476 | | | | | | | |
| 23 | 01-Jan-2004 | 25,679 | 400 | 130 | 475 | | | | | | | |
| 24 | 01-Jan-2004 | 30,856 | 400 | 131 | 472 | | | | | | | |
| 25 | 01-Jan-2004 | 17,359 | 400 | 126 | 470 | | | | | | | |
| 26 | 01-Jan-2004 | 31,909 | 400 | 141 | 441 | | | | | | | |
| 27 | 01-Jan-2004 | 35,822 | 400 | 148 | 436 | | | | | | | |
| 28 | 01-Jan-2004 | 22,416 | 400 | 146 | 433 | | | | | | | |

Transactions

Ready





Pivot tables

Microsoft Excel - Customer.xls

File Edit View Insert Format Tools Data Window Help Adobe PDF

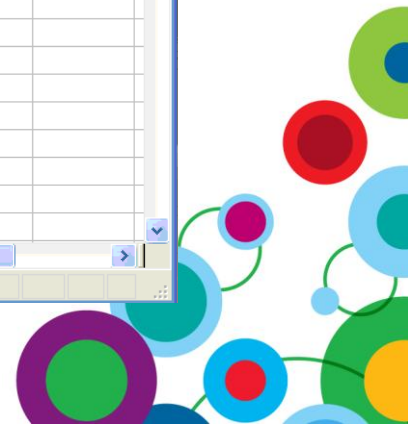
Type a question for help

A5 fx OrgID

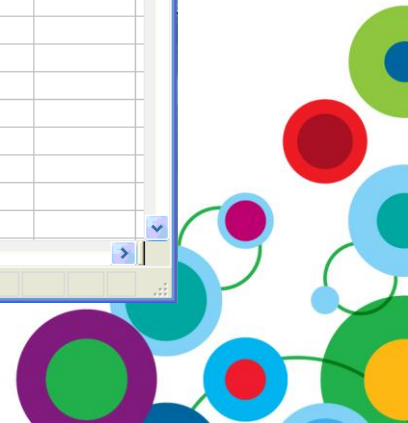
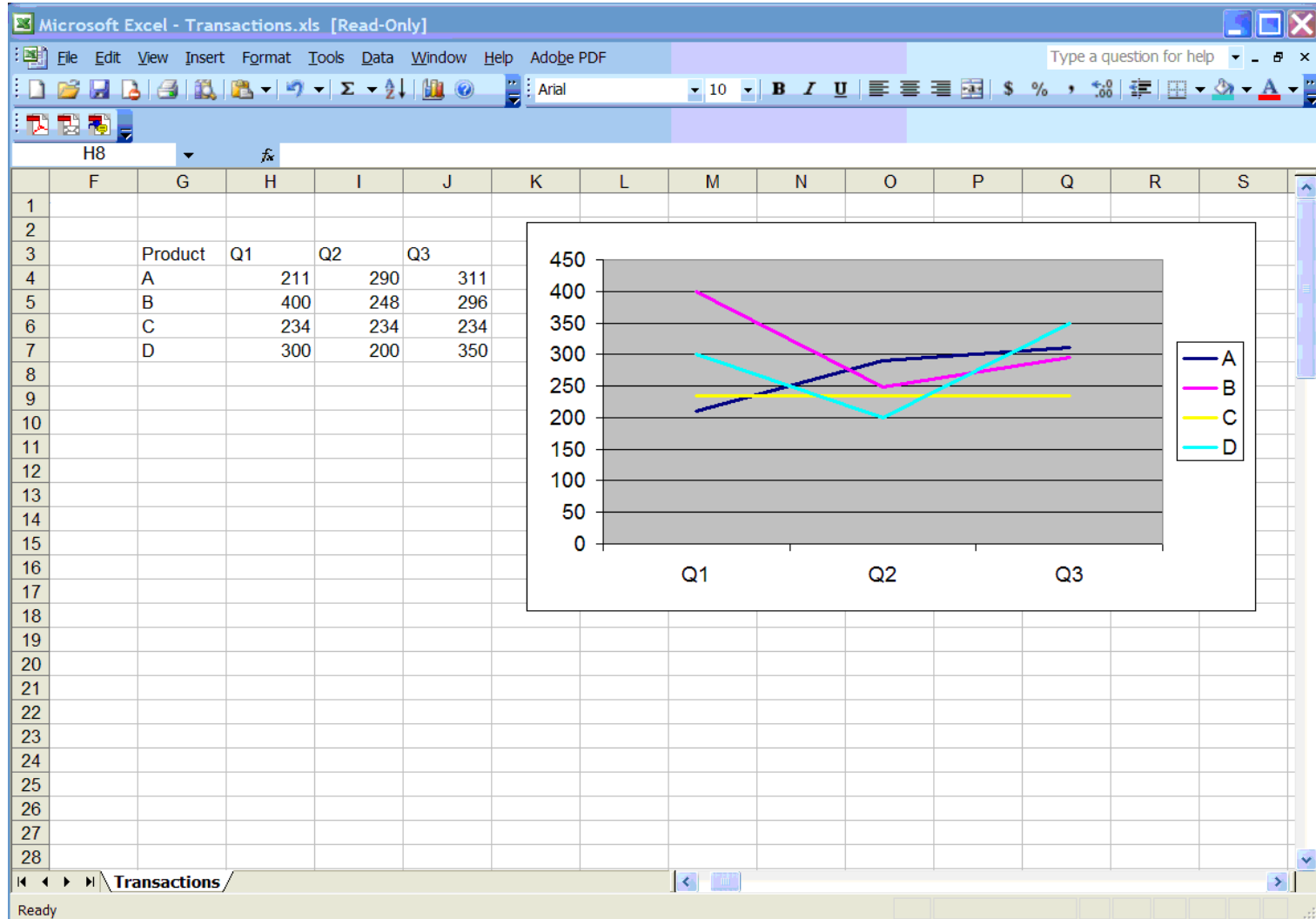
| | A | B | C | D | E | F | G | H | I | J | K |
|----|-------------------|------------|-------------|----------|-------------|---|---|---|---|---|---|
| 1 | OrgActiveFlag | (All) | | | | | | | | | |
| 2 | OrgName | (All) | | | | | | | | | |
| 3 | | | | | | | | | | | |
| 4 | Count of PostCode | | CurrentUser | | | | | | | | |
| 5 | OrgID | MktCode | Active | Inactive | Grand Total | | | | | | |
| 6 | 5114637 | (blank) | 1 | | 1 | | | | | | |
| 7 | 5114637 Total | | 1 | | 1 | | | | | | |
| 8 | 6000019 | AU0503EOMR | | | | | | | | | |
| 9 | | D8066 | 1 | | 1 | | | | | | |
| 10 | | PreScpsSls | 1 | | 1 | | | | | | |
| 11 | | U | 1 | | 1 | | | | | | |
| 12 | 6000019 Total | | 3 | | 3 | | | | | | |
| 13 | 6000204 | D8066 | 2 | | 2 | | | | | | |
| 14 | | PreScpsSls | 2 | | 2 | | | | | | |
| 15 | | U | 2 | | 2 | | | | | | |
| 16 | 6000204 Total | | 6 | | 6 | | | | | | |
| 17 | 6000310 | D8066 | 1 | | 1 | | | | | | |
| 18 | | PreScpsSls | 1 | | 1 | | | | | | |
| 19 | | U | 1 | | 1 | | | | | | |
| 20 | 6000310 Total | | 3 | | 3 | | | | | | |
| 21 | 6000333 | D8066 | | | | | | | | | |
| 22 | | PreScpsSls | | | | | | | | | |
| 23 | | U | | | | | | | | | |
| 24 | 6000333 Total | | | | | | | | | | |
| 25 | 6000345 | D8066 | | 2 | 2 | | | | | | |
| 26 | | PreScpsSls | | 2 | 2 | | | | | | |
| 27 | | U | | 2 | 2 | | | | | | |
| 28 | 6000345 Total | | | 6 | 6 | | | | | | |

Sheet1 Customer /

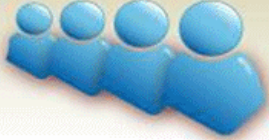
Ready




Charting



Surveys



Human Capital Management



How long does it take you to commute to work currently?

More than 90 min 60-90 min 30-60 min Less than 30 min

Do you think your place of employment is an enjoyable place to work?

Yes No

Please tell us how satisfied or dissatisfied you are with the following aspects of your job.

| | Strongly Disagree | Disagree | Neither Disagree nor Agree | Agree | Strongly Agree |
|---|-----------------------|-----------------------|----------------------------|-----------------------|-----------------------|
| I find my job challenging. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I am happy with my current position. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I have all the resources I need to do my job. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

PreviousNext





Microsoft Excel - FilesAndTech.xls

| UserID | Title | Position | Department | MktCode | OrgName | OrgActiveFlag | CurrentUser | AccountType | AccountCategory |
|--------|-------|--|----------------------------|------------|------------|---------------|-------------|--------------------------|-----------------|
| 1 | Mr | Secretary | Information Tech | DB93ONAL | company1 | Active | Active | Commercial | Prospect |
| 2 | Ms | Research Associate | | | company2 | Inactive | Inactive | Commercial | Customer |
| 3 | Ms | Vice President Retail Financial Serv | US07TSB02 | | company3 | Active | Active | Commercial | Customer |
| 4 | Ms | Tropical Medicine & School Public Health | | | company5 | Active | Active | Academic | Customer |
| 5 | Mr | Sales Manager | D4DSBDEH | | company6 | Active | Active | Commercial | Customer |
| 6 | Ms | Executive Assistant | | | company7 | Inactive | Inactive | Commercial | Customer |
| 7 | Ms | Sen. Business Analyst | US09WC50 | | company8 | Active | Active | Commercial | Customer |
| 8 | Mr | Statistical Analyst | Statistics Branch | PreScpsSls | company9 | Active | Active | Public Sector/Government | Customer |
| 9 | Mr | Statistical Analyst | Statistics Branch | U | company9 | Active | Active | Public Sector/Government | Customer |
| 10 | Mr | Statistical Analyst | Statistics Branch | DB936 | company9 | Active | Active | Public Sector/Government | Customer |
| 11 | Mr | Statistical Analyst | Statistics Branch | AUS05S6SC | company9 | Active | Active | Public Sector/Government | Customer |
| 12 | Mr | Knowledge Manager Deployment Services | | | company13 | Inactive | Inactive | Commercial | Customer |
| 13 | Mr | Manager Retail Strat/Retail Strategy | D697 | | company14 | Active | Active | Public Sector/Government | Customer |
| 14 | Mr | Manager Retail Strat/Retail Strategy | R | | company15 | Active | Active | Public Sector/Government | Customer |
| 15 | Mr | SOC Analyst | Security Operations Centre | | company18 | Active | Active | Commercial | Customer |
| 16 | Mr | AC/TP Consultant | Quality Unit | AU0707SAC | company18 | Active | Active | Academic | Customer |
| 17 | Mr | Programmer | | | company19 | Active | Inactive | Commercial | Customer |
| 18 | Dr | Lecturer | | | company20 | Active | Active | Academic | Customer |
| 19 | Mr | COMPUTER SUPPORT | | | company21 | A | A | | |
| 20 | Mrs | Business Manager | Collater Data N D4TSMHC | | company22 | A | A | | |
| 21 | Dr | Principal Project Off Energy Analysis | D2097 | | company23 | A | A | | |
| 22 | Dr | Principal Project Off Energy Analysis | AUS0507GNV | | company24 | A | A | | |
| 23 | Dr | Principal Project Off Energy Analysis | O | | company25 | A | A | | |
| 24 | Ms | Director | AU0601GNV | | company27 | F | F | | |
| 25 | Mr | Manager Participation Developmen | | | company29 | F | F | | |
| 26 | Ms | | | | company28 | F | F | | |
| 27 | Ms | | | | company30 | F | F | | |
| 28 | Ms | | | | company31 | F | F | | |
| 29 | Ms | | | | company32 | F | F | | |
| 30 | Ms | | | | company33 | F | F | | |
| 31 | Ms | | | | company34 | F | F | | |
| 32 | Ms | | | | company35 | F | F | | |
| 33 | Ms | | | | company36 | F | F | | |
| 34 | Ms | | | | company37 | F | F | | |
| 35 | Ms | | | | company38 | F | F | | |
| 36 | Ms | | | | company39 | F | F | | |
| 37 | Ms | | | | company40 | F | F | | |
| 38 | Ms | | | | company41 | F | F | | |
| 39 | Ms | | | | company42 | F | F | | |
| 40 | Ms | | | | company43 | F | F | | |
| 41 | Ms | | | | company44 | F | F | | |
| 42 | Ms | | | | company45 | F | F | | |
| 43 | Ms | | | | company46 | F | F | | |
| 44 | Ms | | | | company47 | F | F | | |
| 45 | Ms | | | | company48 | F | F | | |
| 46 | Ms | | | | company49 | F | F | | |
| 47 | Ms | | | | company50 | F | F | | |
| 48 | Ms | | | | company51 | F | F | | |
| 49 | Ms | | | | company52 | F | F | | |
| 50 | Ms | | | | company53 | F | F | | |
| 51 | Ms | | | | company54 | F | F | | |
| 52 | Ms | | | | company55 | F | F | | |
| 53 | Ms | | | | company56 | F | F | | |
| 54 | Ms | | | | company57 | F | F | | |
| 55 | Ms | | | | company58 | F | F | | |
| 56 | Ms | | | | company59 | F | F | | |
| 57 | Ms | | | | company60 | F | F | | |
| 58 | Ms | | | | company61 | F | F | | |
| 59 | Ms | | | | company62 | F | F | | |
| 60 | Ms | | | | company63 | F | F | | |
| 61 | Ms | | | | company64 | F | F | | |
| 62 | Ms | | | | company65 | F | F | | |
| 63 | Ms | | | | company66 | F | F | | |
| 64 | Ms | | | | company67 | F | F | | |
| 65 | Ms | | | | company68 | F | F | | |
| 66 | Ms | | | | company69 | F | F | | |
| 67 | Ms | | | | company70 | F | F | | |
| 68 | Ms | | | | company71 | F | F | | |
| 69 | Ms | | | | company72 | F | F | | |
| 70 | Ms | | | | company73 | F | F | | |
| 71 | Ms | | | | company74 | F | F | | |
| 72 | Ms | | | | company75 | F | F | | |
| 73 | Ms | | | | company76 | F | F | | |
| 74 | Ms | | | | company77 | F | F | | |
| 75 | Ms | | | | company78 | F | F | | |
| 76 | Ms | | | | company79 | F | F | | |
| 77 | Ms | | | | company80 | F | F | | |
| 78 | Ms | | | | company81 | F | F | | |
| 79 | Ms | | | | company82 | F | F | | |
| 80 | Ms | | | | company83 | F | F | | |
| 81 | Ms | | | | company84 | F | F | | |
| 82 | Ms | | | | company85 | F | F | | |
| 83 | Ms | | | | company86 | F | F | | |
| 84 | Ms | | | | company87 | F | F | | |
| 85 | Ms | | | | company88 | F | F | | |
| 86 | Ms | | | | company89 | F | F | | |
| 87 | Ms | | | | company90 | F | F | | |
| 88 | Ms | | | | company91 | F | F | | |
| 89 | Ms | | | | company92 | F | F | | |
| 90 | Ms | | | | company93 | F | F | | |
| 91 | Ms | | | | company94 | F | F | | |
| 92 | Ms | | | | company95 | F | F | | |
| 93 | Ms | | | | company96 | F | F | | |
| 94 | Ms | | | | company97 | F | F | | |
| 95 | Ms | | | | company98 | F | F | | |
| 96 | Ms | | | | company99 | F | F | | |
| 97 | Ms | | | | company100 | F | F | | |

Microsoft Excel - Transactions.xls [Read-Only]

| Date | ID | ProductLine | Amount | ProductNumber |
|-------------|--------|-------------|--------|---------------|
| 29-Oct-2001 | 9,374 | 500 | 178 | 506 |
| 01-Jan-2004 | 28,234 | 500 | 155 | 596 |
| 01-Jan-2004 | 7,235 | 500 | 174 | 581 |
| 01-Jan-2004 | 33,478 | 500 | 219 | 561 |
| 01-Jan-2004 | 28,571 | 500 | 171 | 560 |
| 01-Jan-2004 | 7,720 | 500 | 171 | 560 |
| 01-Jan-2004 | 7,308 | 500 | 155 | 559 |
| 01-Jan-2004 | 15,163 | 500 | 215 | 559 |
| 01-Jan-2004 | 14,024 | 500 | 207 | 556 |
| 01-Jan-2004 | 1,197 | 500 | 202 | 551 |
| 01-Jan-2004 | 12,176 | 500 | 161 | 540 |
| 01-Jan-2004 | 28,558 | 500 | 198 | 533 |

Human Capital Management

How long does it take you to commute to work currently?

More than 90 min
 60-90 min
 30-60 min
 Less than 30 min

Do you think your place of employment is an enjoyable place to work?

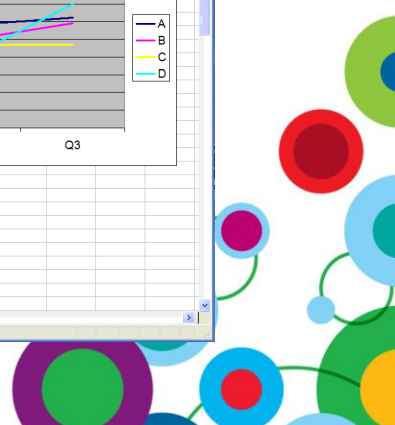
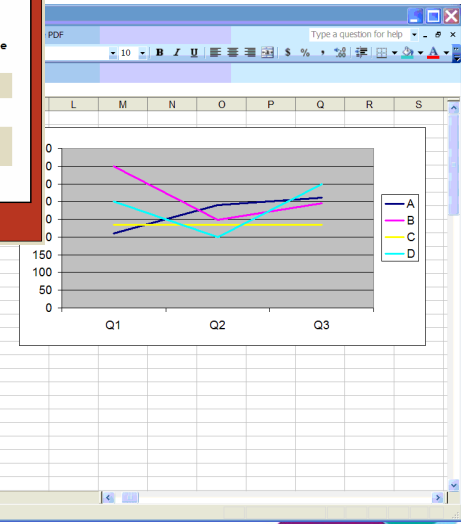
Yes
 No

Please tell us how satisfied or dissatisfied you are with the following aspects of your job.

| | Strongly Disagree | Disagree | Neither Disagree nor Agree | Agree | Strongly Agree |
|---|-----------------------|-----------------------|----------------------------|-----------------------|-----------------------|
| I find my job challenging. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I am happy with my current position. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I have all the resources I need to do my job. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

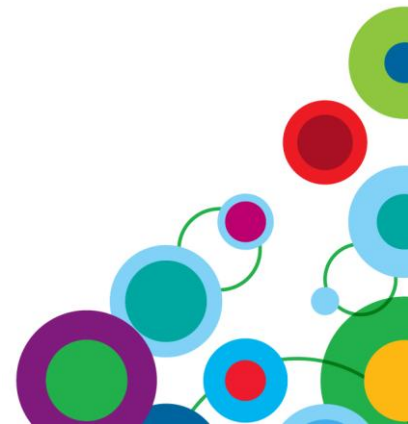
Microsoft Excel - Customer.xls

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|---------------|---------------|-------------------|-------------|-----------|
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| | | DB906 | | 1 |
| | | PreScpsSls | | 1 |
| | | U | | 1 |
| | 6000019 Total | | | 3 |
| | 6000204 | DB906 | | 2 |
| | | PreScpsSls | | 2 |
| | | U | | 2 |
| | 6000204 Total | | | 6 |
| | 6000310 | DB906 | | 1 |
| | | PreScpsSls | | 1 |
| | | U | | 1 |
| | 6000310 Total | | | 3 |
| | 6000333 | DB906 | | 2 |
| | | PreScpsSls | | 2 |
| | | U | | 2 |
| | 6000333 Total | | | 6 |
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| | | PreScpsSls | | 2 |
| | | U | | 2 |
| | 6000345 Total | | | 6 |



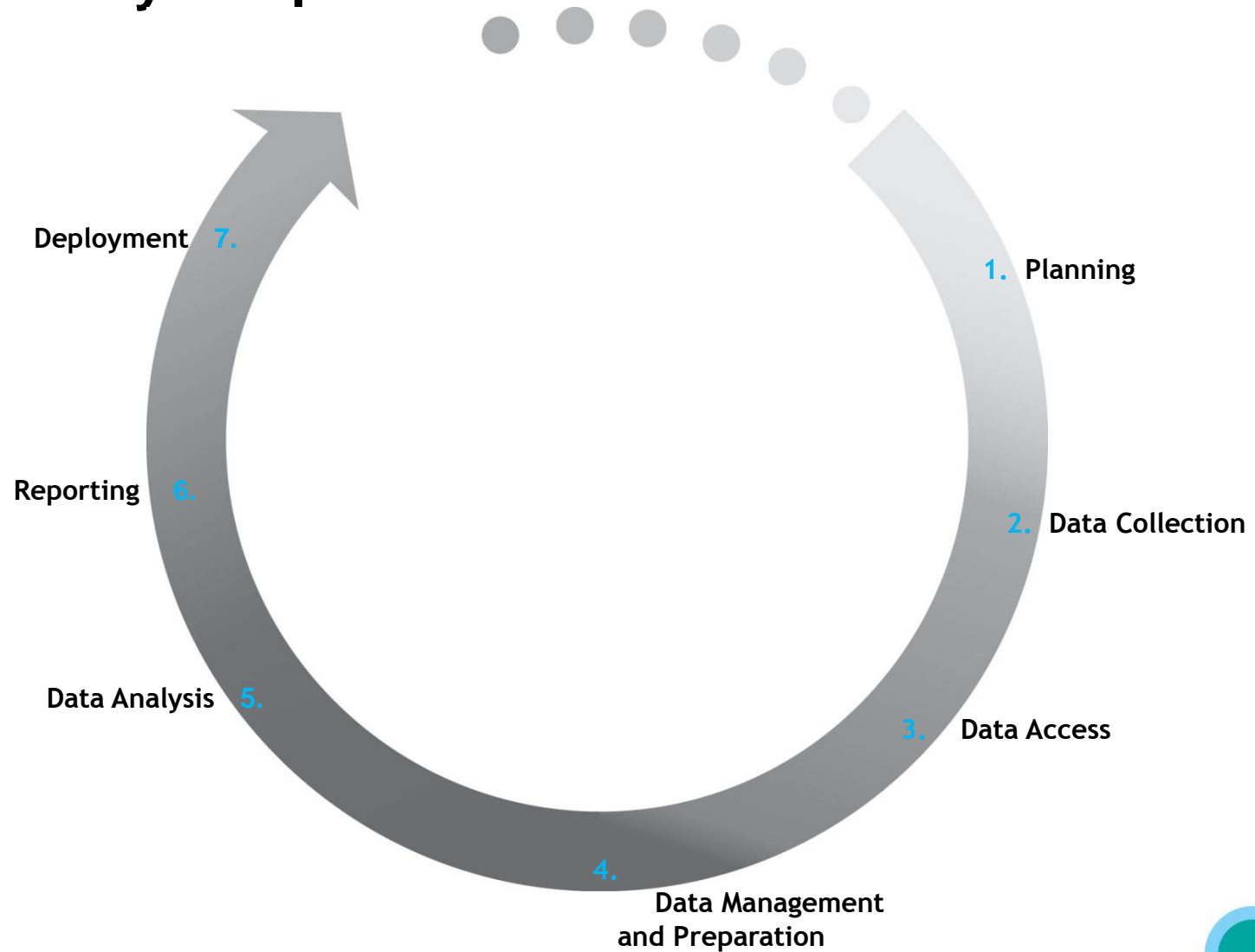


Demonstration



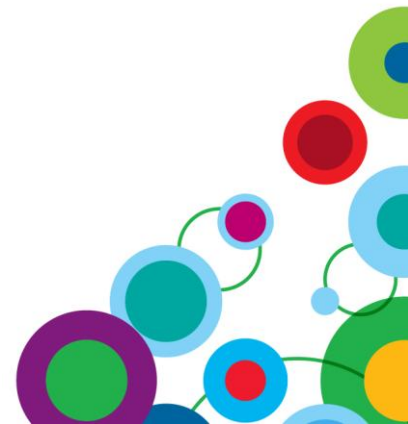
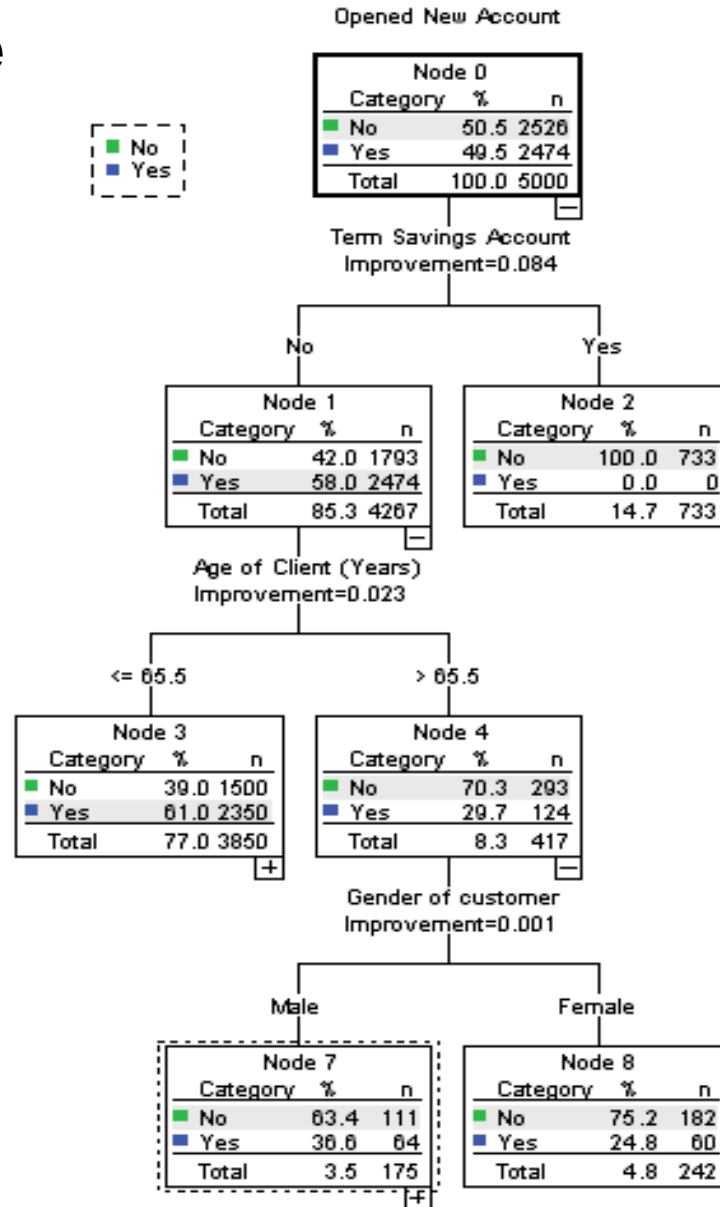


The analytical process



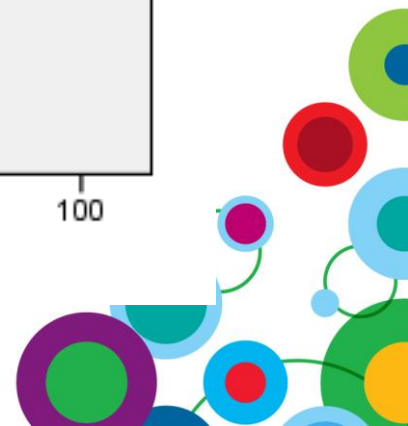
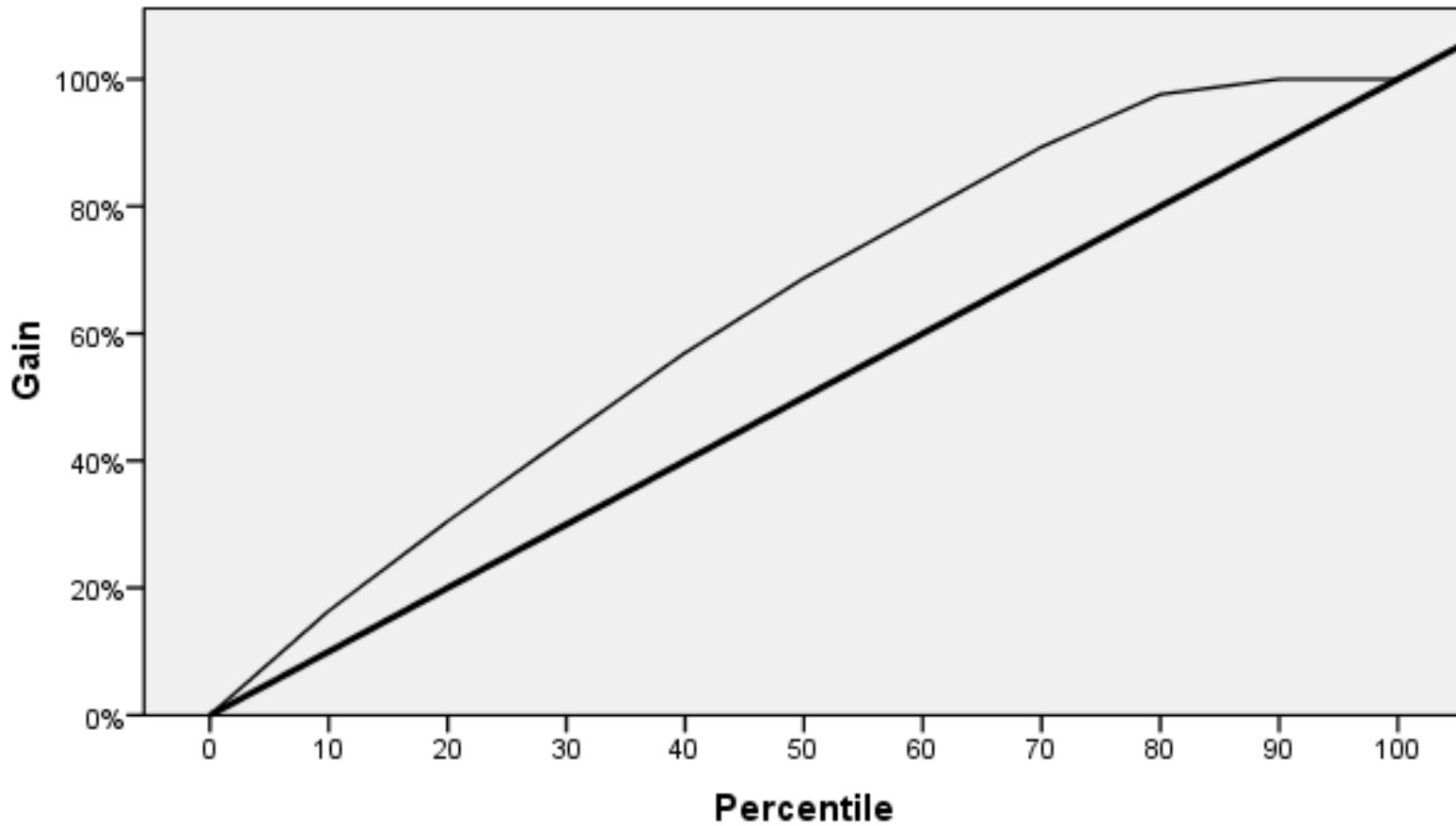


Decision Tree



Gains Chart

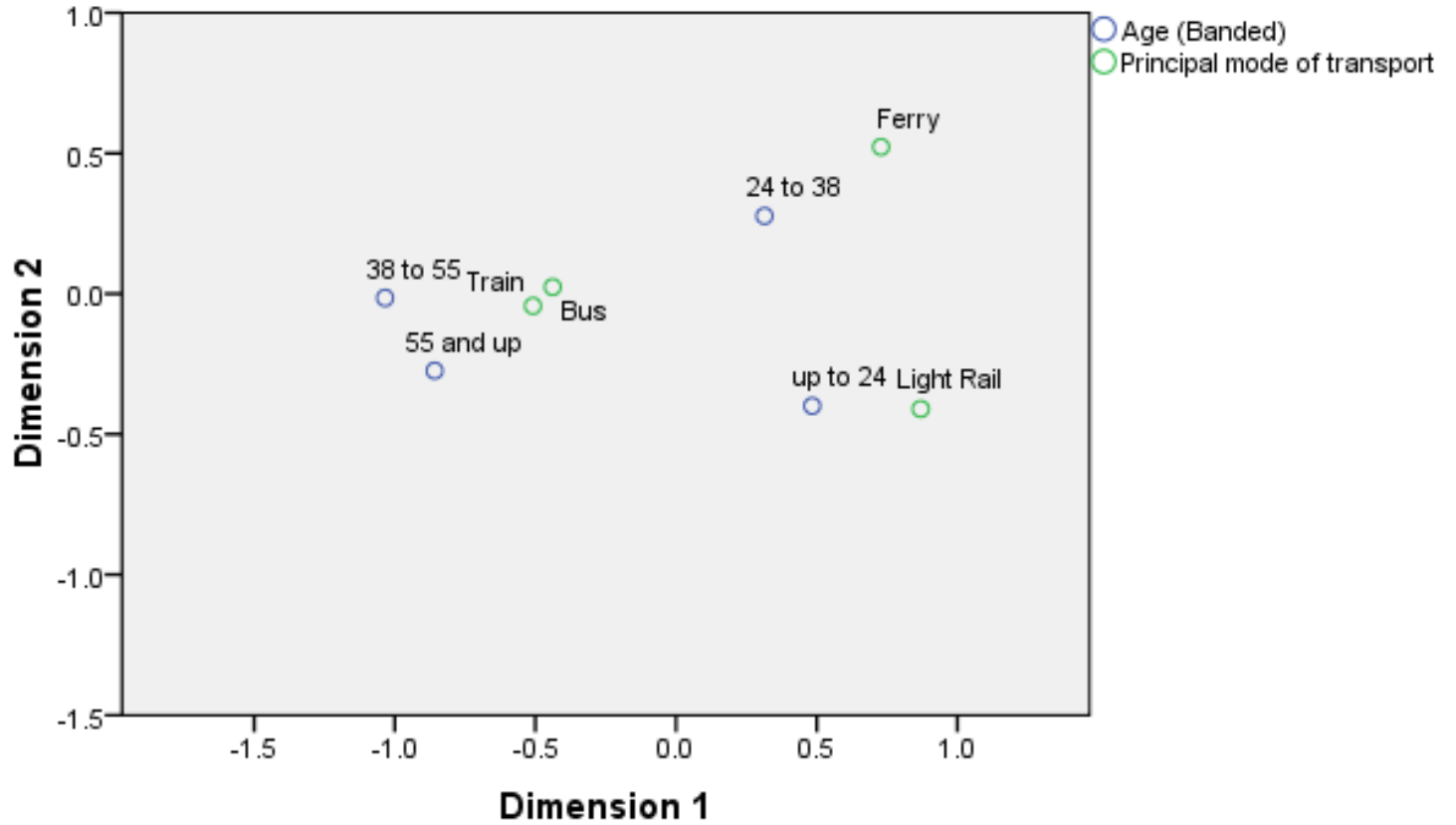
Target Category: Yes



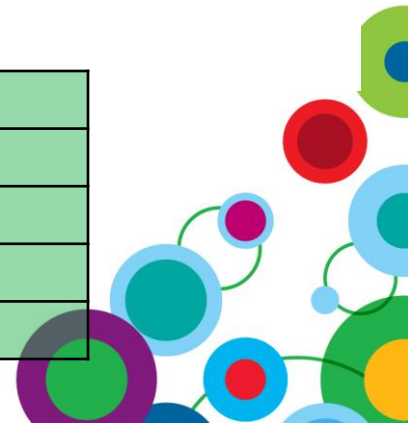


Perceptual Map

Symmetrical Normalization



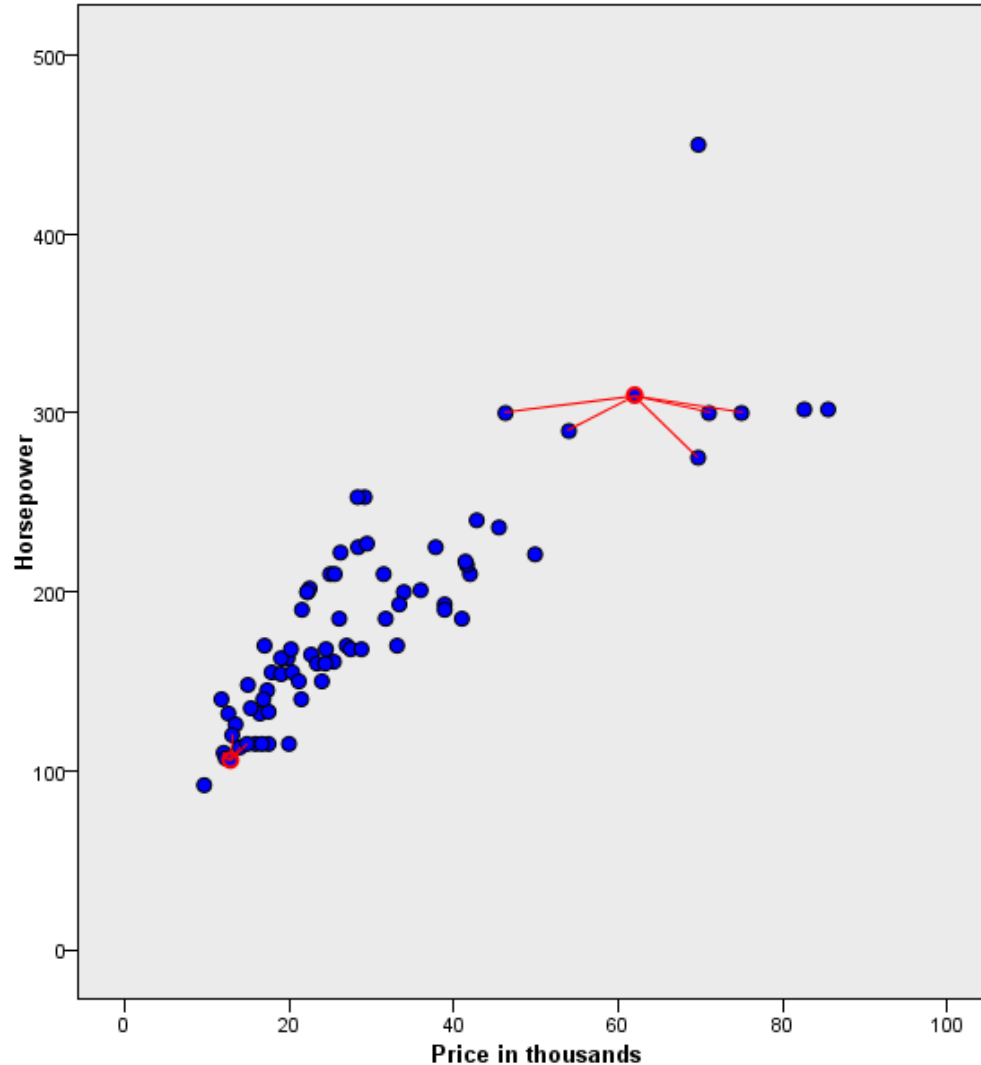
| | <24 | 24-38 | 38-55 | 55+ |
|------------|-----|-------|-------|-----|
| Train | 47 | 82 | 78 | 13 |
| Bus | 36 | 67 | 56 | 11 |
| Ferry | 34 | 67 | 6 | 1 |
| Light Rail | 54 | 65 | 3 | 2 |





Nearest Neighbour

Built Model: 2 selected features, K = 5



Focal

● No

● Yes

Type

● Training

▲ Holdout

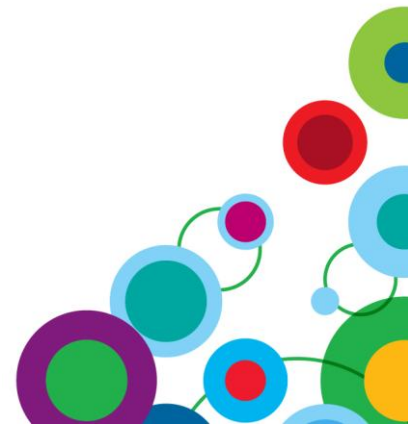
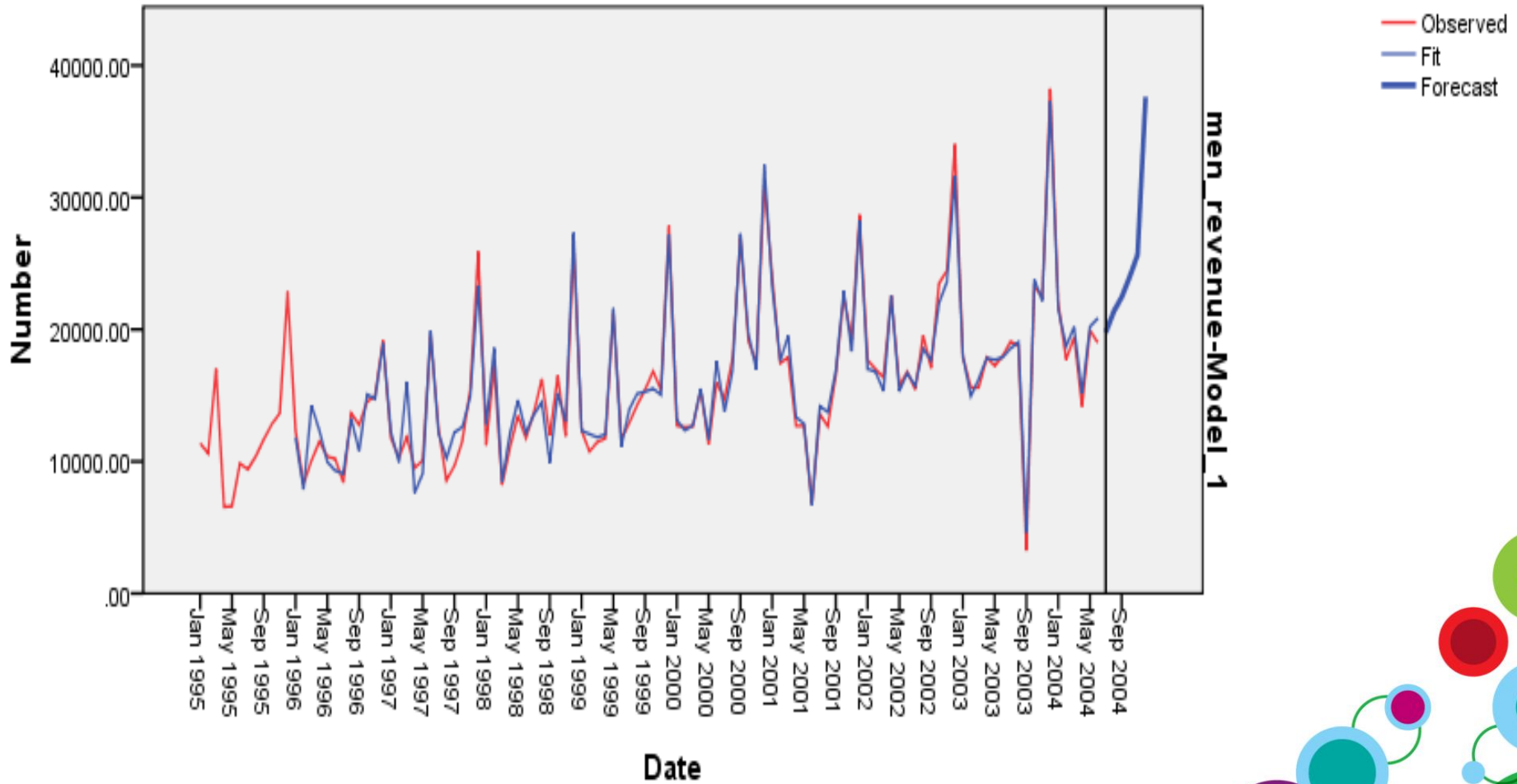
K:

| Focal Case | Nearest Neighbors | | | | |
|--------------|-------------------|---------------|---------|-------------------|---------|
| | 1 | 2 | 3 | 4 | 5 |
| A8 | LS400 | Carrera Coupe | S-Class | Carrera Cabriolet | GS400 |
| Civic | Focus | Escort | Mirage | Golf | Corolla |

| Focal Case | Nearest Distances | | | | |
|--------------|-------------------|-------|-------|-------|-------|
| | 1 | 2 | 3 | 4 | 5 |
| A8 | 0.238 | 0.244 | 0.281 | 0.346 | 0.417 |
| Civic | 0.016 | 0.031 | 0.048 | 0.073 | 0.078 |

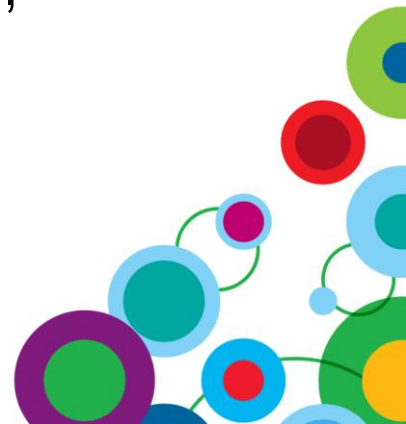


Forecasting (Time series)



Key Takeaways

- Data Access
 - .csv .txt .dat .xls .xlsx
 - ODBC, OLE DB Database
- Data Manipulation
 - Compute, Restructure, Sorting, Select cases
- Data Analysis
 - Modular application
 - Regression, Decision trees, Sig-testing, Tabulation, Forecasting (time series)
- Automation
 - Data manipulation, Analysis, Reporting



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