

Very large data environments have historically presented a challenge for decision sciences and business leaders looking to them for actionable intelligence. Ironically, while these large data systems have represented a vast opportunity for analytic insight, their sheer volume has posed a performance challenge for analytics tools that need to import massive amounts of data in order to produce analytics results.

In-Database Analytics with KnowledgeSEEKER

With KnowledgeSEEKER, analysts have the option of working with data through an import process, or through an in-database connection. KnowledgeSEEKER supports an open integration with existing systems and supports the import of data from a wide range of sources, including SAS and SPSS files, Oracle, Microsoft SQL Server, DB2, other ODBC-compliant sources as well as ASCII formats.

However, users looking to take advantage of optimized data warehouse systems and appliances and fully leverage investments in these systems may also connect to them directly to perform data profiling, data visualization and decision tree analysis without importing any data whatsoever. The in-database analytics driver available for KnowledgeSEEKER is also ideal in organizations where corporate policies restrict data access. Performing in-database analytics with KnowledgeSEEKER, users have the same experience as they would when working with data locally, with differences only with initial data connection and subsequent authentication against the host system. In many cases, performing in-database analytics with highly parallelized and optimized systems would offer users a performance advantage. Fully secure, the connecting user must provide valid access credentials to the host data source every time an in-database analytics project is opened.

The KnowledgeSEEKER in-database analytics driver is certified with Netezza™ data warehouse appliances and Microsoft SQL Server. Oracle systems are supported with some limits.

Understand and Visualize Your Data

Driven by an extremely powerful, easy-to-use graphical interface, in-database analytics with KnowledgeSEEKER allows business users and analysts to examine their data to interpret and quickly discern patterns, trends and business rules. Users can view statistical relationships between variables in data and gain new, valuable insights to aid in decision making.

In-database analytics with KnowledgeSEEKER offer a number of profiling and visualization features:

- Overview Report - Summarizes data with statistics for each variable
- Dataset Chart - Illustrates the distribution of data values
- Data - Provides the fields and values for all records
- Segment Viewer - Highlights the distributions of variables under each category of a segmentation variable
- Cross Tabs - Visualizes data by plotting the categories of one field in relation to another

Segmentation with Decision Tree Analysis

Decision tree analysis allows users to select dependent variables and quickly and easily determine the predictors of that variable. From this, users can implement business rules for implementation in a decisioning system or plan further modeling and analysis.

Decision trees in KnowledgeSEEKER provide easy visualization of dependencies between variables and are presented in an intuitive, color-coded manner. Trees can be developed by a business user, using wizards and very little understanding of the mathematical basis of the computations, or by analysts who want the ability to manipulate and control the mathematical basis of the models.

Available through the in-database analytics driver, decision trees offer a number of features:

- Expression editor - modify the dataset with new calculated columns
- Find, force, erase, copy and paste splits
- View node data
- Evaluate with a split report - node statistics and ranked order of calculated splits
- Copy tree and copy data - Allows users to copy and paste into Microsoft® Office products
- Attribute editor - Modify properties of variables used in the tree
- SQL Syntax Log - Re-create the process of model development
- Model Analysis - Cumulative lift chart and KS
- Chart plots to measure effectiveness of tree model



There are no limits to the strategic direction that in-database analytics with KnowledgeSEEKER can provide your organization. It is fully scalable across enterprise systems on concurrent or named-user server licensing configurations.

For additional information about Angoss KnowledgeSEEKER for In-Database Analytics visit www.angoss.com.

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