

Moving Data Mining and Analytics into the Mainstream

The value in the data that resides within your organization is often an untapped resource. It doesn't appear on your balance sheet and it is often collected but never fully utilized. Increasingly, companies are realizing the potential in their data and looking for ways to leverage the information to gain that elusive competitive advantage.

With KnowledgeSEEKER, you have within your reach one of the most powerful tools to understand and leverage your data through two of the most user friendly analytic methods - data profiling and decision tree analysis.

KnowledgeSEEKER, for data profiling and decision tree analysis, is fully scalable and designed for both business users, with wizard-friendly operations, or analysts who want deeper control over their data analysis. By increasing the insights your organization has into operations, marketing or risk profiles, you increase your ability to solve management problems by not just knowing what happened in the past, but generating business rules about what is likely to happen in the future.

Understand and Visualize Your Data

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

You can profile data with KnowledgeSEEKER using the following methods:

- *Overview Report* - Summarize your data with statistics for each variable
- *Dataset Chart* - Show the distribution of data values for each given field
- *Data* - Show all the fields and their values for all the records
- *Segment Viewer* - Visualize the distributions of the variables under each category of a segmentation variable
- *Cross Tabs* - Visualize your data by plotting the categories of one field in relation to another
- *Correlations* - Explore the strength of the relationships between two or more data fields

Leverage your Data to Make
Confident Decisions

"It is great to be able to create calculated columns and I love the statistical calculations and charts added to this version"

Fabio Tenorio,
Lifetouch

"Predictive analytics really moves your organization forward. It allows you to move beyond analyzing the past and allows you to predict the future... Angoss' data mining and exploration capabilities streamline the overall discovery and predictive process, allowing you to quickly act on trends or events."

Claudia Imhoff,
President,
Intelligent Solutions Inc.

Growing Revenue and Reduce Risk

The second major component, and the heart of KnowledgeSEEKER, is the powerful decision tree function. This function allows you to select dependent variables and quickly and easily determine the predictors of that variable, resulting in business rules, which will allow you to score other data and develop strategic options.

Decision trees in KnowledgeSEEKER provide easy visualization of dependencies between variables and are presented in an intuitive color-coded manner. Trees are simply 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.

Some of the features of KnowledgeSEEKER decision trees are:

- *Expression editor* - modify the dataset with new calculated columns
- *Find, force, erase, copy and paste splits*
- *View node data*
- *Split report* - node statistics and ranked order of calculated splits
- *Copy tree and copy data* - Allows you 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

KnowledgeSEEKER Provides Analysis For “Better Business Decisions. Every Day.”

- Array of data profiling tools
- Industry leading decision tree functionality for data exploration and business rule generation
- Fast, easy-to-use, “Microsoft like” environment
- Fully open standards for data import and code generation
- Stand alone and client-server configurations

Adapts and Scales to Your Situation

There are no limits to achieving superior results in areas such as:

- Telecom...Churn, Loyalty, Acquisition and Bundling strategies, and Customer segmentation
- Retail...Loyalty program strategies, Marketing campaign optimization, Credit and collections
- Retail Banking...Credit and collections strategies, Fraud detection, Marketing, Segmentation, Regulatory compliance
- Insurance...Claims and payments strategies and analysis, Customer targeting, SIU resource allocation, Fraud detection
- Life Science...Physician and patient targeting, Clinical pipeline strategies

There are no limitations to the vision and strategic direction that KnowledgeSEEKER can provide to your organization. It is fully scalable across enterprise systems and can operate as a stand-alone desktop tool or in a client-server configuration.

KnowledgeSEEKER accepts data through ODBC, SAS, SPSS or text files and will generate XML/ PMML model code or generate business rule code in SAS, SQL and other formats.

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