

Making Confident Decisions – Discover. Predict. Act.

You likely have technology in your organization to define what has happened to you in the past, but what you likely cannot easily do is discover the reasons for past results, predict what future scenarios might be, and develop strategies to achieve success. Taking the vast amounts of data that are present in many organizations and turning it into useful information is a challenge for most businesses, but it does not need to be difficult. You can make confident decisions by using data-mining and predictive analytics to address your business issues. From gaining a full understanding of your customer base, to predicting the potential actions of those customers, and developing strategies to mitigate risk and increase revenue,

data mining and predictive analytics may be the key to your success.

Today's organizations and analysts require a suite of data mining and predictive analytics tools that are robust in functionality, easy-to-use and implement, affordable, and simple to integrate with current processes and technology.

KnowledgeSTUDIO is a highly interactive data mining and predictive analytics workbench that delivers efficiency and return in all phases of model development from data import and profiling through to exploration, modeling, scoring, and deployment.

Key Features of KnowledgeSTUDIO

- Analysis, reporting and scoring in a single environment.
- Easy deployment and ease of use with intuitive GUI and superior visualization of results
- Advanced features and broad set of algorithms and tools for complex modeling tasks.
- Exceptional open standards, scalability and flexibility

Data import, Profile & Explore

Your first impression of KnowledgeSTUDIO is a familiar interface based on the Microsoft Office environment. Wizards help business users achieve the knowledge they need and analysts can be more efficient due to the ease-of-use of KnowledgeSTUDIO.

KnowledgeSTUDIO is based on open standards and facilitates integration with all data sources within an organization. After import, you can easily access a broad range of reports, graphs and views that allow you to quickly gain an understanding of your data.

When potentially thousands of variables are involved, data profiling can provide an excellent starting point for further analysis.

- overview report (data type, cardinality, min/max, means, standard deviation, sums, variance)
- 2D and 3D charting
- segment viewer
- cross tabulation (bar charts, scatter chart, plots)
- cluster analysis

Realize the Value of
Confident Decision-Making

Decision Trees

One of the most powerful methods to explore your data, then predict likely scenarios, and act on your results is through decision trees. Decision trees are used extensively in the data discovery phase of a project to determine relationships between data variables and determine what data may be important for subsequent modeling tasks. Trees can also be used effectively in determining a set of business rules that can be integrated into model deployment or used to develop strategies and actions.

Using a point and click interface, trees can be simply grown and explored to discover hidden patterns in your data. This visual, real-time exploration can save large amounts of time so efforts can be focused on the development of strategies or further modeling.

Advance Modeling & Deployment

KnowledgeSTUDIO supports a broad range of models and algorithms including decision trees, neural networks, linear and logistic regression and time series. The environment is extremely reliable with excellent response times across large data-sets. To facilitate the explanation and expansion of modeling projects, models can be generated in English language, and also directly into SAS, SQL and other codes. Modeling results such as lift charts, decision trees and visual charts are easily integrated into other programs to allow you to share your results and focus more time on discovery and model development.

Using leading infrastructure such as XML/PMML, SAS or Java, models from KnowledgeSTUDIO can be seamlessly deployed for real time scoring or management into operational systems, warehouses and to complementary Angoss products such as Mining Manager and KnowledgeSERVER.

- Highly intuitive and easy-to-use.
- Eight algorithms including CHAID, CART, Gini Variance, Entropy variance.
- Both categorical and numerical variables.
- Interactive with custom splits, pruning and growing of the trees.
- Trees can be translated into a base-set of English rules or programming statements such as SAS, SQL, Java.

“KnowledgeSTUDIO supports a broad spectrum of data mining algorithms and makes use of interactive decision trees for advance data profiling and user driven decision tree models. KnowledgeSTUDIO’s ease of use is a noteworthy strength.”

Source: META Group Inc., Data Mining Tools
METAspectrumSM September 2004

Improve your decision-making, decrease your risk, and realize the value of making confident decisions in areas such as customer targeting, fraud detection and risk mitigation. Let KnowledgeSTUDIO and Angoss show you how.

“KnowledgeSTUDIO is embedded in the work that we are doing on a daily basis. The decision trees allow you to clearly see drivers and relationships in a meaningful way. It is a very intuitive product to use.”

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