

SAP BusinessObjects Predictive Analysis

Transforming the Future with Insight Today



Agenda

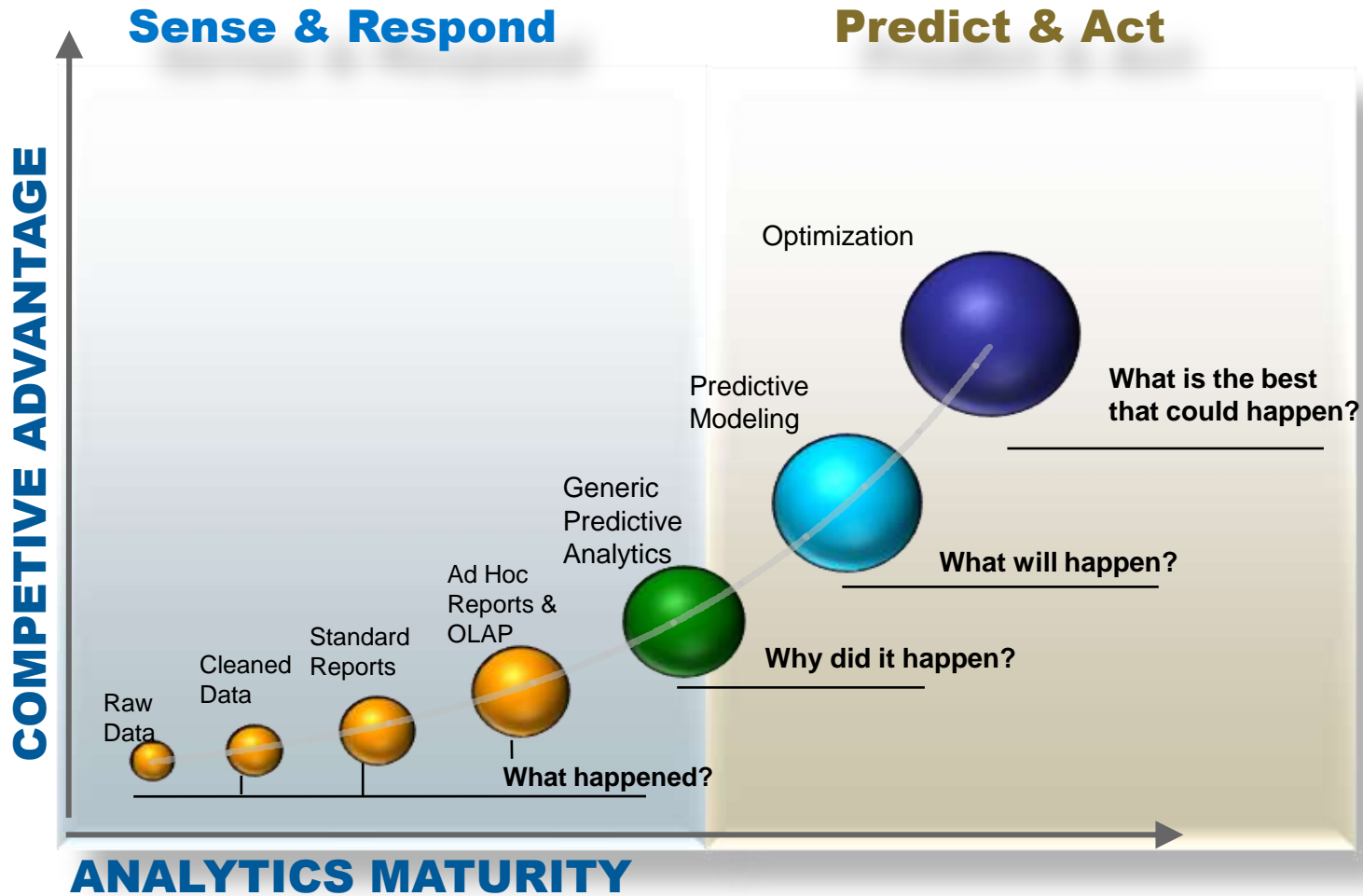
- Predictive Analytics Landscape
- SAP BusinessObjects Predictive Analysis
- Summary

What if ...

- .. You could identify hidden revenue opportunities within your customer base through predictive analytics?**
- ... You could retain your high-value customers/employees/vendors/partners with the right retention offers?**
- ... Your call center agents could delight customers with the best next-step recommendations?**
- ... You could increase cross-sell and up-sell effectiveness through cross-channel coordination?**
- ... You could build long-term customer/employee/vendor/partner relationships with intelligent interactions?**



Extend Your Analytics Capabilities



The key is unlocking data to move decision making from sense & respond to predict & act

What is Predictive Analysis?

Predictive analysis encompasses a range of analytic techniques



... the exploration and analysis, by automatic or semi-automatic means, of large quantities of data in order to discover meaningful patterns and rules.”

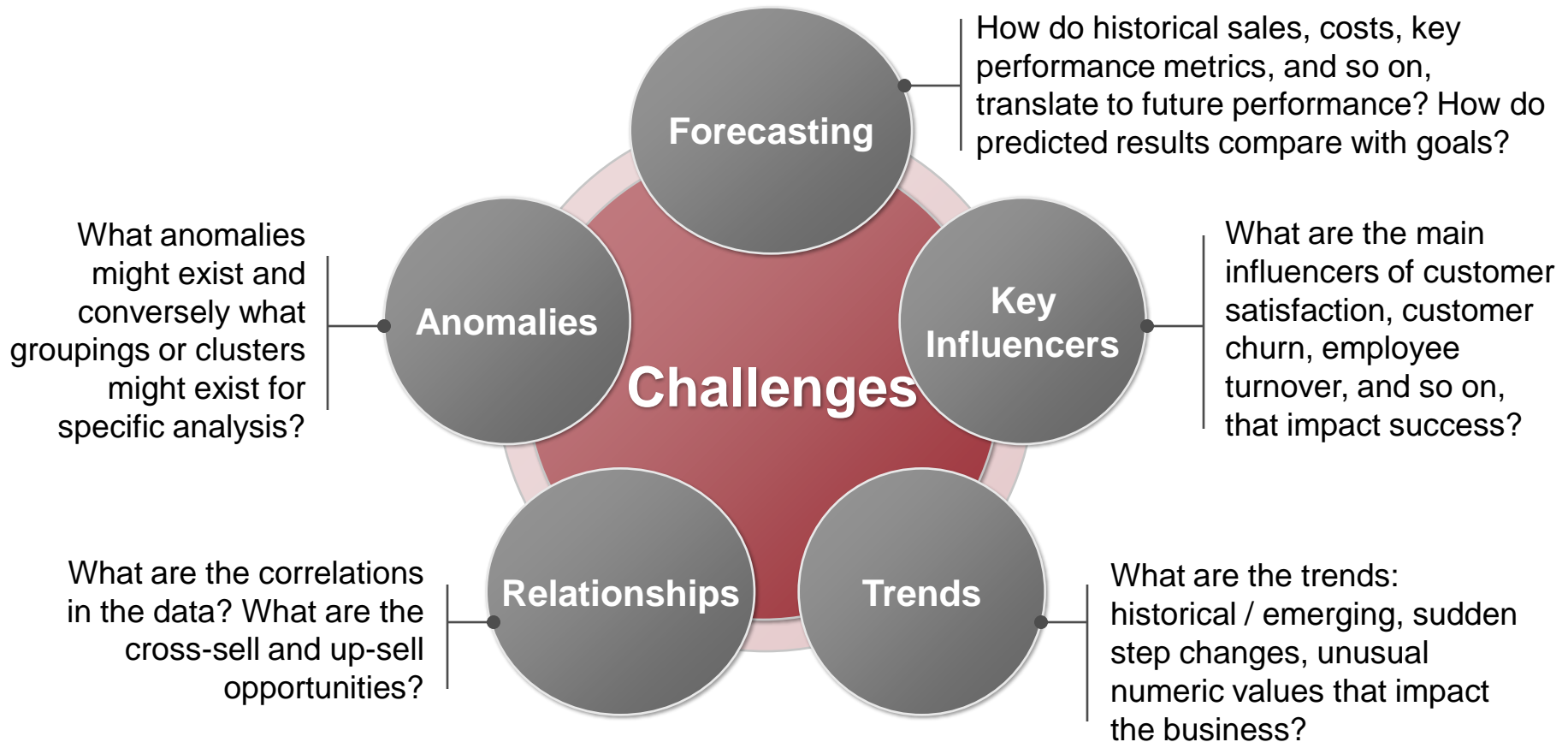
Gordon Linoff and Michael Berry
Authors of “Data Mining Techniques”



... the process of discovering meaningful new correlations, patterns and trends by sifting through large amounts of data stored in repositories, using pattern recognition technologies as well as statistical and mathematical techniques.”

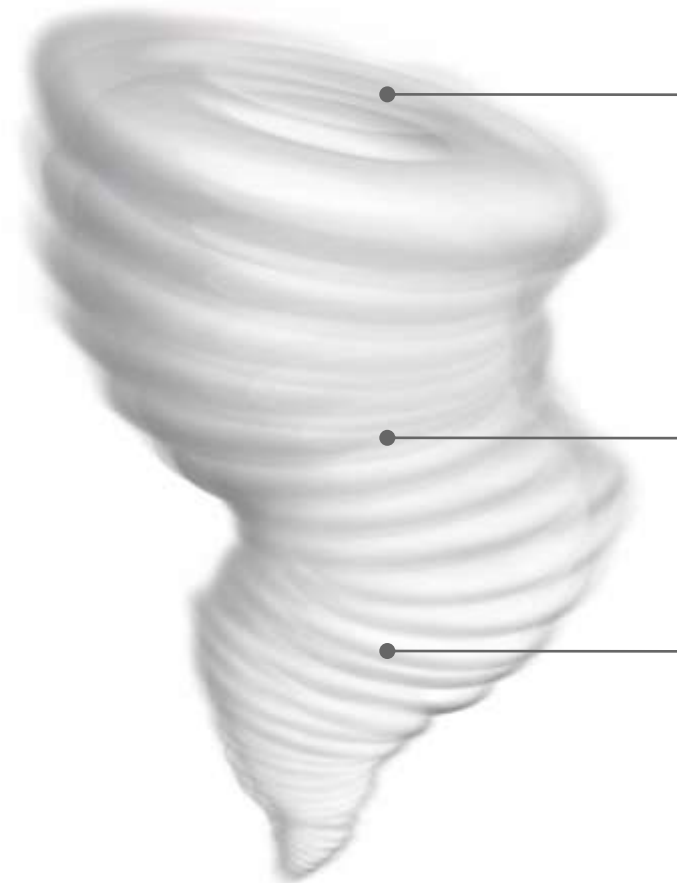
Gartner Group

Predictive Analytics Examples



Changing Landscapes and New Opportunities

Data mining and predictive have been around for decades. But new market forces are changing the landscape and offering new opportunities...



Increased business interest

- Now that BI users know what happened, they are asking why and what's likely to happen next
- Explosive demand from Sales, marketing, and call center analyses... fraud, and government intelligence/security agencies

Increased data value (e.g., Big Data)

- Exploding data volume
- Expanding data varieties

Increasing technology performance

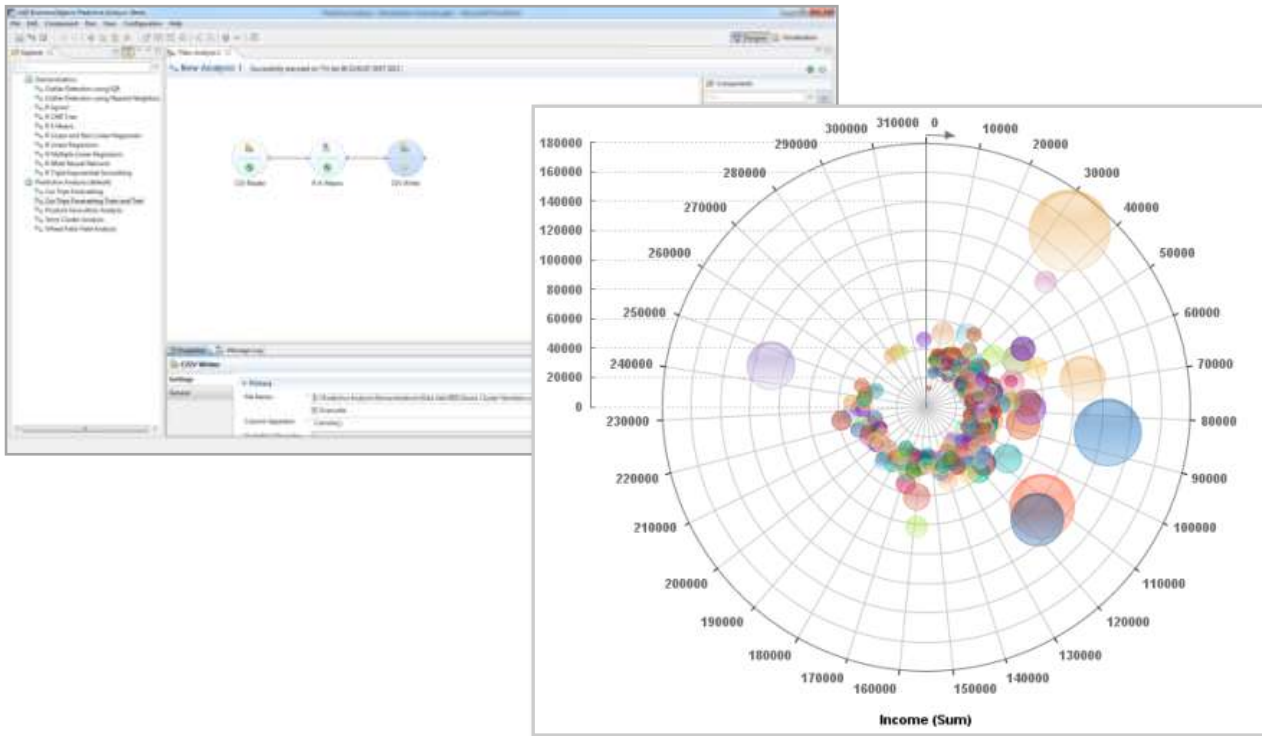
- Parallel processing, faster CPUs, and in-memory technologies reduce time and cost of data processing

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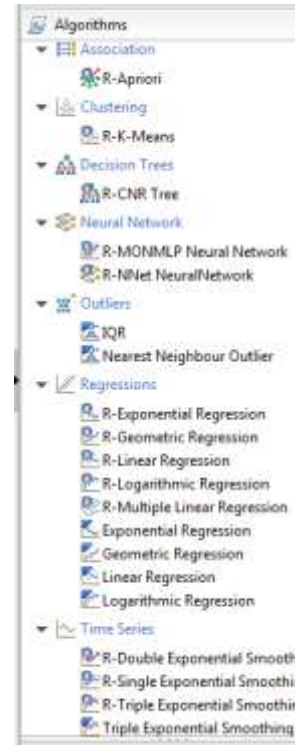
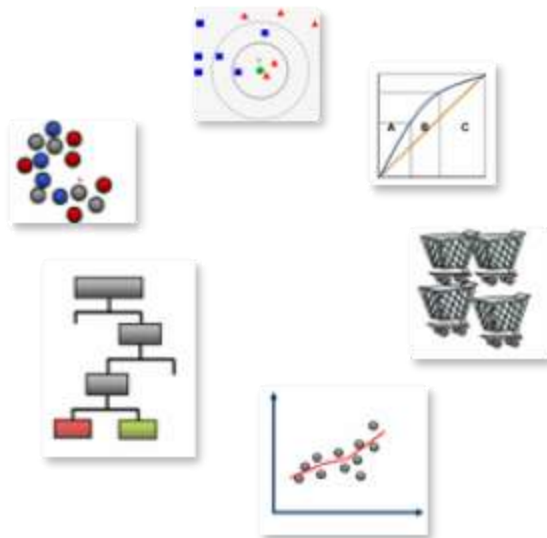
SAP BusinessObjects Predictive Analysis

- Fully unleash SAP HANA's predictive capabilities
- Intuitively design complex predictive models
- Visualize, discover, and share hidden insights



SAP BusinessObjects Predictive Analysis

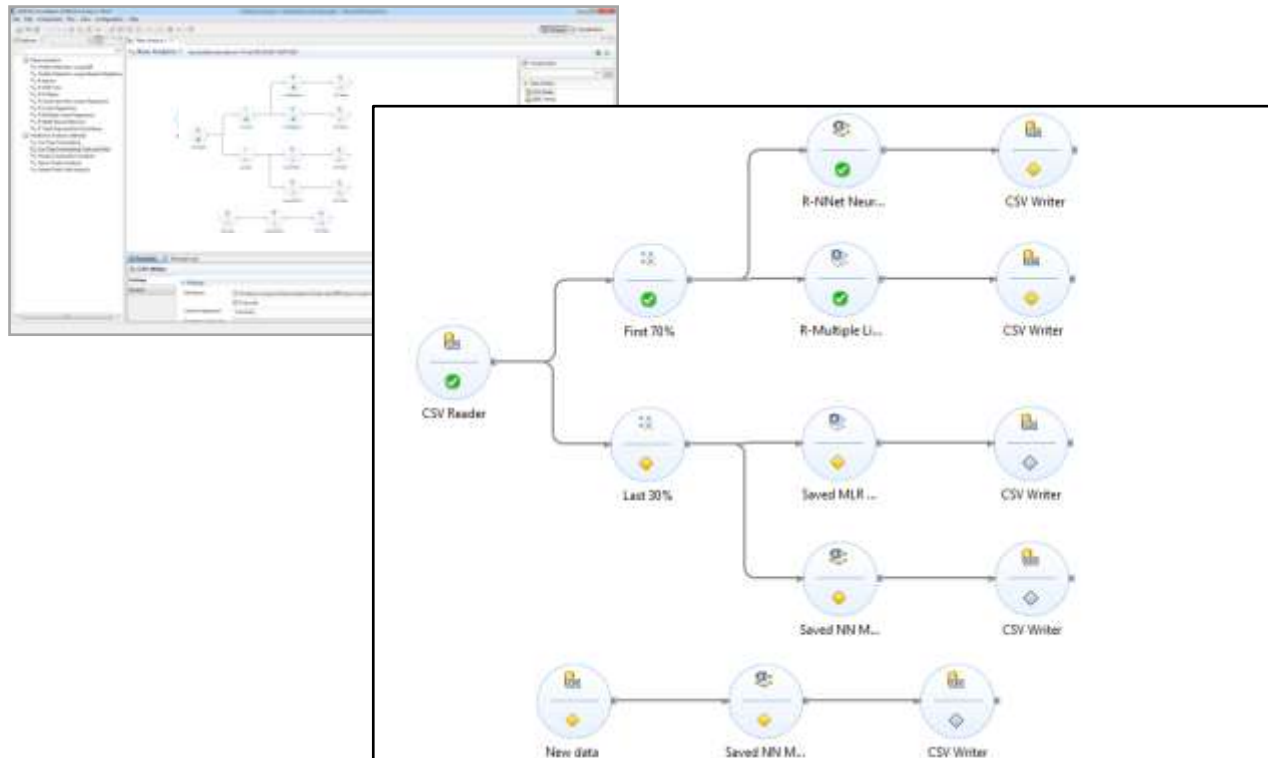
- Fully unleash SAP HANA's predictive capabilities
 - Employ HANA's in-database predictive algorithms
 - Leverage 3,500+ open-source predictive algorithms via HANA's R integration



SAP BusinessObjects Predictive Analysis

■ Intuitively design complex predictive models

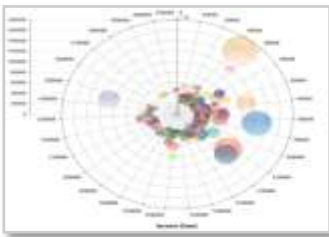
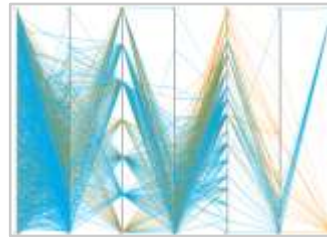
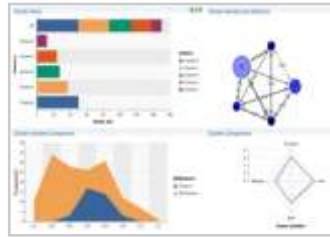
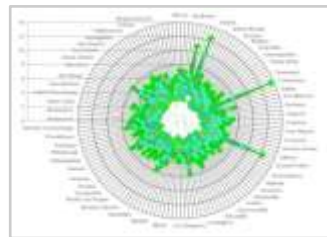
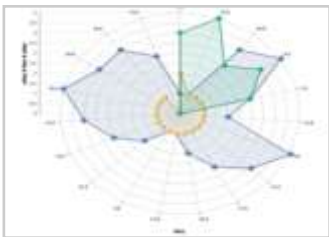
- Read and write from data stored in HANA, Universes, IQ, and other sources
- Drag-and-drop visual interface for data selection, preparation, and processing



SAP BusinessObjects Predictive Analysis

Visualize, discover, and share hidden insights

- Advanced visualization designed where you'd expect it – natively from within the modelling tool
- Share insights via PMML and with other BI client tools



- Tree Map Chart
- Heat Map
- Pie Chart
- Pie with Variable Slice Depth
- Multiple Pie Chart
- Donut Chart
- Column Chart
- Bar Chart
- Column Chart with Dual Value Axes
- Line Chart
- Line with Dual Axes
- Surface Chart
- Combined Column and Line Chart
- Combined Column and Line Chart with Dual Value Axes
- Stacked Column Chart
- 100% Stacked Column
- Stacked Bar Chart
- 100% Stacked Bar
- 3D Column Chart
- Box Plot Chart
- Radar Chart
- Multiple Radar Chart
- Tag Cloud Chart

SAP BusinessObjects Predictive Analysis

Data Visualization and Sharing

1. Visualize the model for better understanding
2. Store the model and result back to HANA
3. Share results via PMML and with other BI client tools



Data Loading

1. Understand the business and identify issues
2. Load the SAP and non-SAP data into HANA or other source



Data Processing

1. Define the model via clustering , classification, association, time series, etc.
2. Run the model



Data Preparation

1. Visualize and examine the data
2. Sample, filter, merge, append, apply formulas

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The Bottom Line



Companies can no longer focus solely on delivering the best product or service

To succeed, they must:

Uncover hidden customer / employee / vendor / partner trends and insights

Anticipate behavior and take proactive action

Empower your team with intelligent next steps to exceed customer expectations

Create new offers to increase market share and profitability

Develop and execute a customer-centric strategy

Target the right offers to the right customers through the best channels at the most opportune time



Thank You

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