




Analytical Visualization

Now everyone can easily discover and share powerful insights that inspire action

Nilma De Wit

A man with glasses and a beard is looking at a laptop screen. The screen displays a bar chart with blue bars and a red line graph. The man is resting his chin on his hand, appearing thoughtful. The background is blurred, showing an office environment.

“ 61 percent of respondents who recognize that data & analytics have affected their core business practices say their firms either have not responded to these changes or have taken only ad hoc actions rather than develop a comprehensive, long-term strategy for analytics.

Source: McKinsey & Company, Dec. 2017



Barriers to Overcome



Unreliable or
insufficient data



Long time to build and
interpret analytical content



Unable to confidently share
collaborate, & use insights

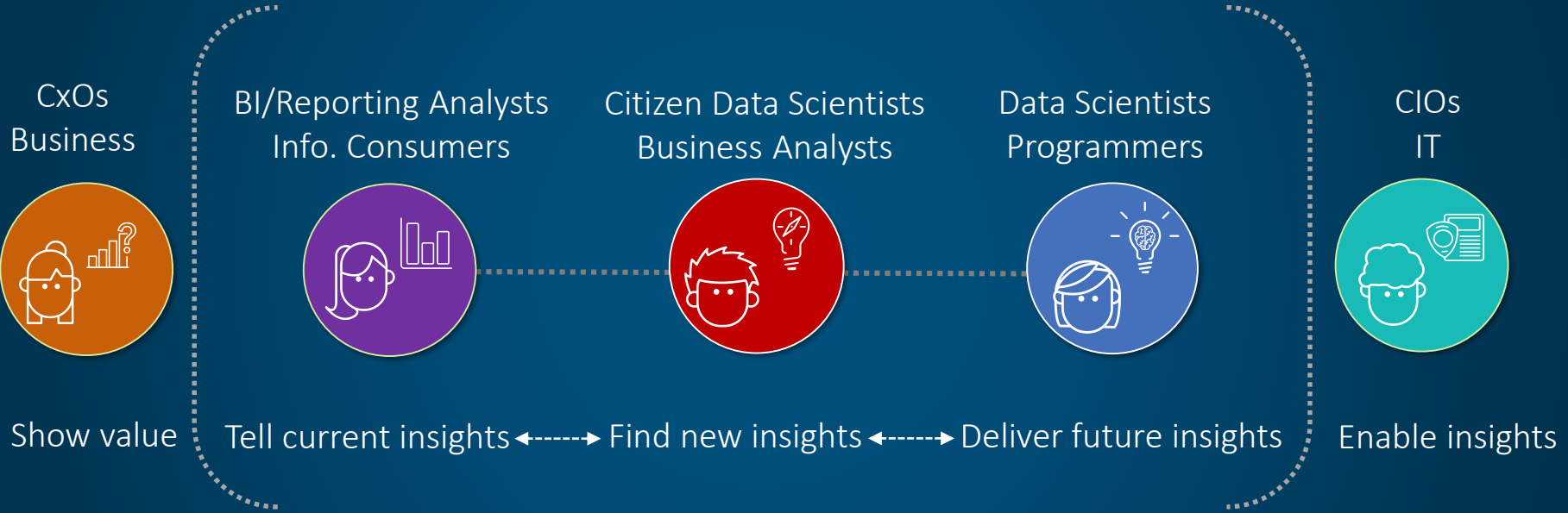


Talent, skills and
personnel crunch



Lack of data and
model governance

Varied Roles. Varied Needs.



Analytics Roles

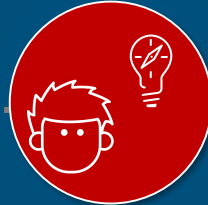
What do they need to be successful?

BI/Reporting Analysts
Info. Consumers



Interactive reports/dashboards
Self-service data preparation
Share and collaborate

Citizen Data Scientists
Business Analysts



Visual Data Exploration
Discover unknown patterns
Self-service Analytics

Data Scientists
Programmers



Build & refine models
Latest ML methods
Programmatic options

Analytics Roles

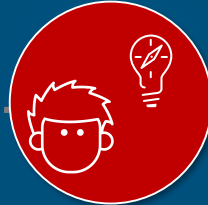
How Analytical Visualization will help?

BI/Reporting Analysts
Info. Consumers



Quickly monitor performance
Insights wherever & whenever

Citizen Data Scientists
Business Analysts



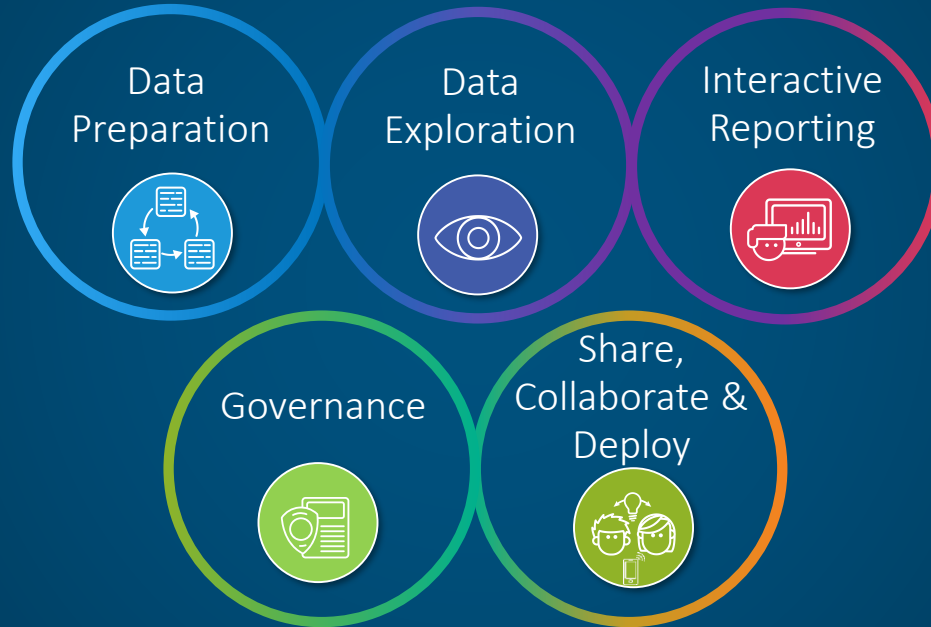
Analytics for more users
Jump start analytics journey

Data Scientists
Programmers



Prototype and learn quickly
Be productive & less biased

The Basics...



Extending the paradigm...

Visual "drag & drop"
Interface



Programming
Interface

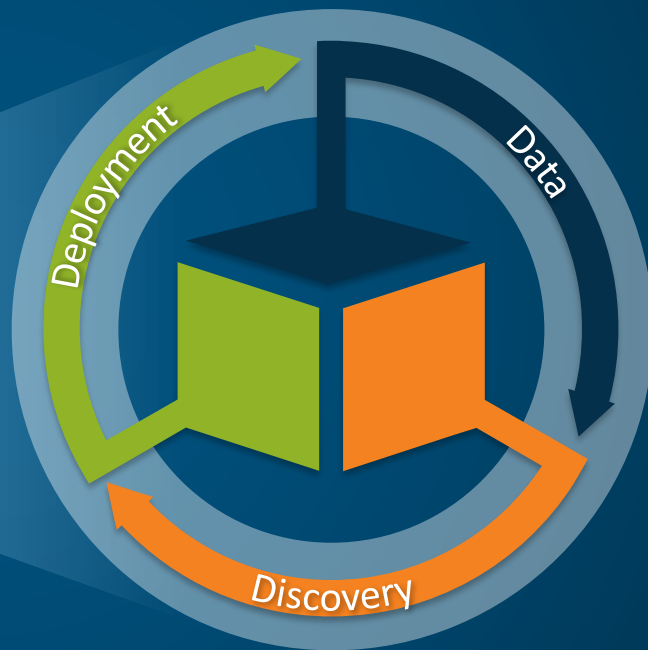


Extending the paradigm

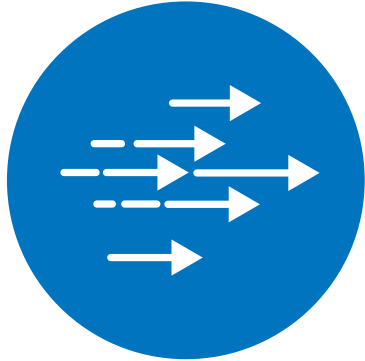
Openness for SAS or Non-SAS User



The SAS Platform



Key Benefits



01 Agile

Insights for more users to meet diverse demands

Put your best insights into action



02 Governed

Promote trust, reuse, & consistency

Boost productivity and collaboration



03 Scalable

Uncover opportunities faster than others

Meet current and future needs



Product Demonstration



Learn More

www.sas.com/visualanalytics

www.sas.com/visualstatistics

Interactive Demos

Free Trial

Demo Videos

Collateral

Customer Stories