



Analytical Visualization

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

Obed Lesejane

Snr. Business Solutions Manager

Data Management & Analytics



“ 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

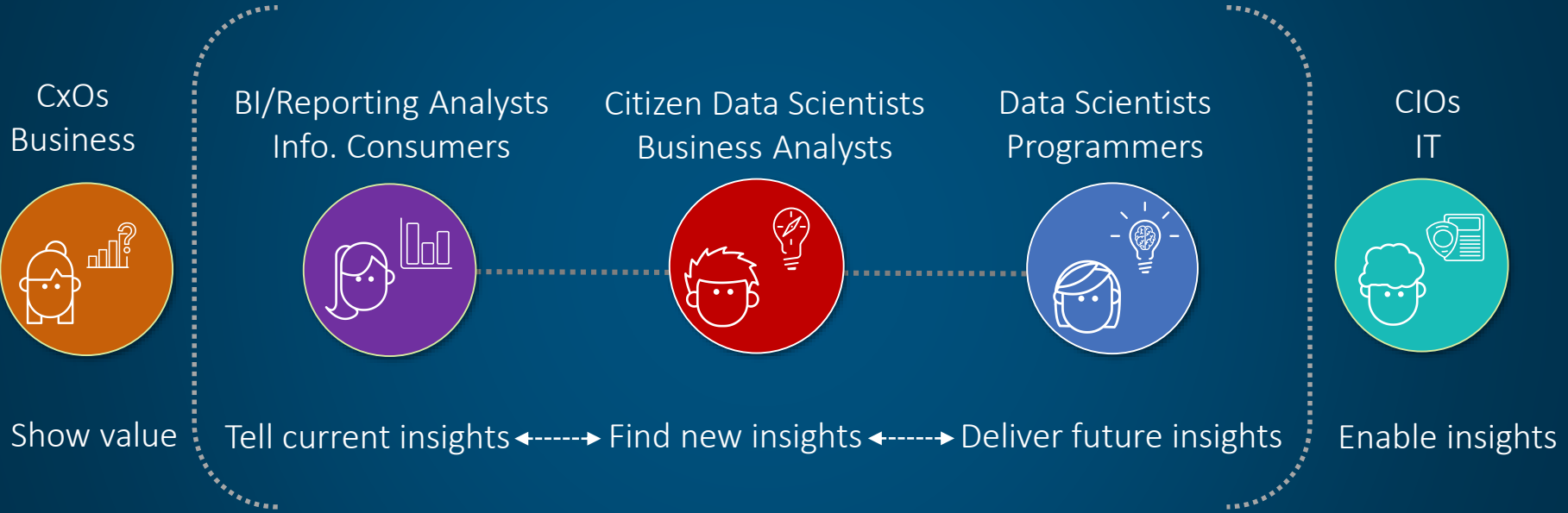


Talent, skills and
personnel crunch



Lack of data and
model governance

Varied Roles. Varied Needs.



Analytics Roles

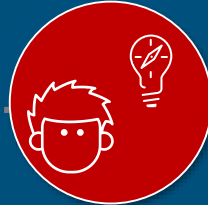
What do they need to be successful?

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

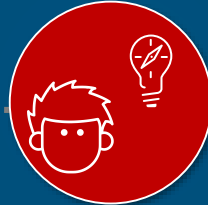
How Analytical Visualization will help?

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

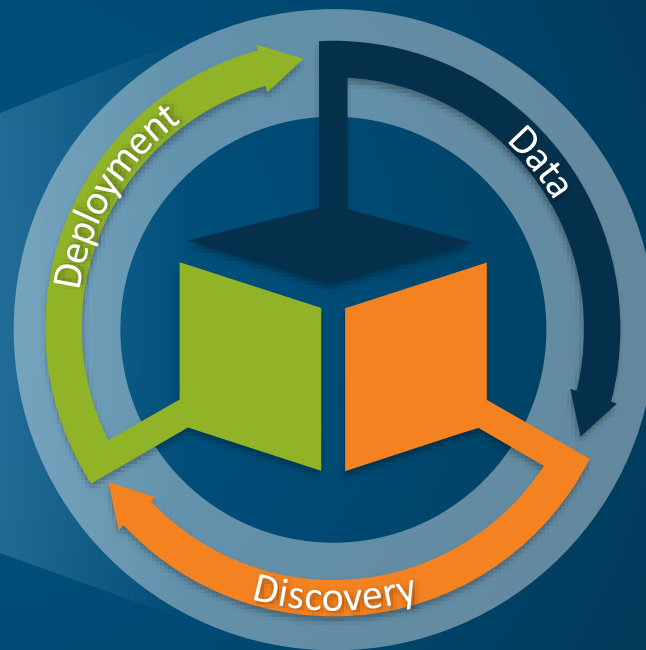


Extending the paradigm

Openness for SAS or Non-SAS User



The SAS Platform



CrescentCare

Challenges

- Providing services to high-needs and high-risk patients to help them better manage chronic health conditions
- Score patients based on their needs and then effectively guide care plans
- Efficiently conduct annual reporting to federal agencies to ensure continued Federally Qualified Health Center funding.

Solution

- SAS® Visual Analytics, SAS® Enterprise Guide

Results

- HIV patients' viral load suppression rates increased from 69 percent to 81 percent
- Care providers can quickly detect “lost to care” patients; quickly reconnect and improve patient outcomes

Healthcare Provider

“We engage patients from different angles, with the goal to overcome or better manage their health and wellness challenges. And it all revolves around interactive data exploration and the ability to make sense of complex data.”

Royal Bank of Scotland (RBS)

Challenges

- Better visualize, categorize and analyze the sheer volume of chats, comments and complaints
- Provide better customer advocacy and personalized customer-centric service across all channels

Solution

- SAS® Visual Analytics, SAS® Analytics

Results

- Faster resolution and targeted training helped to reduce customer complaints by 25%
- Front-line staff is having more personalized and valuable conversations online, face-to-face and over phone, resulting in improved customer experience
- Expanded usage of VA to 10,000 employees

Banking

“The SAS analytics solutions are making our webchat agents more capable and more driven. In turn, they are delivering a better service to our customers.”

Eandis - Belgium

Challenges

- Improve ability to optimize asset management costs.
- Manage vast quantities of sensor data coming from the electric and gas grid, combined with data on customers' solar and wind production.
- Increase speed, ease and cost-effectiveness of data integration, with less dependence on IT.

Solution

- SAS® Visual Analytics and SAS® Visual Statistics

Results

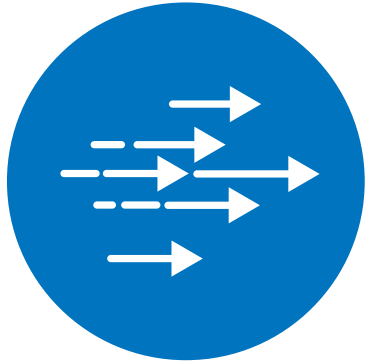
- Decreased time spent measuring the in-feed data from transmission stations supplying power
- Decentralizing BI with a single intuitive interface enabled more people to use the existing data and speed up the reporting process.

Utilities

Electricity & Natural Gas

With SAS Visual Analytics, our analyst was able to complete that same job within minutes [versus three to six months], and in a matter of seconds he could visualize and manipulate the data, add columns and do calculations. It was truly amazing.

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

[SAS Visual Analytics Demo for Retail](#)

[Logistic Regression Demo](#)

[SAS Visual Analytics Demo for Insurance Companies](#)



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