Visual Data Mining for non-technical users

Provide business users with the agility they need

Do the business users in your organization need to gain self-sufficiency in their daily analysis? Do you want to reduce the IT department’s workload and costs? Are you passing up business opportunities because requests from users are not delivered on time?

The more organizations analyze, the more competitive they are. If you provide business users with easy Data Mining, they will gain enough self-sufficiency, agility and analytical capabilities to deal with daily analysis. Empowering them will let them make faster and better decisions and your organization will improve its efficiency and effectiveness.

The Solution: BIRT Analytics

1. User self-sufficiency
   - Self-service Data Mining to remove dependence on experts.
   - Access to data self-sufficiently, with little training. Only business knowledge is required.

2. Advanced and predictive analytics
   - Advanced data mining and predictive analysis techniques: Venn, Pareto, Bubble, profiling, mapping, Pivot Tables, clustering, forecasting, association rules, Decision Tree, etc.

3. Agility
   - Advanced analytics to respond to unplanned matters on the fly, to detect business opportunities soon and to gain competitive advantage.

4. Fast and user-friendly techniques
   - Reliable, fast and user-friendly engineering techniques to start to analyze data just after its loading, with no need of cubes, aggregates, measures nor metadata.
   - 100% visual.

5. Data integration
   - Integration of huge volumes of data from miscellaneous sources, internal and external, with a thousand times faster performance level than traditional RDB and little hardware requirements.
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Let data miners concentrate on core business models

Do data miners spend much time preparing data and little time on core business models?
Do you want to reduce data miners’ bottlenecks?
Are data miners under increasing pressure to respond on time to huge amounts of requests from business users?

The data miners staff plays a leading role in your organization. Spreading the use of easy Data Mining among non-technical users will let them invest enough time and resources in those core models that only expert data miners can perform. Gain agility, efficiency and effectiveness, improving the quality of the service and boosting productivity.

**The Solution: BIRT Analytics**

1. **Secure and user-friendly techniques**
   - Accurate techniques for preparing data just after its loading: standardization, categorization, logic and linear scaling. It includes specific preprocessing for Data Mining.

2. **Instant Data Mining and fast modelling**
   - Data Mining for millions of records and creation of models on batch mode massively.
   - Modeling within minutes.

3. **Reliable validation**
   - Easy validation tests to measure the model’s accuracy previously to putting it into practice.

4. **Removal of bottlenecks**
   - Access of non-technical users to advanced and predictive techniques, with no need of them having deep understanding of Statistics or Mathematics; only business knowledge is required.

5. **Costs reduction and time and resources optimization**
   - Reduction of annual Data Mining costs.
   - Optimization of time and resources to concentrate on core business models.