How many of you used predictive today?
How can you apply predictive to your business?
Predictive Analytics is Learning

Historical Data → Learn → Rules

SAP Predictive Analytics
Strategic and operational decisions: Exploratory and Prescriptive Analytics

- **Past data**
- **Model**
- **Analytical**
  - Understand ‘why’
  - Strategic decisions
- **Operational**
  - Apply to new data
  - Quickly react
  - Real time decisions
- **Prescriptive Analytics**

**Exploratory Analytics**

**SAP Predictive Analytics**
Creating business value
Analytics solutions from SAP

Simplify  Innovate  Accelerate
Predictive Analytics is Pervasive

- BI
- Apps
- Data

Predictive Analytics
SAP Predictive Analytics

- Automate the process
- Straightforward modeling
- Fast deployment & review

- Fine-tune the process.
- Native libraries (HANA)
- 5000+ algorithms (R)

SAP Predictive Analytics

- Automated Analytics
- Expert Analytics

Modeler

Create a Classification/Regression Model
Create a Clustering Model
Create a Time Series Analysis
Create Association Rules
Load a Model

Prepare the data

Model

Deploy

Review

Typical
Four steps to predictive realization

1. **Explore and prepare your data**

- Work with Big Data, departmental data, or a combination of both
- Aggregate/merge data sources quickly and accurately
- Create complex conditions, expressions, filters, and aggregates within minutes without SQL
- Create dozens to 1000’s of derived variables and attributes
- Build a rich, predictive-ready analytic dataset automatically
Four steps to predictive realization

2 Design
   and validate your model

- Fully automated modeling process for:
  - Regression & Classification
  - Clustering/Segmenting
  - Forecasting
  - Social & Link Analysis
  - Textual Analysis
  - Geolocation

- Model in confidence with automated optimization techniques or manual techniques

- Ensure training data passes validation and estimation processes
Four steps to predictive realization

3 Analyze

and optimize the results

- Measure performance of training and test data sets for accuracy and confidence
- Create simulations to maximize gain and apply model to new data
- View statistical and graphical reports of performance, gain/lift, and more
- Visualize predictive information in SAP BusinessObjects, MS Excel, and other analytic platforms
Four steps to predictive realization

4 Deploy processes and actions

- One-click deployment of results, scores, recommendations, etc. into production
- In-database scoring (SQL)
- Interface with business apps via scoring equations in:
  - Databases
  - ERP/CRM solutions
  - JAVA, C, and more
- Refresh analytic data sets and models automatically when changes occur
- Alert on data and model deviations
No more slides, let’s demo!
Success With Over 500 Leaders Around the World
Unique value in predictive projects across the organization

**Analyst**

“I am guided when creating models”

Collaborate

**Data Scientist**

“I build quality models faster and leverage predictive libraries”

**Business User**

“I get actionable insights and applications”

**Business Questions**

**Analytical Insights**

**Operational Models**

**IT**

“I easily embed models into any application”