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Sas analytics tool

Eliminating the uncertainty around the future would really take the stress out of planning business strategies. In the meantime, we may not always know what actions will result in successful results - at least not 100 percent of the time. New technologies like predictive analysis get us closer every day. While predictive analytics can't quite give you psychological capabilities, the technology is able to make successful predictions by using patterns in consumer behavior and past trends to assess which marketing, sales and business strategies are likely to be most profitable at certain times. Predictive analytics helps build business strategies that align with how people are likely to act in the future — ultimately resulting in increased campaign success. Here are some products and startups that aim to take over the field in 2016. Personal marketing campaigns are becoming an increasingly popular way to reach specific user segments and engage them effectively. But obtaining and analyzing the data necessary to create targeted campaigns requires a huge amount of time and a huge amount of time. This is where Optimove comes into play. Optimove is a marketing automation platform that uses advanced machine learning algorithms that are used on behavioral data to segment your users into different people. The technology then determines which marketing strategy works best for each user type in order to capture users' attention and drive them to take a specific action. Optimove users are able to create a personal connection with their customers and to better fulfill their specific needs. The result is a significant increase in retention and engagement and an upswing in brand loyalty. In addition to marketing and sales, predictive analytics can play a big role in corporate security. Opening DNS's Umbrella Security tool is a good example of this. The tool scans your organization's computers, files, and data to derive patterns and detect anomalies. In this way, it can easily predict a security breach well before it happens. From Ashley Madison to Sony to countless others, hacking is a real threat to both individuals and companies. While firewalls and standard antiviruses help the situation, they can't always prevent everything - especially when it comes to bigtime hackers. Therefore, using tools that analyze patterns and predict what should and should not happen in the system gives you the advantage and ensures that the company's most crucial files remain in the right hands. Since using social media, businesses have used it as a means of connecting with their customers and giving their brand a more accommodating persona. While talking to the public and getting them engaged is a great way to get an enthusiastic following, the business benefits of social media don't have to stop there. Of course, social media makes it quite easy to see patterns of specific users through what they do, where they go, the places they visit, etc. By using this information, you can gain a fairly accurate understanding of a user's interests and his or her daily desires and needs. Viralheat helps to take this information a step further. With Viralheat, you can use the power of predictive analysis to understand a prospect's social behavior. The tool turns posts, likes and other habits into hard data, so you can predict someone's actions and gain insight into his or her actions. By using this information, you get all the tools you need to improve your approach and provide customers with the service they expect. So while predictive analysis may still be a step from a full-fledged crystal ball, it certainly keeps you one step ahead of the game by allowing you to make educated predictions about behavior based on real numbers and big data. Technology is at the heart of a variety of industries - from marketing and sales, to social media, and even security. As it becomes increasingly popular, it gives businesses the speed and agility they need to stay on top. Showing 1-20 of 271 products ClicData ClicData is a business intelligence (BI) dashboard solution designed for use mainly by small and medium-sized businesses. The tool enables end users to create reports and dashboards. A drag-and-drop interface designed for ease of use ... Read moreNew recommendations: 18 recommendationsDomdo Domo is Business Cloud®, which empowers organizations of all sizes with BI influence on cloud scale in record time. With Domo, BI critical processes that took weeks, months, or more can now be done on the go, in minutes or seconds... 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Read moreNew recommendations: 1 recommendationKlipfolio Klipfolio is a cloud-based business intelligence solution serving businesses of all sizes. It helps marketing agencies, analytics firms, system integrators, business solution providers and technology providers create business results... Read moreBOARD Created to combine business intelligence, enterprise performance management and business analytics, BOARD is a full-fledged business intelligence system that serves medium and business in a variety of ... Read moreDeployments: CloudOn premise Learn more Sisense vs RevelPieSync vs MinitabZoho Analytics vs Grow The concept of predictive analysis has gained increased attention as a business intelligence (BI) tool, especially as BI itself has grown in popularity. Predictive analytics software uses mathematical models and algorithms to analyze your organization's data and give users a forecast of future results and events. There are many vendors on the market today who sell predictive analysis tools, so we put together this buyer's guide to help you better understand the options available. In this guide, we review: What is predictive analytics software? Common features of predictive analysis softwareWhat type of buyer are you? Market trends to understand what is predictive analytics software? While traditional BI software typically examines past and present trends in a company, predictive analytics solutions are looking ahead to help decision makers plan ahead. These systems extract and encode a company's historical information to determine patterns. Armed with these patterns, predictive models are created and used to predict possible trends and results. This is not an exact science, and forecasts contain a margin of error. But the main advantage of predictive analytics software is that it can highlight emerging opportunities and potentials for risk to improve the quality of decision-making around these events. Predictive analytics visualization from SAP There are four types of analytics users should know about, which can help a business in different ways: Descriptive descriptive analysis uses incoming data to identify trends that occur in real time. This can help answer the question: What's happening right now? Diagnostic diagnostic analysis uses historical data to determine the cause of an event earlier. This can help to answer: Why did this happen? Predictive predictive analysis uses historical data to find trends and use it to predict future events. This can help answer: What will happen next month? descriptive analysis uses both descriptive descriptive predictive data to determine a specific action to be taken. This can help to answer: How can I solve this problem? Common features of predictive analysis software functions in Predictive Analysis can vary greatly from provider — as can the basic or advanced ones — but there are some features in many systems: Functionality description Predictive modeling The cornerstone of any predictive analytics software system, predictive modeling is a statistical technique used to predict certain results and behaviors. Models are created using a company's historical data, and then applied to new data to test its accuracy and are revised accordingly. Data mining Data mining is the process of extracting information from a dataset to identify patterns that can be used to understand other datasets. Often used in tandem with predictive modeling, data mining provides the relational information needed to score the variables used when creating models. Text Analysis Another feature common to predictive analysis software, text analysis, enables users to extract text sources for information, which are then categorized. Because many data sources consist of unstructured text, as opposed to predefined numeric data, text analysis can be a valuable resource for uncovering and processing information that might otherwise remain unused. Data visualization While data mining is used to map relationships to different pieces of information, data visualization is a method for viewing these relationships. In other words, it translates predictive insights into charts, graphs, or maps that you can then view on dashboards. Although data visualization can be considered a more advanced feature, the increase in popularity across many analytics platforms, including BI suites, has added to its commonality in standalone predictive analytics systems. R integration R is an increasingly popular open source programming language widely used by data miners and statisticians. While R integration is an advanced feature not found in all predictive analytics software, it is a powerful analytical tool that can increase the capabilities of a system by allowing it to extract large amounts of data faster. What kind of buyer are you? Before evaluating predictive analytics software, it's important to find out what you plan to use it for. Some of the most common applications for these systems can be found in the following industries: Banking and Finance. Predictive analytics software has been a mainstay of the banking and financial industries, namely predicting credit scores and help with fraud prevention, and continues to find broad application there today. Financial advisers also find predictive analysis useful to help forecast market behavior. Retail. By providing a forward-looking analysis of customer behavior, predictive analytics can be used in retail to optimize prices and product distribution together with sales forecasts and site selection. Health care. Predictive analysis is broad use in health care, especially as a means of improving patient care, helping with disease prevention and improving hospital care and administration. Market trends to understand When you start evaluating predictive analytics software, there are some important trends to be aware of: Greater usability. As traditional BI systems become more user-friendly for business people and others who lack IT experience, predictive analysis is closely following. Visualization of predictive data has become highly valuable to organizations, and vendors create software that makes it easier for decision makers to understand and act on the insights they provide with everything from charts and postgraphs to heat maps and scatter plots. Movement to the cloud. As more predictive analytics systems are offered in the cloud, opportunities per use and subscription-based capabilities are growing. This can be an attractive option for businesses that lack the internal staff needed to set up and decipher complex statistical modelling or the means to host a local system. Increased adoption beyond financial services. While the banking, finance and insurance industries continue to have the largest market share for predictive analysis, the growth in customer data compiled by retailers and industrial companies has also led to an increase in more industry-specific software. This is evident in the healthcare sector, for example, where predictive analytics systems specifically designed for use in this market are becoming increasingly available. Overall market growth. The rapid growth in the amount of data collected by companies combined with technological advances in how it is able to be processed is driving a significant expansion in the predictive analytics market. This growth will continue to be a driving factor in the increase of predictive analytics products made available to consumers, along with an increase in the functionality of the breadth of these products. Products.

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