MASTER in Customer Experience and Social Media ANALYTICS

Open Day | Rome, 03/12/2018

The analytics economy

New Data Types

1

BUSINESS UNDERSTANDING

Identify the phenomenon that you want to investigate and the business problem that you want to address

§.sas.

2

DATA UNDERSTANDING

Analyze the information assets available and identify the data sources useful for the construction of the model

§sas

3

DATA PREPARATION

Preparing data preparation flows in order to construct the input structure for the predictive model

4

MODELING

Building different analytical models using the techniques and algorithms available

§.sas

5

EVALUATION

Evaluate the different predictive models and choose the best one based on the business needs you want to achieve

§sas.

6

DEPLOY

Apply the algorithm to new data and produce outputs to be integrated into the company systems

§sas

Analytics

The discovery, interpretation, and communication of meaningful patterns in data.

Source: Wikipedia

SAS: different ways to do Analytics

SAS Base, **SAS Studio**, **SAS Enterprise Guide**: the heart of SAS software, to manipulate data and develop models both via code language or drag and drop GUI

VISUAL ANALYTICS

Role-based interfaces

Highly flexible

Dashboards

Tabular & graphical reports

Ad-hoc querying
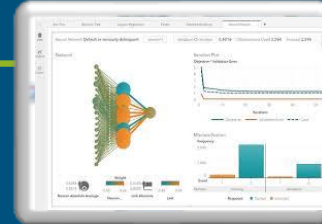
Shared metadata

Easy to use

VISUAL STATISTICS

Access structured data

Discover relationships between variables

Classification models to support prediction

Lift evaluation and assessment to decide which result to use

VISUAL DMML

Enable Advanced Analytics

Pipeline, nodes, templates

Deep Learning

Neural Networks

Image Processing

Complete the end-to-end analytical process

VISUAL TEXT ANALYTICS

Access textual data

Extract Concepts

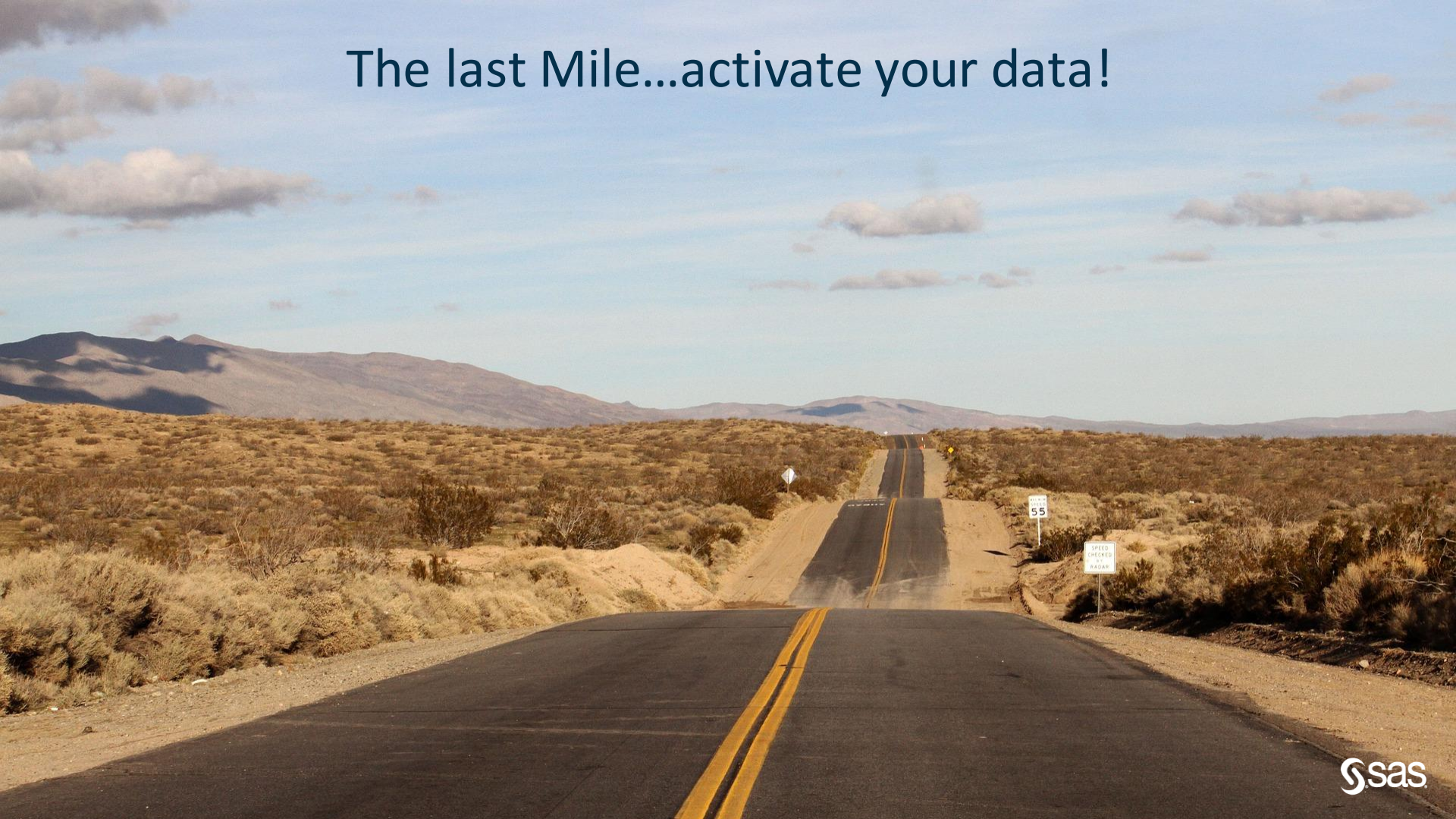Parse text and analyze synonims, typos, multiword

Identify Topics

Categorize documents

Sentiment Analysis

§.sas

The last Mile...activate your data!

Customer Engagement

Finding the best possible action at an instance in time

What good Customer Engagement is all about

Good customer engagement is a **journey**

with a course that is continuously adapted and modified

designed to optimize value for both Customer and Company.

§sas

Have Fun!

nicola.scarfone@sas.com | @nicolascarfone

sas.com