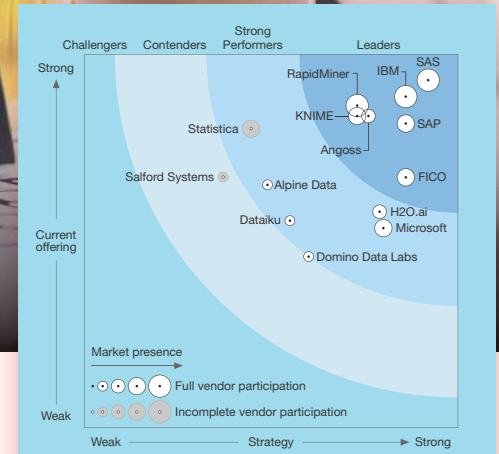




DATAWATCH  
ANGOSS

## DATAWATCH ANGOSS

# Visual, Intuitive, Agile Predictive Analytics



**“Angoss KnowledgeSEEKER is a must-have for data science teams that wish to use beautiful and comprehensive visual tools to build decision and strategy trees”**

Forrester

### CUSTOMERS



## Challenges in Data Science

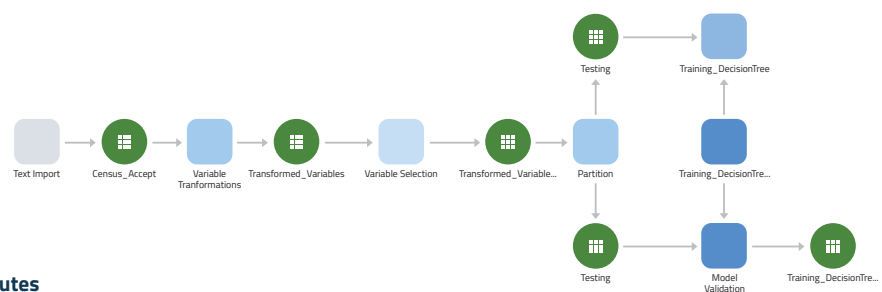
- 1 The amount of disparate data collected by organizations for data mining purposes is placing significant demand on analytic platforms
- 2 The volume of data collected adds complexity to creating, managing and maintaining many data models
- 3 Traditional predictive data science tools are complicated to use and have long learning curves

## Why KnowledgeSEEKER

KnowledgeSEEKER is a unified data management platform that ensures data integrity, lineage, and control, empowering the business to make decisions from trusted, predictive analytic models. Designed for data science teams who wish to use fundamental statistical forecasting algorithms to predict outcomes with precision, efficiency and agility. Its ability to mine the right data leads to faster time to insight, and removes complexity inherent to predictive analytics and data science projects.

## With KnowledgeSEEKER, data science teams can utilize:

- Interactive workflows with an automated design canvas for building, displaying, refreshing, and reusing analytic models
- Data Preparation and data profiling for easy extraction, manipulation, and transformation of data for modeling
- User-friendly Decision Trees that allow for automatic and manual growth, and visually display results for easy interpretation
- Unique Strategy Trees built off Decision Trees for prescriptive analytics and decision making based on defined business rules
- Segment Viewer for identification of candidate predictive attributes
- Ensemble Trees built with Bagging, Boosting, and Random Forest algorithms
- Common languages such as R, Python, JAVA; reuse existing code



## PROOFPOINTS

- Large North American bank uses Decision and Strategy Trees to quickly pinpoint major variables which are significant in identifying fraud, and create rules from these variables. Typically this analysis is done two to three times faster than using traditional tools such as R, Python or Excel
- “Angoss software has greatly helped us to identify risk layering and what types of loans fit in multiple categories that are deemed more risky. It’s helped us understand the predictiveness of certain loans and a lot of continuous variables”. M&T Bank
- An Americas Financial Services organization developed an extensive model to predict customer’s propensity-to-pay, and optimized its credit card collections channel strategies with daily scoring. Business value \$24M annually



## MORE DATA

Businesses can discover valuable intelligence in nearly any data, from nearly any source. Multi-dimensional data is efficiently mined in KnowledgeSEEKER using intuitive and repeatable processes, removing challenges associated with manual coding. Datawatch Angoss maximizes the breadth, integrity, value, and insight from your data to create new opportunities for your business to explore.



## MORE MINDS

More people can execute sophisticated data science practices because you don't need to a degree in data science to use KnowledgeSEEKER. The simplicity of the platform and rich, built-in visuals also allows people of different skillsets and disciplines to collaborate on models and explore new ideas.



## MORE TRUST

Confidence in the accuracy of predictive models is the cornerstone of advanced data science. With KnowledgeSEEKER, precision-based modelling along with decision and strategy visualizations result in insights that can be trusted to guide progressive business decisions that will result in smarter outcomes.



### CONNECT (TO, FROM)

- CSV
- Excel
- ODBC
- SAS
- XML/PMML
- R, Python
- SPSS



### MODEL

- Decision Tree
- Strategy Tree
- Bagging
- Boosting
- Random Forest
- Many more models...



### PROFILE

- Graphs and Charts
- Segment Viewer
- Chaid
- CART
- Qlik, Tableau



### MANIPULATE

- Aggregate
- Append
- Dedupe
- Filter
- Join
- Partition
- Segment
- Variable Transformation
- Weight of Evidence
- and many more...



### VISUALIZE AT EVERY STEP

- Explore Data
- Assess Quality
- Detect Patterns & Trends
- Intuitive
- Efficient



### VARIABLE SELECTION

- Measures of Predictive Power
- Correlation Analysis
- Segmentation Views
- Variable Select
- Partition (single or multiple; random or stratified)



### AUTO-CODE

- SAS
- SQL
- R
- Python
- and many more...

