

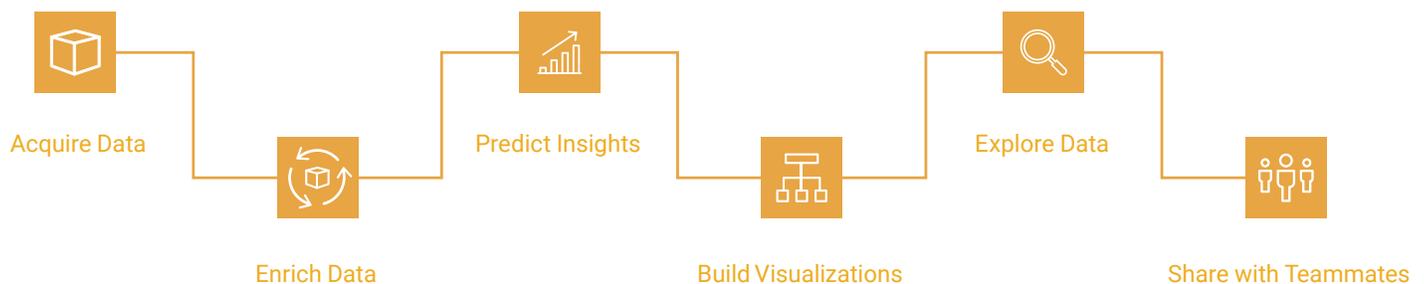
Product Cheat Sheet

SAP Predictive Analytics



WHAT IS SAP PREDICTIVE ANALYTICS

SAP Predictive Analytics is a statistical analysis and data mining solution enabling you to build predictive models and discover hidden insights and relationships within your data. From there, you can discover patterns, uncover associations, and make predictions about future outcomes based on past observations. Predictive Analysis is sometimes referenced as Machine Learning, Statistical Analysis, Data Mining, and (for certain algorithms) Artificial Intelligence.



SAP Predictive Analytics combines SAP InfiniteInsight (the acquisition of KXEN) and SAP Predictive Analysis in a single desktop installation. The two user interfaces are called Automated Analytics and Expert Analytics.



Automated Analytics includes:

- Data Manager (formerly Explorer in SAP InfiniteInsight) is a semantic layer tool used to facilitate data preparation
- Modeler helps create machine learning routines (called models) such as classification, regression, clustering, time series, and association rules
- Model Manager (formerly SAP InfiniteInsight Factory) runs your jobs



Expert Analytics (formerly SAP Predictive Analysis) enables you to:

- Perform various analyses on the data, including time series forecasting and outlier detection, as well as trend, classification, segmentation, and affinity analysis
- Analyze data using different visualization techniques such as scatter matrix charts, parallel coordinates, cluster charts, and decision trees
- Use a range of predictive algorithms, the R open-source statistical analysis language, and in-memory data mining capabilities for handling large volume data analysis efficiently



WHO BENEFITS FROM SAP PREDICTIVE ANALYTICS

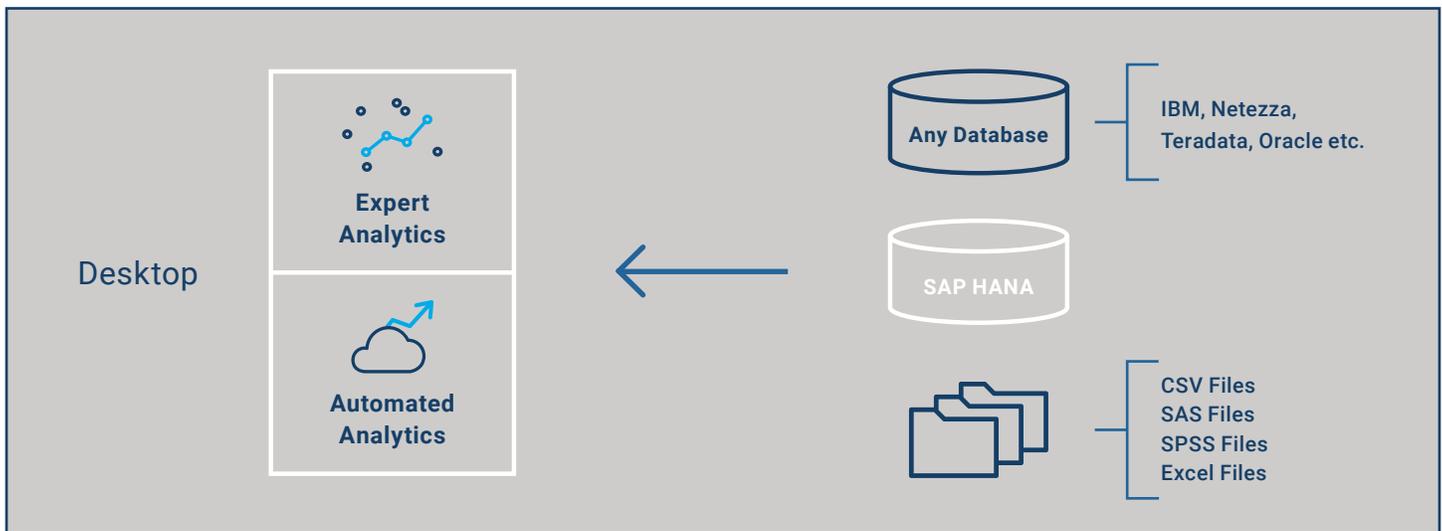
- You don't need to be a data scientist to prepare your data, create the models, and manage their deployments. SAP Predictive Analytics provides workflows that make these steps simple, fast, and accurate.
- The same automated workflow will help you embed these models where they are needed in databases or in business processes and applications, so you can use the predictive results to enable better decision-making power.
- You can apply predictive models against large data sets residing in big data sources like SAP HANA® and Hadoop, and do this in real time.



Data Scientists



Subject Matter Analysts



FORRESTER®

“SAP’s relentless investment in analytics pays off. SAP provides a comprehensive set of predictive analytics tools for both business users and data scientists that use SAP HANA behind the scenes. SAP offers a visual predictive analytics tool that lets users analyze data on a number of databases. SAP HANA customers can leverage SAP’s Predictive Analysis Library (PAL) to analyze big data. SAP also provides a tool that lets business users create predictive models without any knowledge of statistical or machine learning algorithms.”



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877-972-7672
info@sapns2.com
www.sapns2.com

