

CT Global Solutions & SAS®

EasyEDA™

Visual Data Exploration & Discovery

Insights That Drive Business Results

SAS® Visual Analytics: What is it?



SAS® Visual Analytics is the main solution within CT Global's **EasyEDA™**. It leverages the powerful Viya platform to provide interactive reporting, visual discovery, and self-service analytics. It is a cloud based scalable solution with strong governance. It provides these capabilities using a single, powerful in-memory environment.

What You Can Do with SAS® Visual Analytics:

- **Understand and share what's happening with dynamic visuals.** Create interactive reports and dashboards by querying data from multiple sources in a self-service manner. Then summarize and share key performance metrics via the web or mobile devices. Recipients can dynamically slice and dice to find answers or ask more questions as needed.

- **See the big picture and underlying connections.** Visually explore all relevant data – smartly, quickly and easily. Interactive discovery lets you examine opportunities hiding in your data, while automated analysis highlights important relationships in data with easy-to-understand explanations. Business users can find out why something happened and identify critical drivers to make better decisions. The software discovers key relationships, outliers, clusters, trends and more, revealing insights that inspire action.

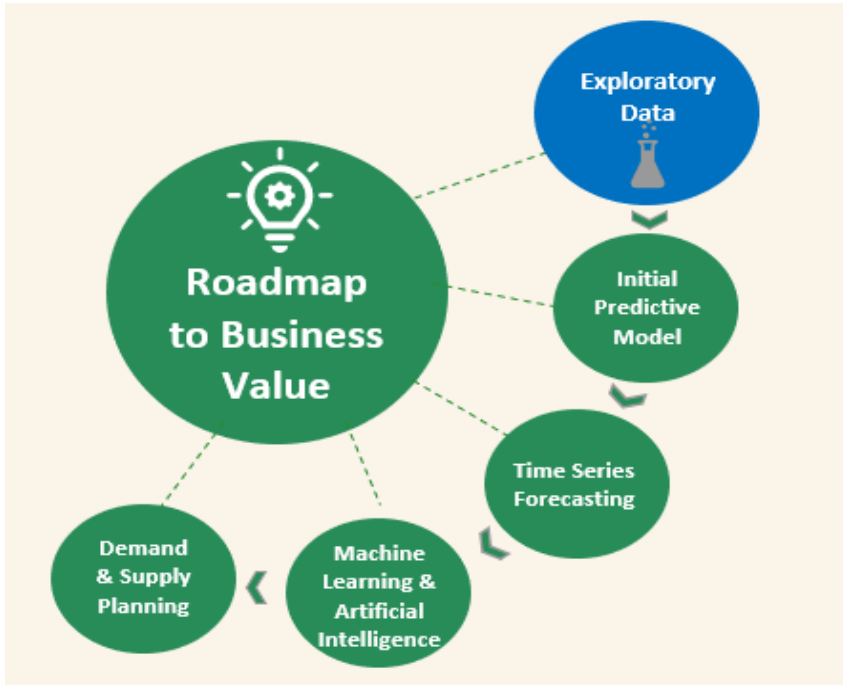
- **Drive business results with data-backed insights.** With easy-to-use predictive analytics, business users and analysts can assess possible outcomes and make better, data-driven decisions – without programming. Visualizations, smart algorithms and automated analysis reduce the need for experimentation, and you avoid the risk of missing key insights. Collaborate with experts to focus on what's most relevant.

- **Add geographical context to your analyses and visualizations.** Combine traditional business data with location data to understand the full picture. Location analytics adds the “where” dimension so you can analyze data in new ways, understand location factors and identify location-specific opportunities.

Examples of Data Exploratory and Discovery

- > Self-service data preparation
- > Drag and drop wizards
- > Queries and results in seconds using in memory processing
- > Quick exploratory data analysis by creating self-service interactive visualizations & dashboards
- > Base analytics such as correlations and forecasts to determine business drivers
- > Access to higher degree analytics
- > Easy to add geographical contexts (maps)
- > Useful for power users, casual users and developers
- > And so much more.....

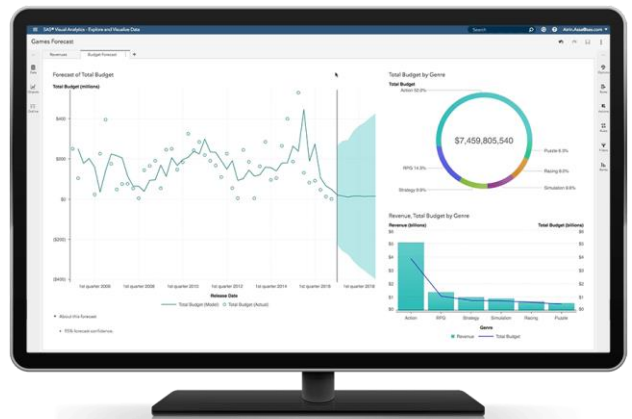
• **Share and interact with insights when and where you want.** Executives and frontline staff can quickly interact and collaborate with reports, charts and dashboards to better understand business performance, jointly interpret results and decide on the best actions. Content can be shared with others via the web, Microsoft Office applications and mobile devices.



- How Exploratory Data Analysis is used..**
- > Market Basket Analysis
 - > Sales Analysis
 - > Competitive Analysis
 - > Price and Promotion Evaluation
 - > Inventory Visibility
 - > Supply Chain Metrics
 - > Customer Intelligence
 - > Profit, Revenue Management
 - > Financial Management
 - > New Product Introduction Product Placement
 - > And much more!...

When is SAS Visual Analytics the Best Option for Your Analytics Needs?

SAS® Visual Analytics is the logical starting point for your analytics journey when business needs are strong but analytical maturity is low. Companies that have limited analytics knowledge, basic Excel and business intelligence skills, and need an affordable solution for quick results, Visual Analytics is the first choice. It will also be the platform of choice for building analytics capabilities over time.



The Power of the PARTNER

CT Global Solutions is a strategic SAS® partner that helps turn your data into profits. A Gold SAS® alliance partner for 18 years, CT Global has demonstrated domain expertise in analytics, cost and profit management, financial management, demand planning and decision optimization. CT Global puts SAS® to work and amplifies its value to **MAKE EVERY DECISION COUNT.**

SAS® is the leader in analytics. Through innovative software and services, SAS empowers and inspires customers around the world to transform data into intelligence. SAS gives you **THE POWER TO KNOW®**. 92 of the top 100 companies on the 2018 Fortune Global 1000® use SAS customers, [see their stories here.](#)



To talk with a CT Global about Demand Planning, please contact us at info@ctglobalsolutions.com

