

# EasyModel™

## Initial Predictive Modeling

Analyze Data to Gain Business Insights  
Using SAS Viya Visual Statistics

### SAS® Viya Visual Statistics: What is it?



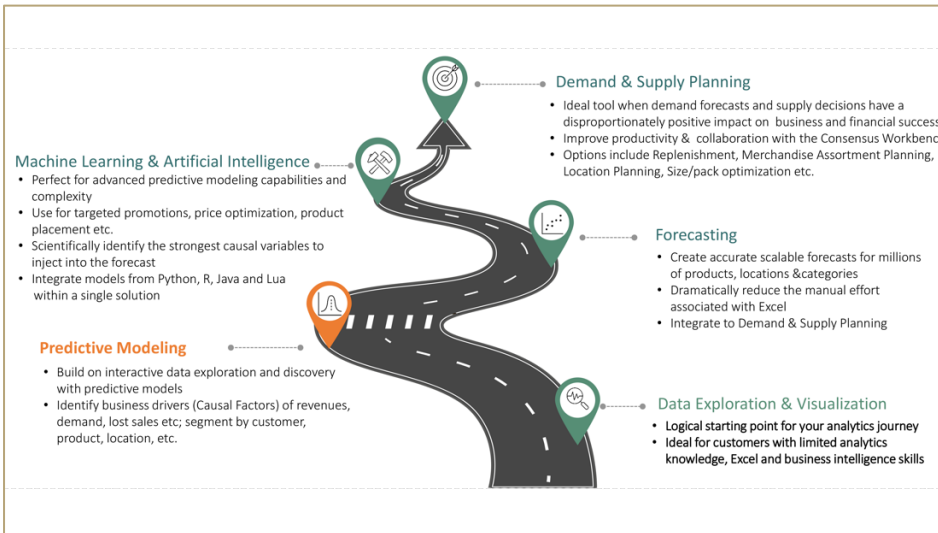
**SAS® Visual Statistics** is the main solution within CT Global's **EasyModel™**. It provides access to analytical techniques such as clustering decision trees, and logistic regression. It guides the use of these techniques in a visual, powerful and user-friendly environment. Non-data scientists can create predictive models and explore the results using SAS Visual Analytics.

### What You Can Do with SAS® Viya Visual Statistics:

- **Interpret Complex Relationships and Variables.** Quickly interpret complex relationships and key variables that influence predictive models and their outcomes within large data sets.
- **Understand Which Variables Have the Biggest Impact on the Model Outcomes.** Filter observations and understand a variable's level of influence on overall model lift.
- **Use Predictive Outputs to Fuel Downstream Modeling and Visualization.** Derive predictive outputs or segmentations that can be used directly in other modeling or visualization tasks. Outputs can be saved and passed to business users who lack model-building and analytical capabilities.
- **Automatically Create Category Variables.** Automatically convert measure variables with two levels to category variables when a data set is first opened.
- **Visual Access to Analytic Techniques.** SAS Visual Statistics includes many analytical techniques such as clustering, decision trees and linear regression. Users can easily access, select, and use these techniques with confidence via a visual interface. Many tools are available to aid understand and communication of modeling results. These tools include scatter plots, frequency and weight variables, and holdout data for training and validation.
- **Use Descriptive Statistics to Interpret Model Results.**
- **Use Descriptive Statistics to Interpret Model Results.** Business users will naturally ask for validation of model results. There is a host of descriptive statistics available to understand and communicate the results. These include box plots to evaluate centrality and spread, correlations to measure Pearson's correlation coefficient, contingency tables, histograms and kernel density.

### Examples of Initial Predictive Models

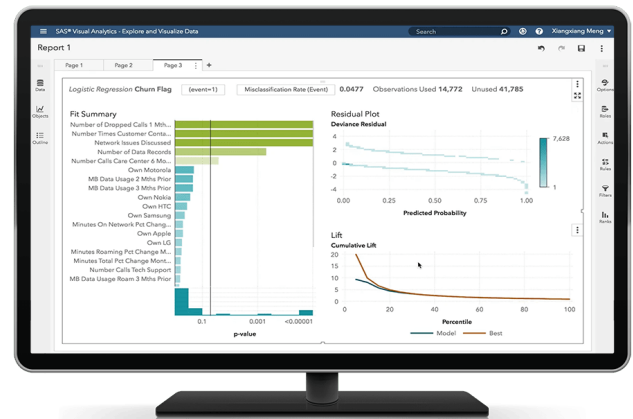
- Create a single version of the truth combining multiple sources into a single model
- Build correlation models to determine business drivers
- Use linear regression
- Use logistic regression
- Build decision trees
- Create models with a geographical context
- And so much more.....



- ### How SAS Visual Statistics 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 Statistics the Best Option for Your Analytics Needs?

You have already experienced the wow factor of SAS Visual Analytics. You have witnessed the ability to understand what is happening, identify the underlying connections in your data, and derive and share many insights with your colleagues. Now you're ready to apply statistical models to better understand your data. With SAS Visual Statistics you can use analytical modeling techniques to identify hidden ways to increase revenues and profits. In tandem with SAS Visual Analytics, Visual Statistics combines interactive data exploration and discovery with the ability to easily build and adjust huge numbers of predictive models on the fly including models written in SAS, Python, R, Java or Lua within a single solution.



## 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](mailto:info@ctglobalsolutions.com)

