



Turn Question Marks into Exclamation Points with **Data Discovery**

When you don't understand your data you miss opportunities and make poor decisions. Confusion can reign when analysis is stranded on individual desktops or file shares. Proliferated copies poison the decision-making environment with questionable accuracy, while isolated systems leave interdepartmental data inadequately understood, if considered at all.

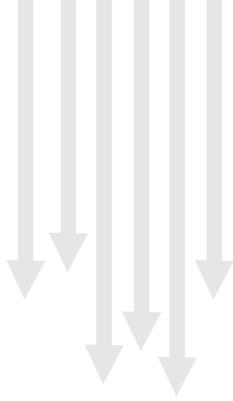
With BI Office Data Discovery, organizations can confidently make data-driven decisions.

In today's environment, organizations must be data-aware just to remain relevant. Data Discovery takes you beyond mere relevance to leadership. Maintain control

and stability while placing advanced analytics into the hands of every user. Regardless of subject matter or data source, find the answers you need at your fingertips. And since data is never brought to the desktop, data integrity and governance are never compromised.



Discover deeper insights across the organization. Give users the ability to answer complex questions with powerful, analytic tools.



Get to the point with BI Office Data Discovery. Isolate and analyze your data, even down to its granular components, while maintaining a dynamic connection to server-based models. Trust your data. Surface real answers within your organization through the analytical depth and versatility of BI Office.

-  **Turn heads, teach brains** BI Office visualizations simplify traditionally complex analyses. That means more than presentation-ready graphics; it means uncovering the substance behind the style. Filter across multiple dimensions or display chart statistics such as average, median, and standard deviation lines. Create key performance metrics that earn the buy-in of top executives. With interactive and data-aware visualizations, users can drill down, slice, and sort their data (on primary and secondary axes) to see the answers they need. Sunbursts, treemaps, and circle-packing offer hierarchical analysis that breaks down complex systems. For textual data, word clouds quickly convey which issues need attention. Use geospatial mapping to analyze multidimensional data on a terrestrial basis when location is key. Use these attention-grabbing visualizations to ensure that your data, and more importantly your decisions, are understood.
-  **Text to impress** Analysis needs context. Data Discovery lets users craft dynamic text that changes based on conditions they define. Visualizations and reports aren't merely updated with the latest data. Your data narratives – the topics you cover and the points you make – adjust based on data fluctuations. Initiate discussions, influence decisions, and communicate calls to action based on how things actually are – not static snapshots.
-  **Share logic, manage change** Drive consistency and accuracy by creating business logic once and reusing it as often as anyone needs it. The BI Office platform supports best practices by allowing users to share custom calculations and sets across the enterprise. Capitalize on expertise only a few may hold, or simply increase efficiency across projects. Most critically, ensure that if that business logic must change, it will update for every content asset referencing it—from dashboards to reports. Create logic once, store it on the server, and reference it in real-time instead of embedding it in documents trapped in a file share. Leverage the power of consistent analysis.

“The thing I love
is that not just
IT people can use it.”

 **Solve the complex** You don't have to be a data scientist or R guru to produce remarkable analytics. BI Office Data Discovery guides your analysis so that even complicated problems can be solved without technical expertise. A powerful analytics engine, united with superior usability, produces decisions driven by data.

Time-series analysis requires complex calculations few can construct accurately. Data Discovery creates those calculations for you, making analysis simple. Find trends year over year, examine performance year to date, or discover seasonality all without the need for custom script.

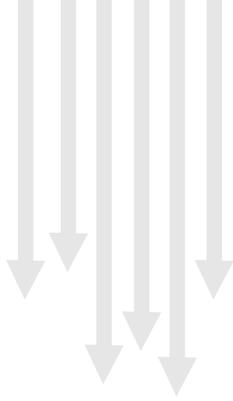
With mere clicks, find natural groupings in your categorical and numerical data through **clustering**. Identify market segments and gain insights into customer demographics, purchase behavior, and demand patterns. Use **forecasting** for aggregate projections, such as sales volume over the next six months. Employ the advanced algorithms of **predictive modeling** for insights into individual future behavior, such as product recommendations for specific customers.

Parameterization makes it easy to build complex queries driven by user-selected members. View sales for designated years, side by side, as well as their variance. Parameterize a geospatial map to analyze chosen geographies. Select from a dropdown and watch your view

respond. Like parameters, variables support complex analysis and create helpful interactions with your data. Use continuous or discrete **variables** as substitutions for numeric values. This allows users to inject static values into calculations, queries, and equations. With Data Discovery, parameterization and variables can be shared across the organization. Reuse such business logic to recover accuracy and efficiency throughout your projects.

The **Advanced Set Designer** provides an easy way to design a multi-step query for constructing a set. Create a set of customers that purchased a specific product combination within a certain time period. Or define a set consisting of your ten worst-ranked products. The elements of that set will change dynamically as rankings do. All of this can be done within a simple interface that codes the business logic for you.

It can be useful to group (or bin) your data using only one dimension. With Data Discovery's **binning** function you can do just that. Create discrete bins to categorize states by population,



“ Pyramid is the best of both worlds: self-service in a governed environment.”

equipment by defect rate, or build customer age ranges. View your bins in a Pareto chart or plotted on a scattergram. Organizing your data in this way lets you focus your analysis. Save time and resources by attending to key groups instead of situational noise.

Use the **Advanced Calculation Designer** to construct custom members, key performance indicators (with actual and target values), and cell overlays. All of these calculations can use multiple hierarchical data points, sets, and/or functions. Custom members allow users to combine one or more elements into one entity. Numerous visual options for key performance

indicators provide a quick way to see a metric's status. Cell overlays allow “what if” scenarios, custom aggregations, and complex calculations as cell values are manipulated.

Certain business problems require the analysis of two named sets, resulting in a new set of ordered pairs. For example, you may have a set consisting of your top 10 products and a set of your top 20 customers. To find out who your top customers are for each of your top products, you'd have to create a rather complicated function. Or you could click Data Discovery's **N-of-N** button. Let BI Office do the work, so you can answer such questions with ease.

Learn More

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