


PREDICTIVE ANALYTICS FOR RETAIL

Retailers are leading the pack in data collection – from point-of-sale and customer loyalty data to demographics – and are amassing huge data stores. Unfortunately, collecting data is not enough. Savvy retailers are looking to predictive analytics to unlock the power of their data. Access to the right data mining and predictive analytics solutions can make or break a retailer in today’s volatile economic climate. Retailers using predictive analytics are setting the bar in customer retention, inventory optimization and low-cost promotions which drive increases in profitability and market share.

 Predixion Insight™ delivers cloud-based predictive analytics solutions that are fully integrated with Microsoft’s BI platform and leverage many of the incumbent technologies. If you use Excel® or PowerPivot for Excel® you can apply predictive analytics to any of your business systems – POS, ERP, CRM, etc. – at any location. Your employees are able to easily create, manage and share powerful and accurate predictive models without extensive training or specific knowledge of predictive analytics.

The Predixion Insight™ Cloud is a Self-Service Predictive Analytics (SSPA) solution which allows your employees to use and analyze large amounts of data to make actionable pricing, promotional and inventory level decisions inside the familiar interfaces of Excel® and PowerPivot. The Predixion Insight™ Cloud is accessible from any of your remote locations without the need for onsite deployments of complex and expensive software. Results can be effortlessly published through Microsoft SharePoint® for a fully interactive experience by anyone with a browser. Now, non-technical users can run predictive reports without ever seeing or touching a model.

In addition to our Public Cloud service, our On-Premise Private Cloud offering, Enterprise Insight™, extends the data mining functionality of SQL Server® Analysis Services and SQL Server® Enterprise Edition with a collaborative, predictive analytics solution behind the firewall. Predixion Insight™ also offers full integration with SAS and SPSS models using Predixion PMML Connexion™.

“If you need predictive analytics, but don’t know where to start, look at Predixion Insight™. The integration with Microsoft PowerPivot for Excel® ensures powerful data handling and unparalleled ease-of-use – while Predixion’s cloud service makes experimentation easy and low risk for even the most conservative IT departments.”

– Donald Farmer, Principal Program Manager, SQL Server Business Intelligence, Microsoft Corporation

Predictive Analytics Advantages for Retail



Objective, fact-based information increases performance and profitability, reduces costs and enables smart retailers to:

- Create customer specific promotions based on transactional data **and** customer loyalty data
- Move beyond forecasting and accurately predict what customers will actually buy
- Boost direct marketing response rates and increase marketing profitability with the most effective mix of channel and offer

Bottom line: Predixion Insight™ will help you get to know your most profitable customers and understand the reasons for their loyalty.

Unlock the power of your data with Self-Service Predictive Analytics – in the Cloud or On-Premise



PREDIXION INSIGHT™ FEATURES

Data Preparation Tools

Easy-to-use Wizards guide you through uploading data from Excel® or PowerPivot, data exploration and preparation, data cleansing and data sampling.

Comprehensive Model Building

Wizards allow you to select various methods to build, run or script a wide variety of models.

Performance Evaluation Capabilities

With just a few clicks of the mouse Predixion Insight™ will guide you through evaluating the performance and accuracy of your predictive models.

Management Tools

Wizards help you with the following:

- Capture the details of an existing model for documentation and auditing.
- Build prediction queries by using an existing predictive model to apply to input data in Excel® or PowerPivot.
- Manage your tasks, models and data sets.

Automated Tools

The following functions have been fully automated - just select your input data - and cloud processing lets you run multiple functions at once:

- Analyze Key Influencers
- Detect Categories
- Fill from Example
- Forecast
- Highlight Exceptions
- Prediction Calculator
- Shopping Basket Analysis

Application Compatibility

Run predictive analytics and access your predictions in these familiar environments:

- Leverage PMML applications (SAS, SPSS, etc.) and access data sources and BI platforms including Cognos
- Excel® 2007
- Excel® 2010 32 & 64 Bit
- SQL Server® Enterprise and SQL Server® Analysis Services (SSAS) 2008 & 2008 R2
- PowerPivot
- SharePoint® 2007 & 2010
- Microsoft® Windows 7, Windows Vista, Windows XP

Predixion Insight™ Public Cloud

Access the power of Predictive Analytics anytime, anywhere.

Predixion Enterprise Insight™

On-Premise and Off-Site private cloud offerings for corporations needing to keep data behind their firewall.

Predixion Cloud Security

Predixion utilizes full 128 bit encryption on transmission and 256 bit in the cloud at a SAS 70 Type II facility.

Retail Industry Applications

- Market Basket Analysis
- Customer Segmentation
- Eliminate Stock-Outs
- Customer Profitability
- Response Modeling
- Loyalty Program / Churn Analysis
- Pricing / Promotion Planning
- Inventory Optimization