

About the presenters

Tho Nguyen – Teradata @ thn_nc

With more than 15 years in the information technology industry, Tho works closely with R&D, partners and customers to drive and deliver value-added business solutions in analytics, data warehousing and data management. Tho holds a Bachelor of Science in Computer Engineering from North Carolina State University and an MBA degree in International Business from the University of Bristol, England.

Fiona McNeill – SAS @ fiona_r_mcn

Global Product Marketing Manager, for SAS Cloud & Platform technologies, Fiona has been at SAS for 18 years this June. Having had a number of roles over her SAS career, more recently examining SAS Event Stream Processing, SAS Text Analytics, SAS Decision Management. She has been in the field of analytics since completing a BSc. in Bio-Physical Systems (UofT) and an M.A. in Geography (McMaster). Recently co-authoring the book [Heuristics in Analytics](#).



SAS® GLOBAL FORUM 2016

IMAGINE. CREATE. INNOVATE.

Prescriptive Analytics – Providing the
Instruction to Do What's Right

Tho Nguyen, Paul Segal - Teradata
Fiona McNeill, Charlotte Crain - SAS

Session 4120

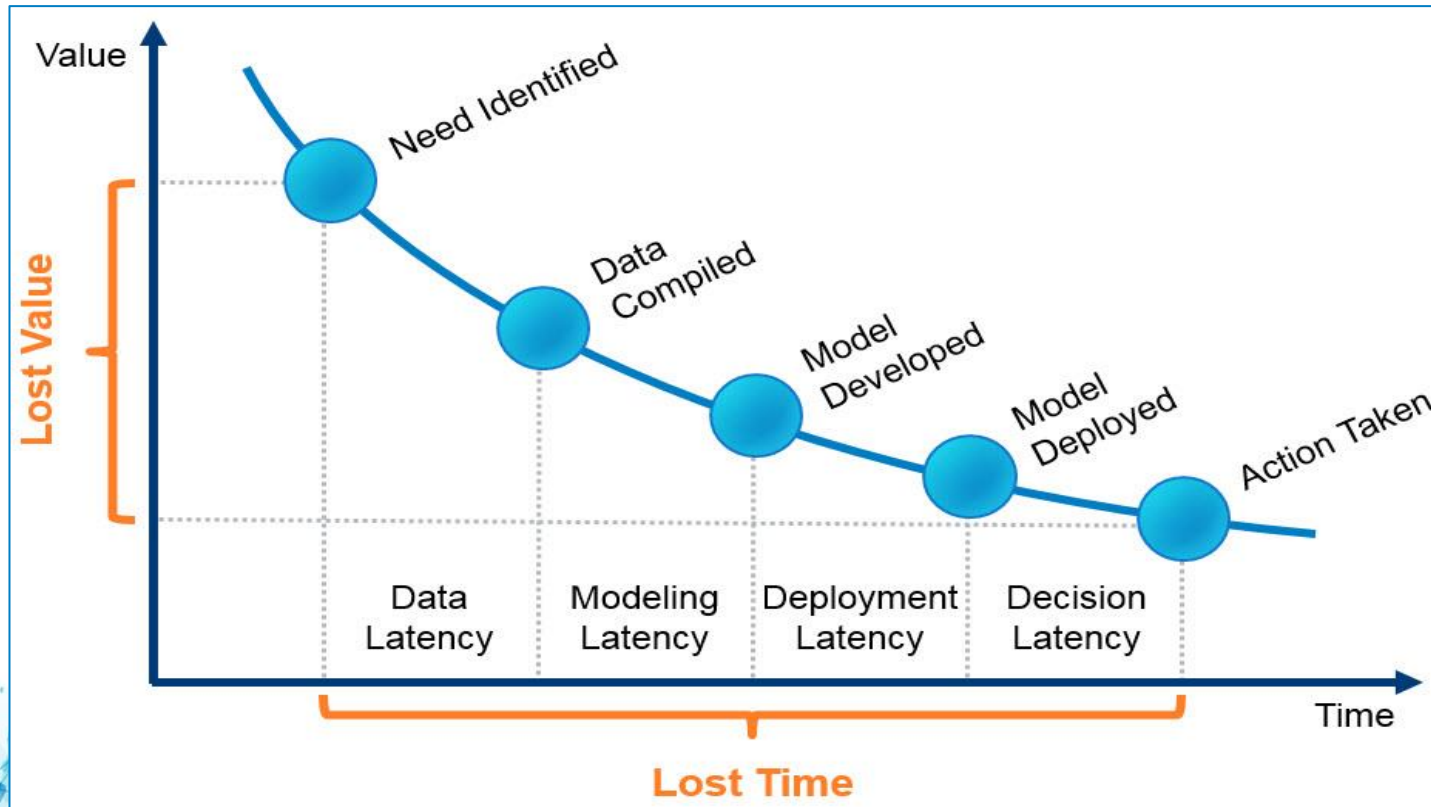
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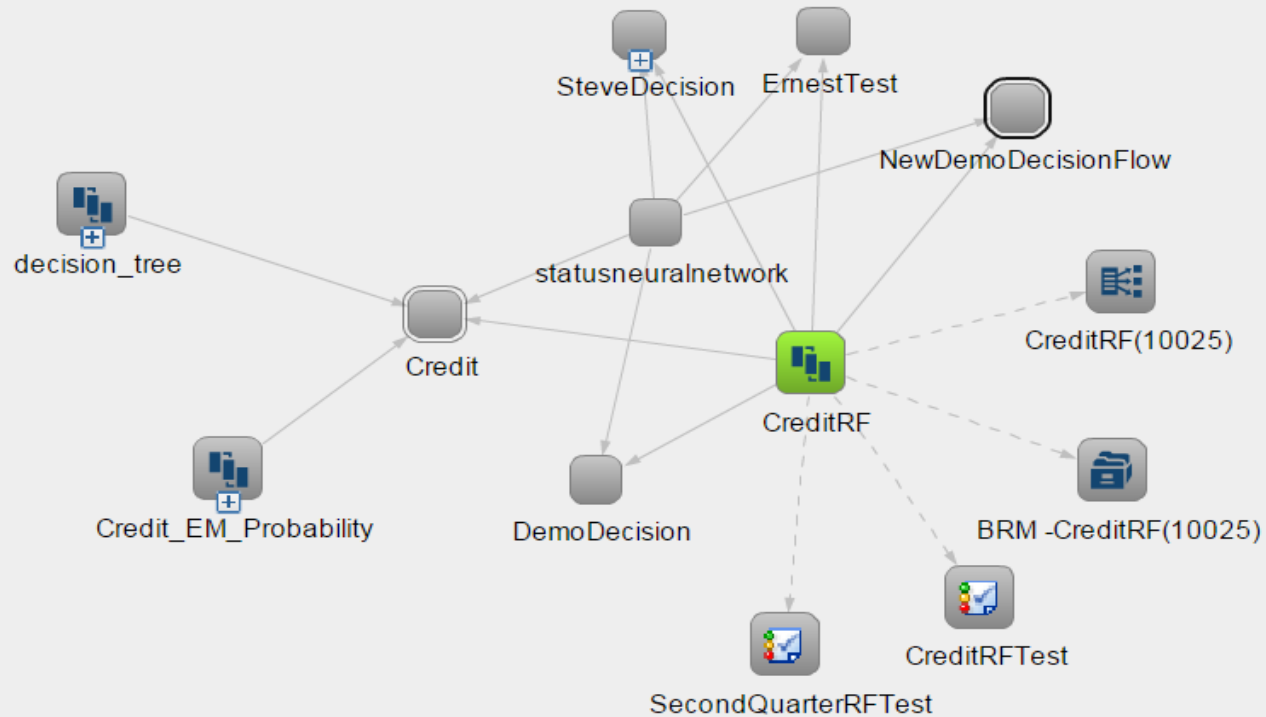
Agenda

- Value of prescriptive analytics
- Building prescriptive analytics
- Operationalizing prescriptive analytics with SAS and Teradata
- Prescriptive analytics and Internet of Things (IoT)
- Demonstration of technologies

Value of Prescriptive Analytics



Value of Prescriptive Analytics



Building Prescriptive Analytics

The screenshot displays the 'Decision Builder' application interface. At the top, there's a header with 'Decision Builder' and a search bar. Below the header, the main workspace shows a decision flow for 'DemoDecision'. The flow starts with a condition 'If CustAge > Value 1'. This condition leads to a 'Then' branch containing three elements: 'CreditRF (Version: Current)', 'statusneuralnetwork', and 'Credit_EM_Probability (Version: Current)'. The flow then proceeds to an 'Else' branch, which leads to 'statustree'. The interface includes tabs for 'DemoDecision', 'Properties', and 'Variables'. On the right side, there are buttons for 'Test' and 'Publish', and a 'Close' button. A blue box on the right side of the interface contains the text 'Decisions for:' followed by a list: '- Batch processes' and '- Web services'.

Decision Builder

Search

DemoDecision

Test Publish

Close

Properties Variables

Add Rule Flow Add Model Add Condition

AccoviaRuleFlow_UseCase3 (Version: Current)

Business rules

If CustAge > Value 1

Conditions

CreditRF (Version: Current)

Business rules

statusneuralnetwork

Models

Else

Credit_EM_Probability (Version: Current)

Business rules

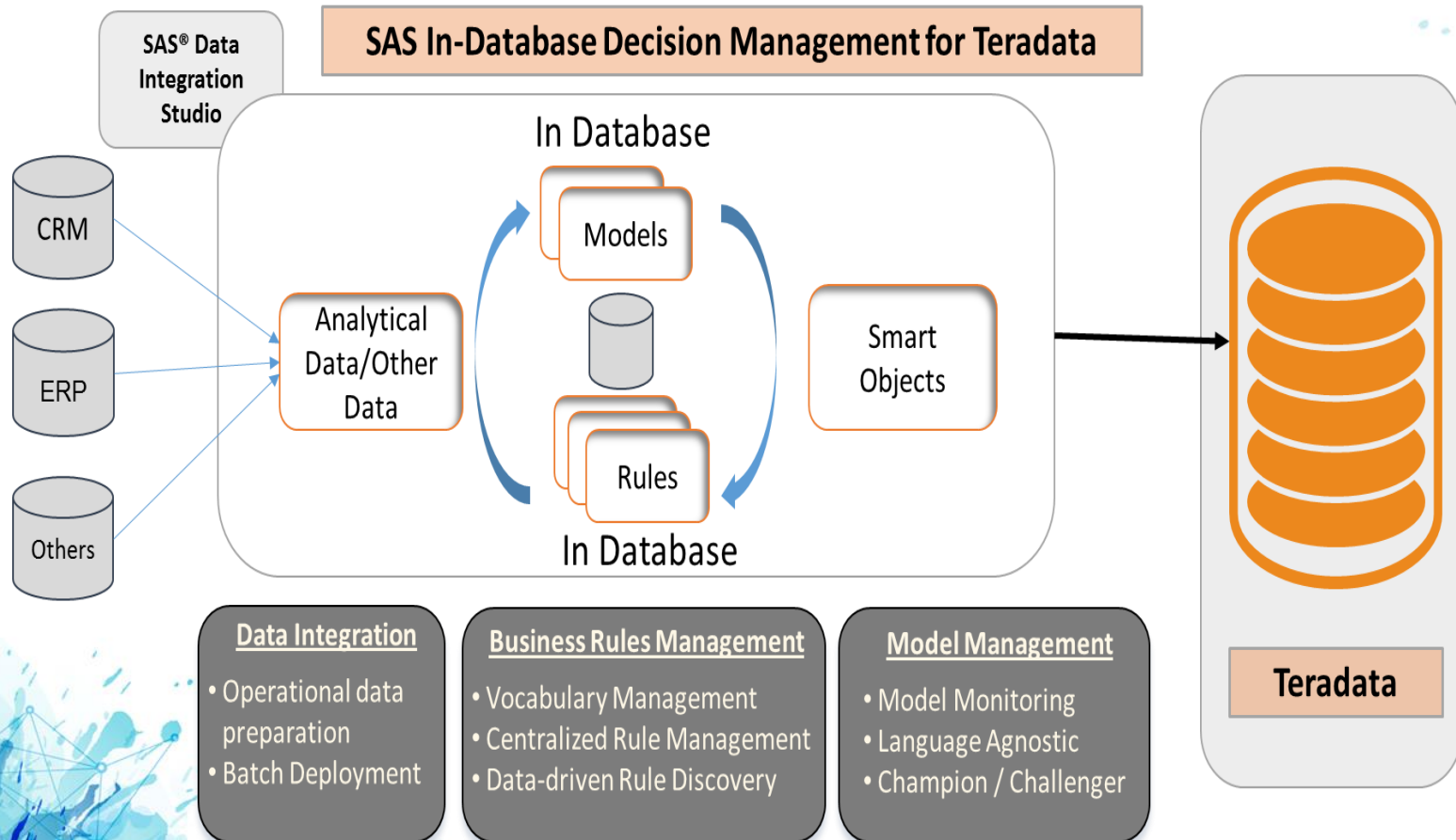
statustree

Models

Decisions for:

- Batch processes
- Web services

Operationalizing with SAS and Teradata



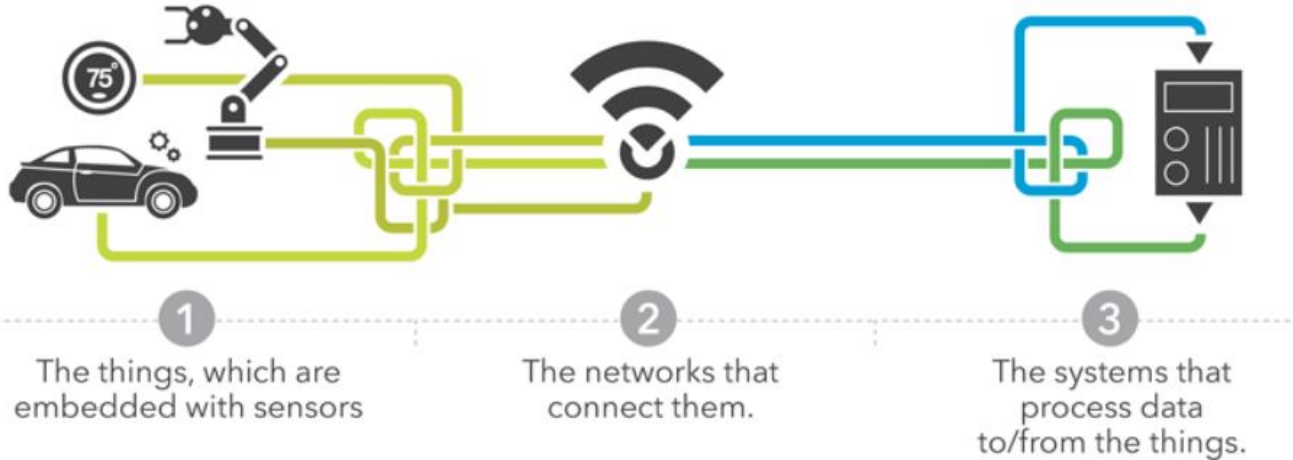
Prescriptive Analytics in IoT

The Internet of Things

Get in on the next big thing

WHAT IS THE INTERNET OF THINGS (IoT)?

The IoT has three main parts:




Demonstration of Technologies



- SAS and Teradata for Prescriptive Analytics
 - SAS® Decision Manager
 - SAS® Data Integration Studio
 - SAS® In-database for Teradata
 - » SAS® Analytics Accelerator (for model development)
 - » SAS® Code Accelerator
 - » SAS® Scoring Accelerator
- 

Conclusion



- Be more responsive, proactive and reliant on data-driven operational decisions for new opportunities.
 - Improve performance and minimize time previously spent moving or duplicating data and code between systems.
 - Increase security and compliance of data in one integrated, highly governed environment.
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Thank You!

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