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SAS® Mobile Analytics: Accelerate analytical insights to business professional on the go

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ABSTRACT

Mobile devices are an integral part of business professional life. Mobile devices are getting increasingly powerful in processor speeds and memory capabilities. Business users can benefit from more analytical visualization of the data with a business context. There are many enhancements in the new SAS® mobile BI to facilitate the use SAS Analytics from the new and enhanced SAS Visual Analytics.

INTRODUCTION

This session will focus on the demo and use different analytical visualization for the SAS Mobile BI application, which is part of SAS Visual Analytics offering.   The session will focus on demos of the product using both the SAS Visual analytics 7.3 and the new release 8.1, planned in near future.

The session will focus on the use and value of analytical visualizations that will enrich the reports business users can use on mobile devices using SAS Mobile BI.

This session will contain some new functionality planned for SAS Visual Analytics 8.1 and beyond.

SOME SCREEN SHOTS

Using Parameters for analysis and reporting:

SAS Visual Analytics allows report authors to create parameters. Parameters are variable that can be changed by report users, not just by report authors. These parameters make it reports more customizable and flexible for end users. By using the parameters in calculated items, aggregated measures or filters, the reports become analytically richer. Users can pass in values which can be used for further calculations. In this case the parameter is used to select the rank and pass it to bar-line chart.
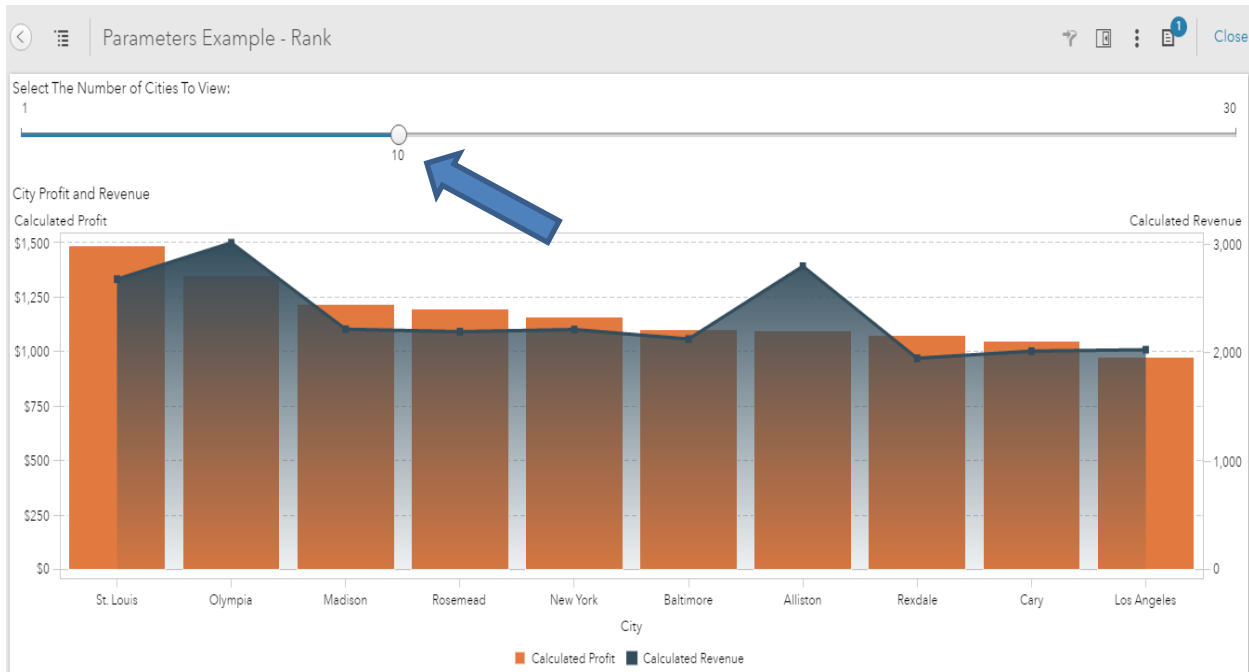
Analytical reports on mobile:

Reports are one of the most important assets for business manager. SAS Visual Analytics allows report authors to create sophisticated reports with rich visuals and interaction capabilities. This is an example of a report for digital traffic market representing the digital traffic to a web site from different channels, operating systems.
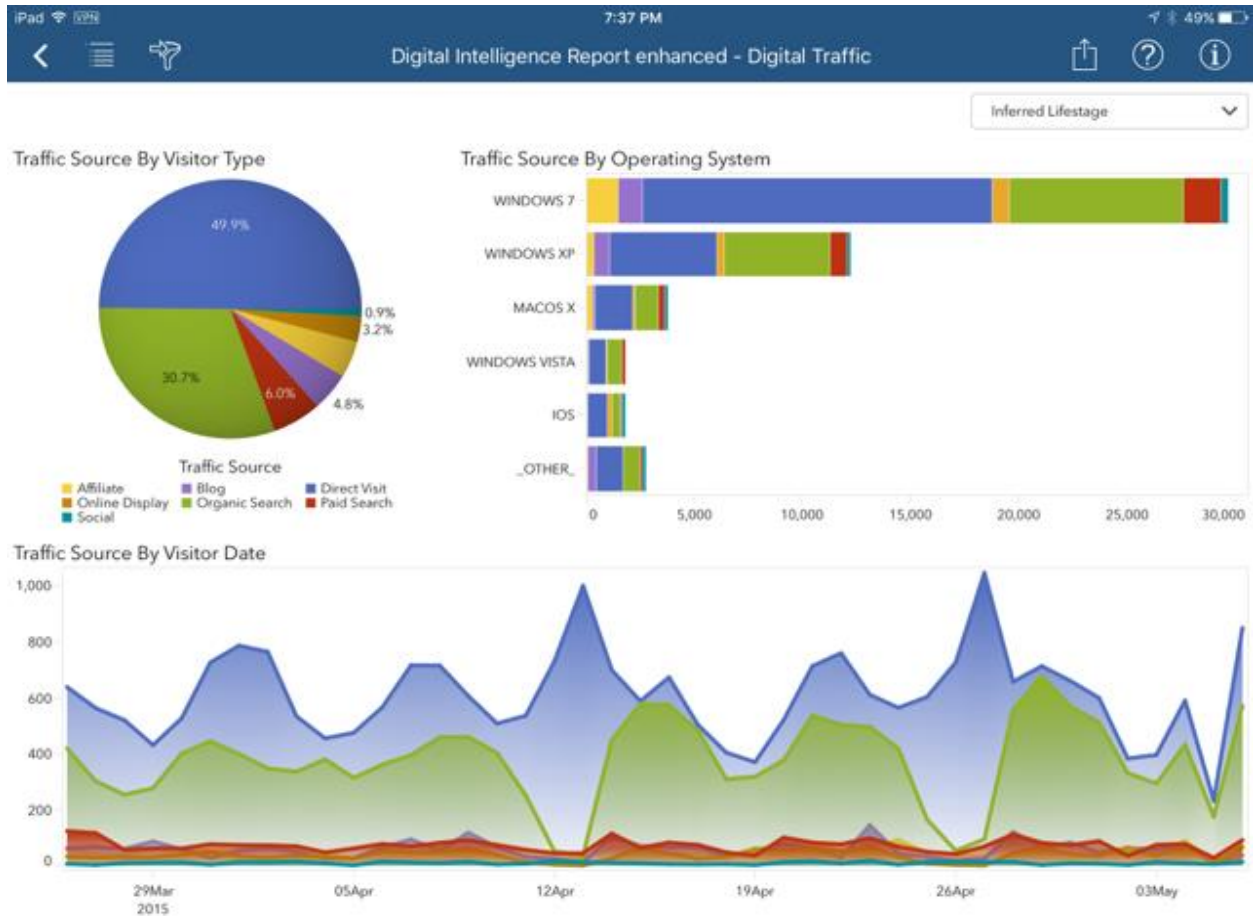
Using correlation as part of dashboard: Often dashboards are built using simple visuals like pie, bar, line charts and tables. SAS Visual Analytics provides additional analytical visuals like correlation that will allow users to see the correlation of different metrics in their data.
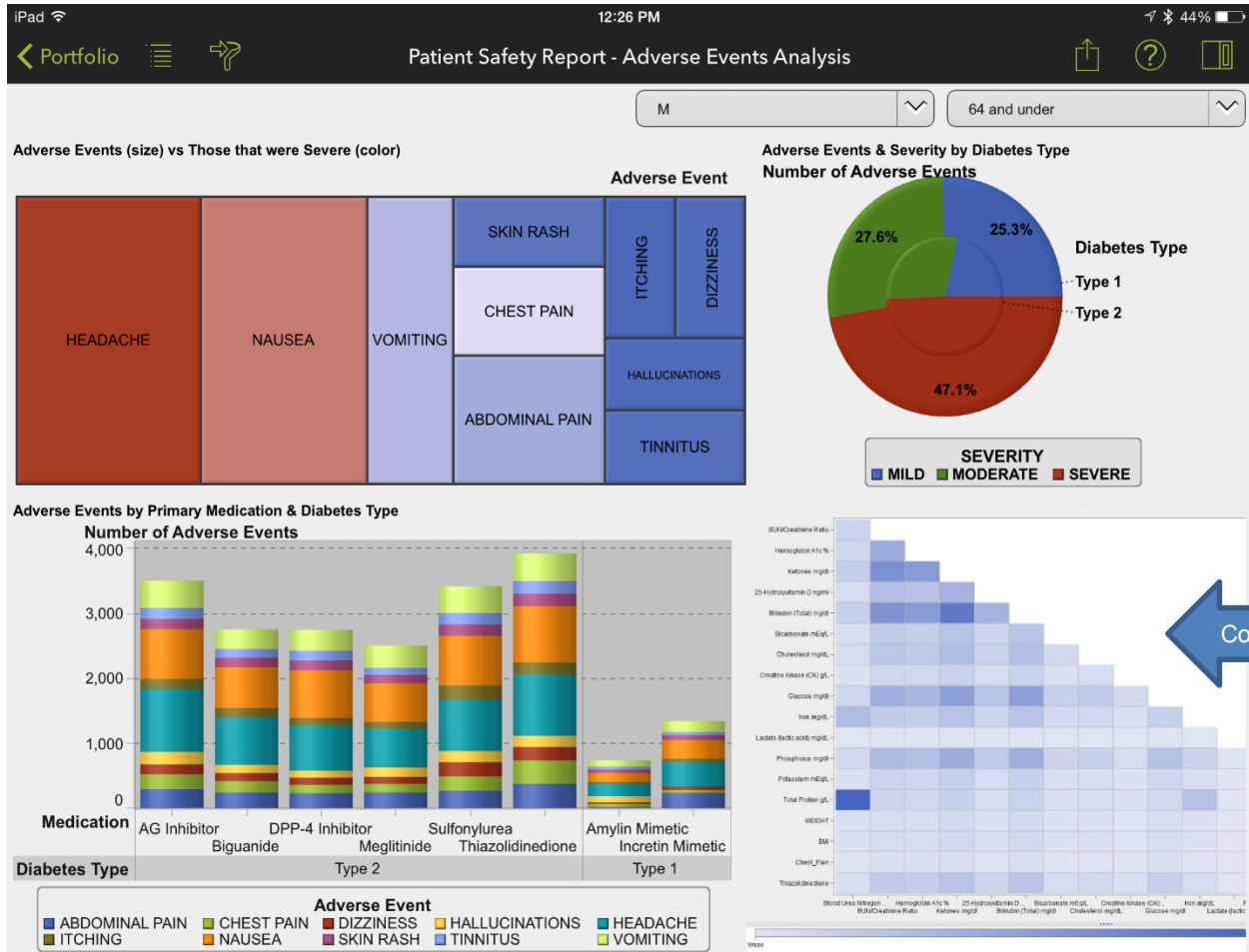
Location analytics – drive time analysis: 5 minute & 10 min drive-time polygons

Location is an important part of Business data. Location answers "where" customers are? Where services are? Information visualization on maps provide an easy way to understand and the business and services geographically. SAS Visual Analytics is planning to provide new level of analytical functionality leveraging location information. Drive time analysis is one of them.
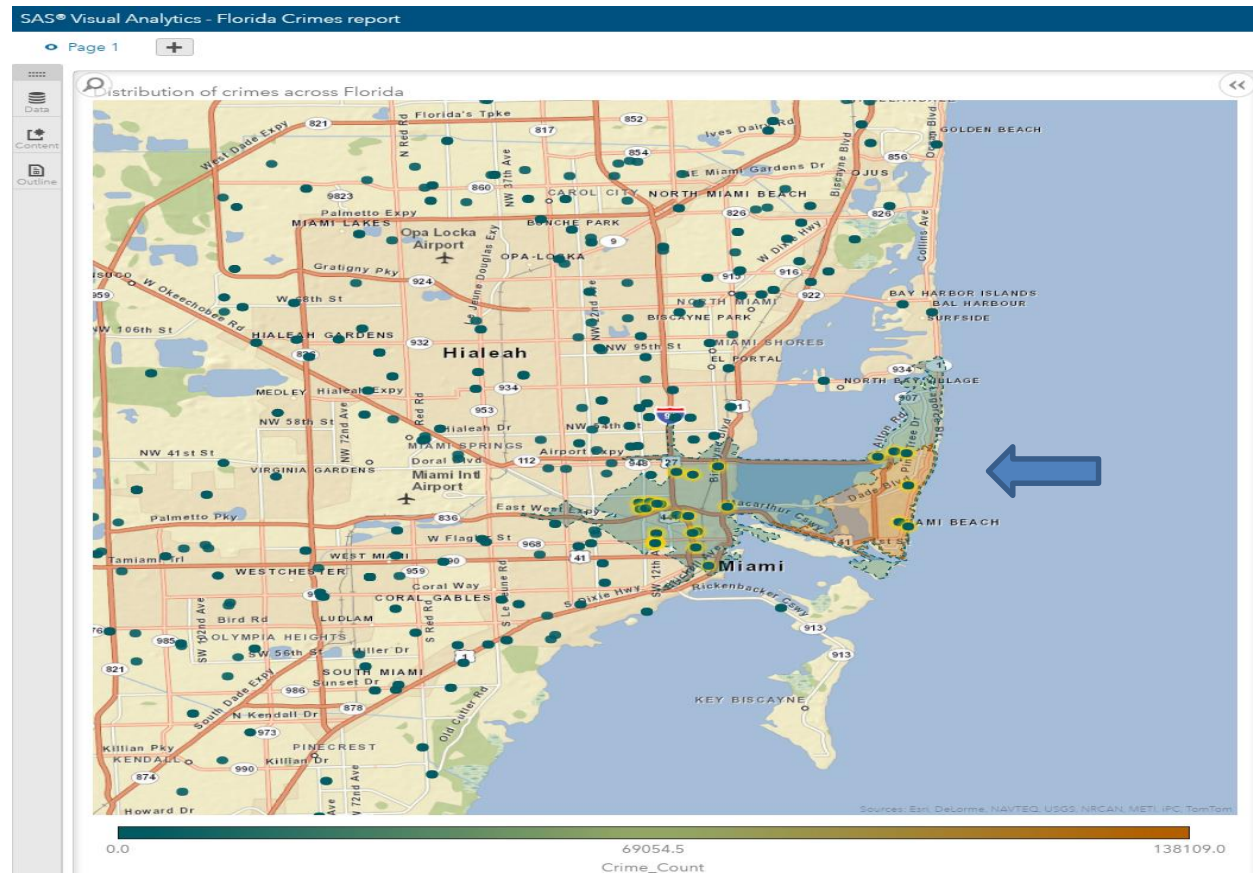
Ad-hoc data selection of points on a map: The new functionality introduced in SAS Visual Analytics allow business users to do ad-hoc data selections on the map. These selected custom segments the data and can be used to further analysis.
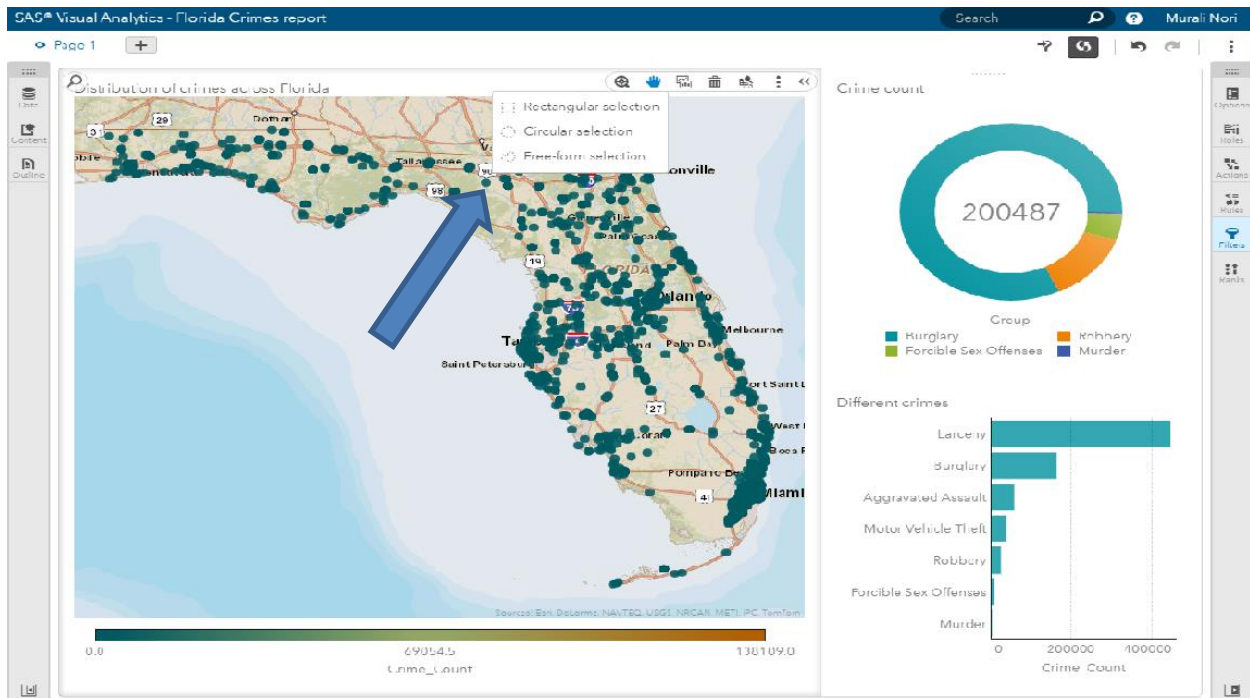

Using Forecasting for analytical insight:
Forecasting in SAS Visual Analytics allows users to forecast the metrics of their interest, like sales forecast for the next 24 months. The next release of SAS 8.1, allows users to get the forecasting values and visuals on mobile for business users.
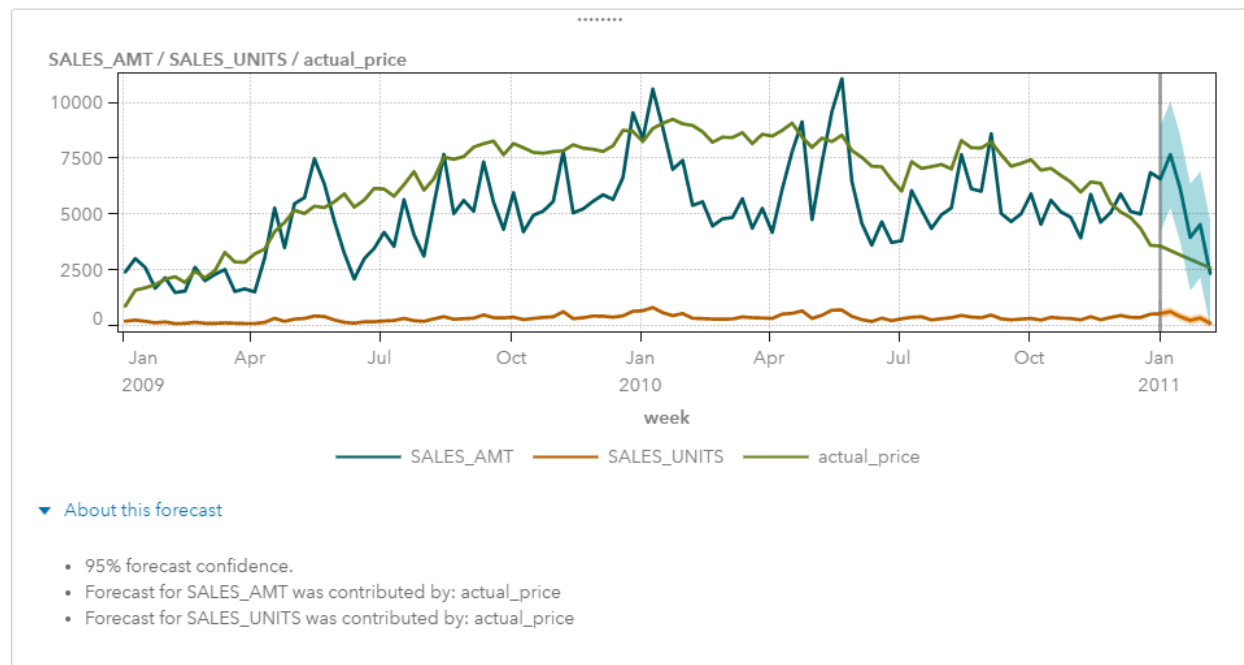
Using Clustering for grouping

The new functionality of the SAS Visual Analytics 8.1 allows users to run sophisticated analytics like clustering and add that to reports. This allows business users to view the analytical clusters and sue them to interact with other data.
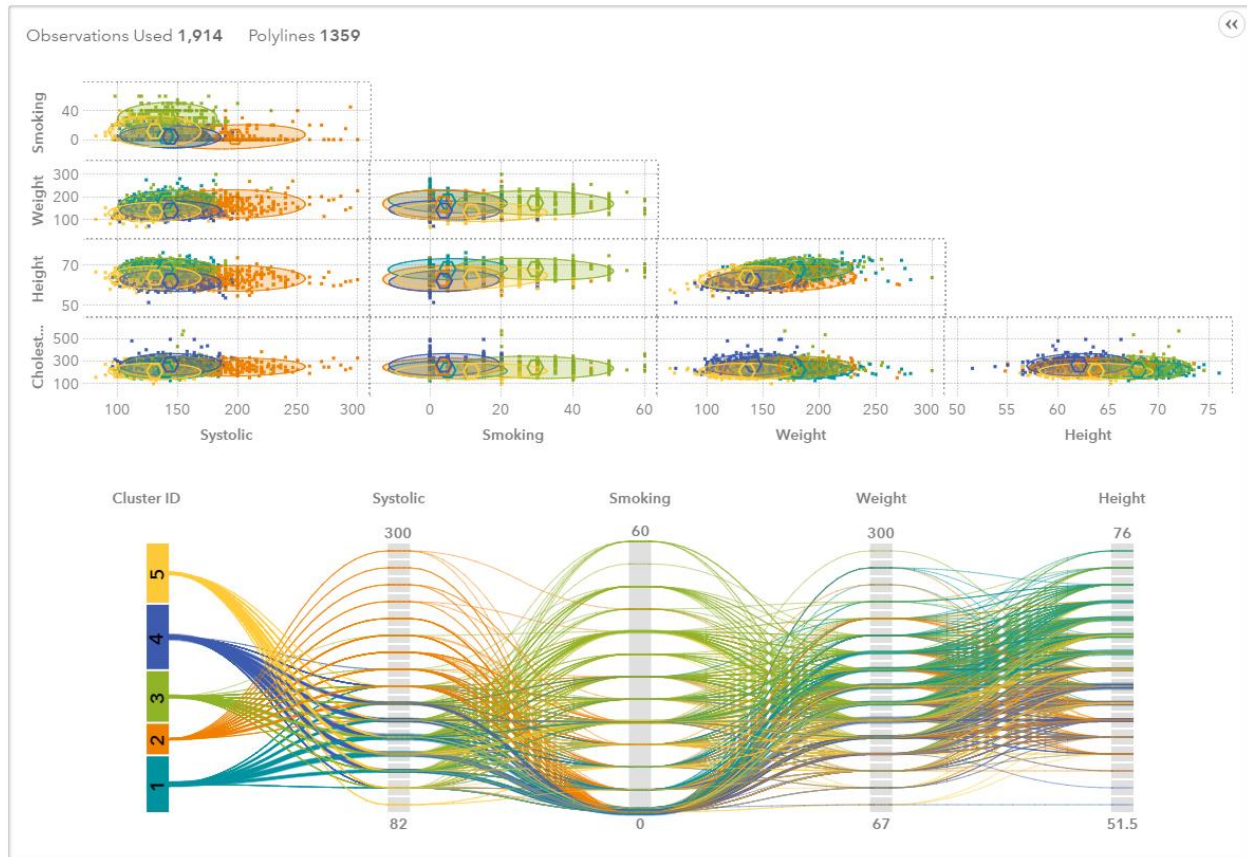
REFERENCES

SAS Mobile BI on iOS and Android application stores.

RECOMMENDED READING

- *SAS Visual Analytics user guide*
- *SAS Visual Analytics administrative guide*

CONTACT INFORMATION

Your comments and questions are valued and encouraged. Contact the author at:

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