

A collection of approximately 18 squares in three shades of blue and grey, scattered across the top half of the slide.

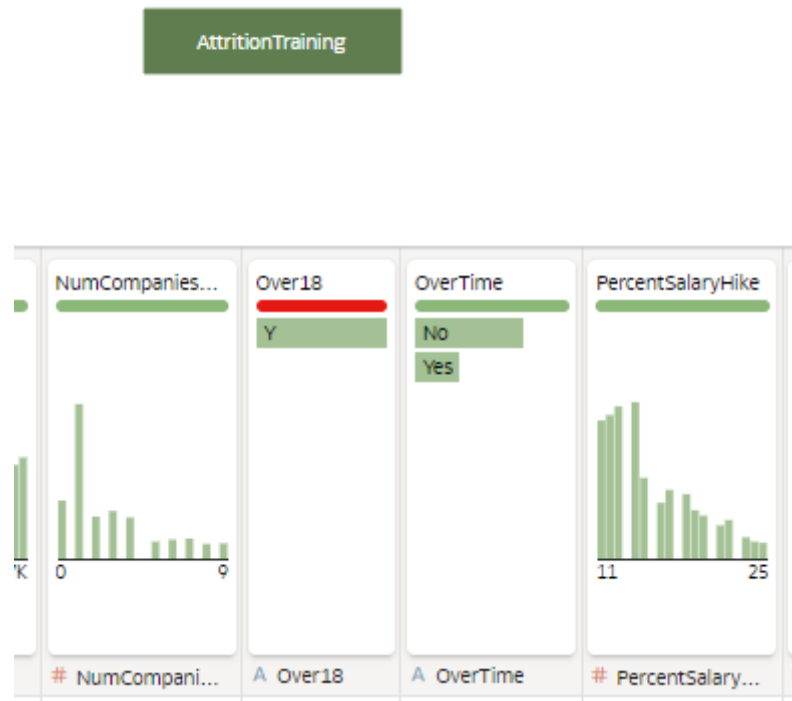
# MBD

Máster en Big Data  
2023-2024

Tecnologías Business Intelligence

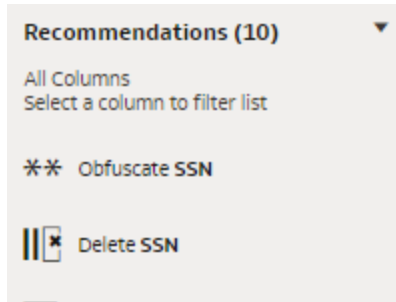
# Analítica aumentada, caso práctico I

## Carga de datos



# Analítica aumentada, caso práctico I

## Carga de datos

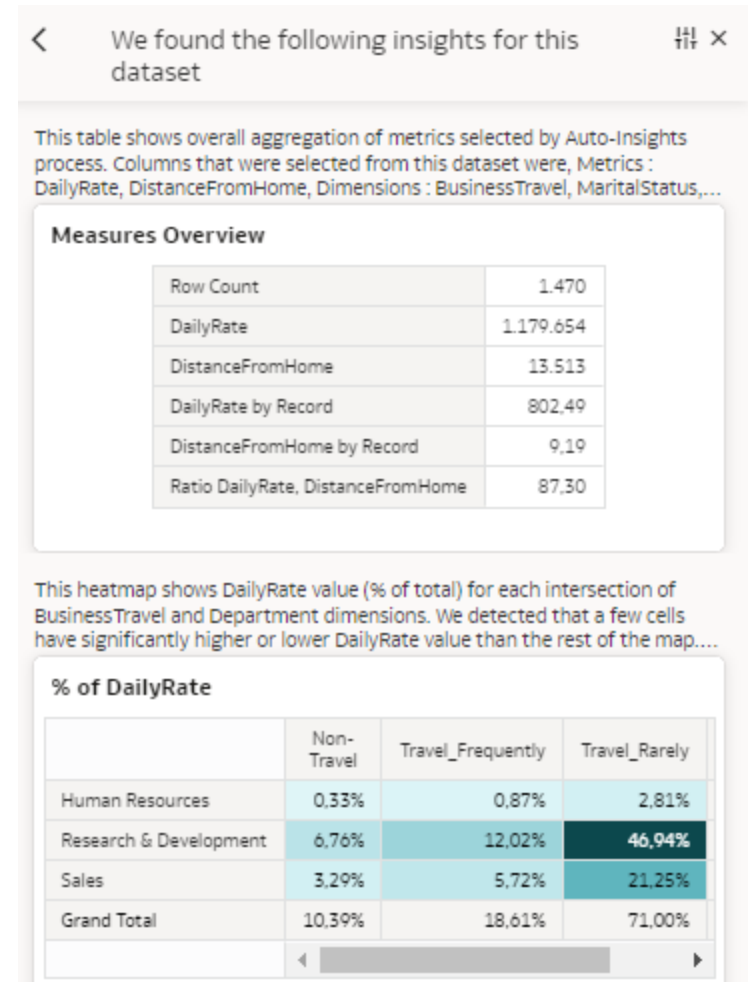


SSN
<div><div></div></div> <p>This column contains 100% unique values.</p>
A SSN
831-670-0768
181-425-0046
380-668-0952
942-446-0297
054-179-0519
491-229-0291
112-737-0664

SSN	
*****	
*****	
A SSN	
*****	
*****	
*****	
*****	
*****	
*****	
*****	

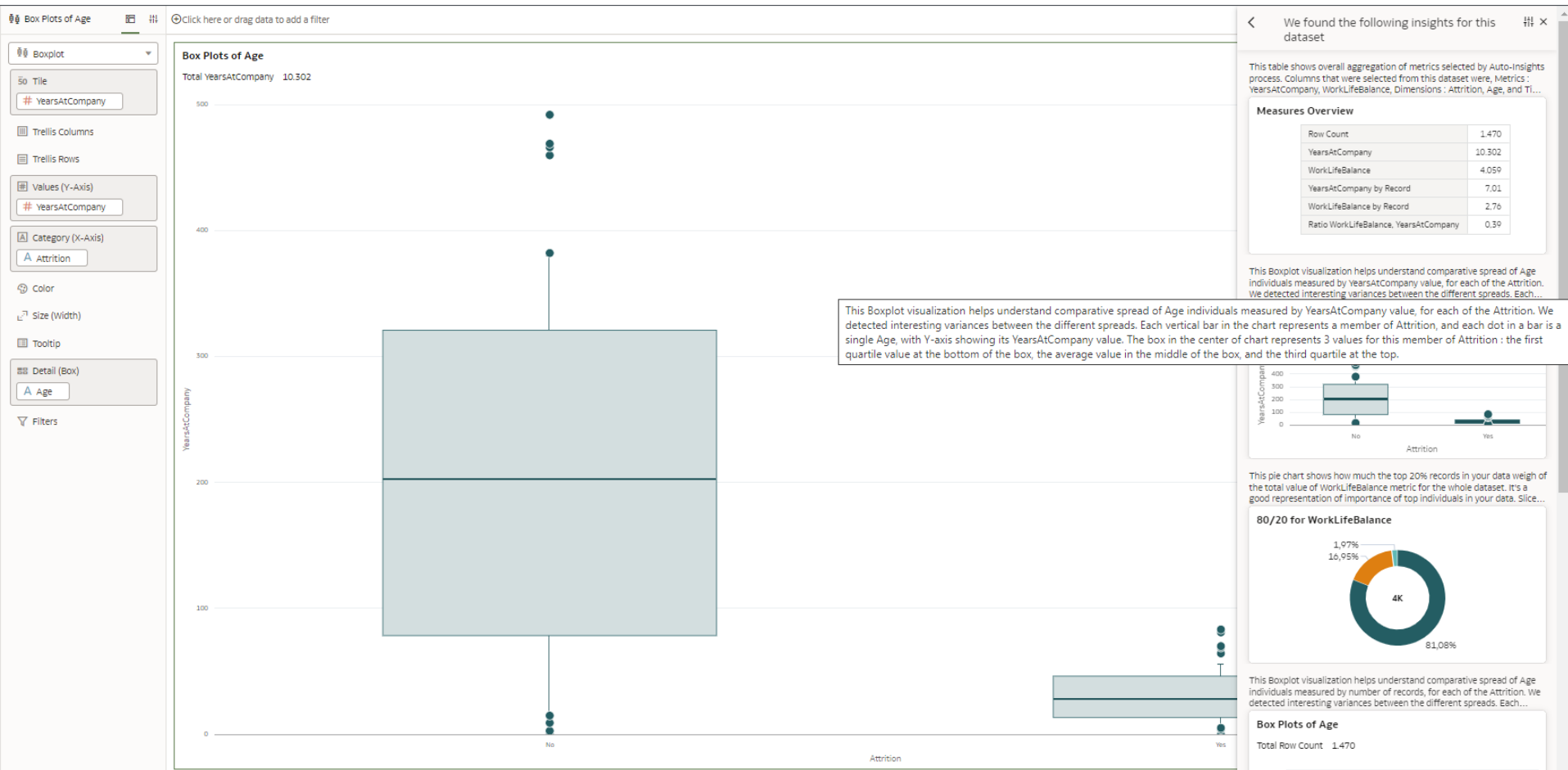
# Analítica aumentada, caso práctico I

## Descubrimiento de información



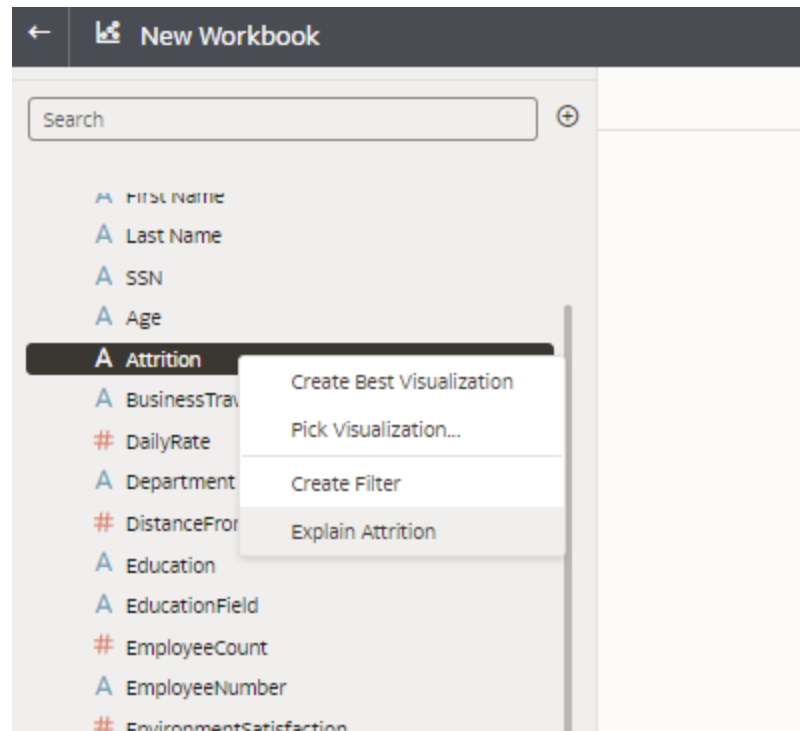
# Analítica aumentada, caso práctico I

## Descubrimiento de información



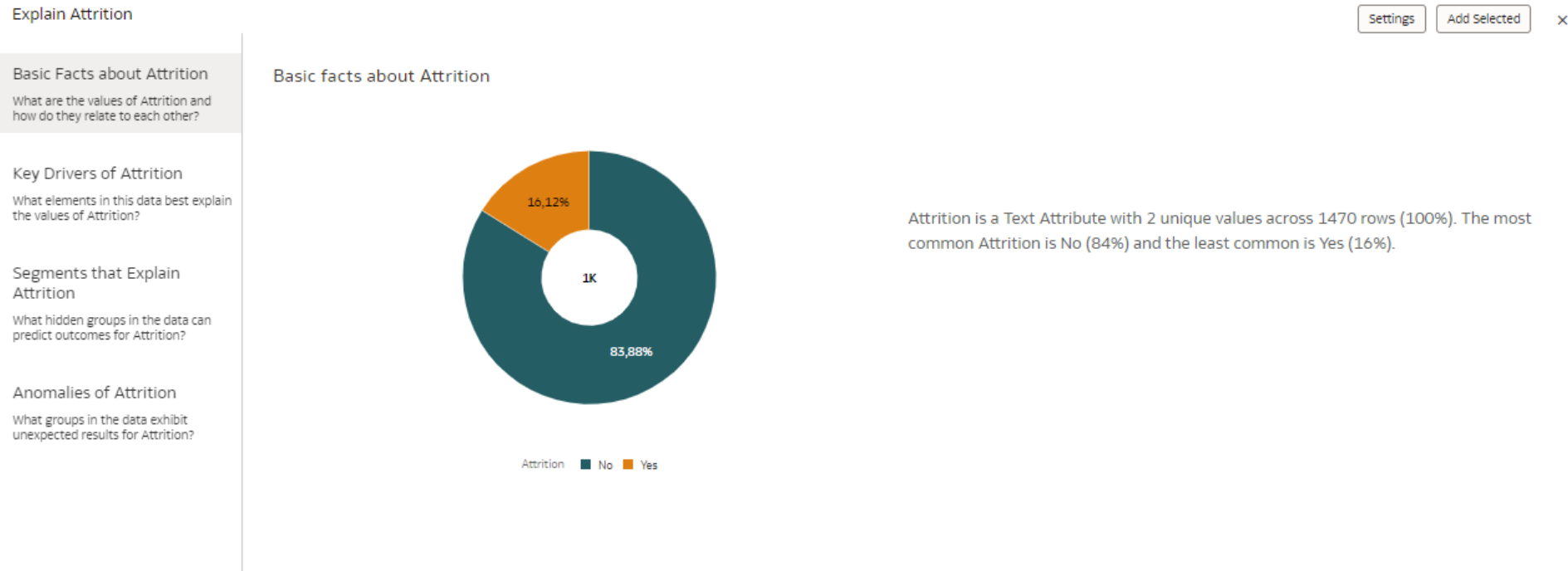
# Analítica aumentada, caso práctico I

## Descubrimiento de información



# Analítica aumentada, caso práctico I

## Descubrimiento de información



# Analítica aumentada, caso práctico I

## Descubrimiento de información

### Explain Attrition

[Settings](#)[Add Selected](#)

✕

#### Basic Facts about Attrition

What are the values of Attrition and how do they relate to each other?

#### Key Drivers of Attrition

What elements in this data best explain the values of Attrition?

#### Segments that Explain Attrition

What hidden groups in the data can predict outcomes for Attrition?

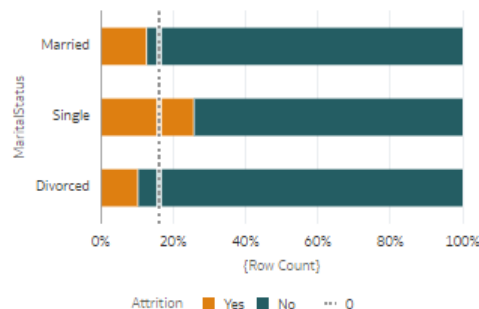
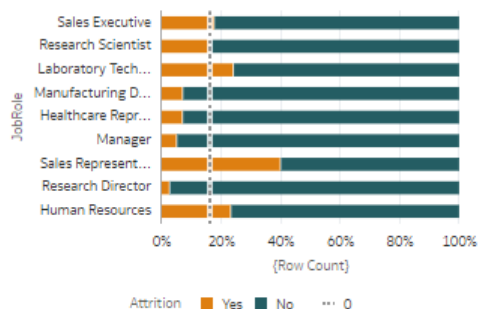
#### Anomalies of Attrition

What groups in the data exhibit unexpected results for Attrition?

#### Key Drivers of Attrition

2 attributes among columns selected in Settings are most strongly correlated with Attrition: All Values: **JobRole**, **MaritalStatus**

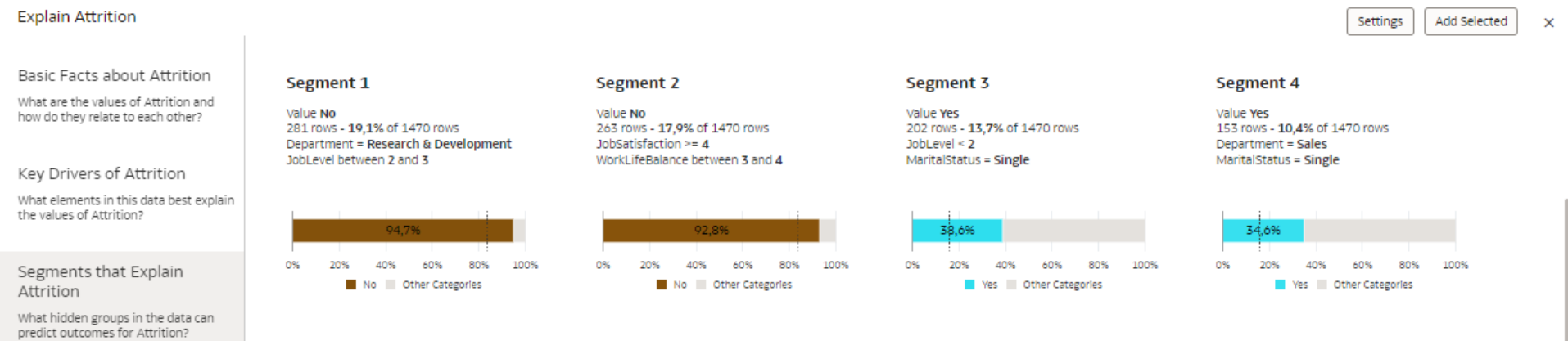
The charts below show the distribution of Attrition values across each of the key drivers (sorted by descending row count). Visit Settings panel and adjust selection of input columns for Key Drivers or click the checkmarks above any of the visuals to add them to your workbook when done.





# Analítica aumentada, caso práctico I

## Descubrimiento de información



# Analítica aumentada, caso práctico I

## Descubrimiento de información

### Explain Attrition

#### Basic Facts about Attrition

What are the values of Attrition and how do they relate to each other?

#### Key Drivers of Attrition

What elements in this data best explain the values of Attrition?

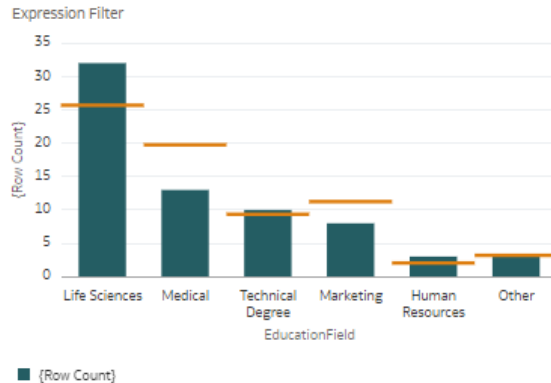
#### Segments that Explain Attrition

What hidden groups in the data can predict outcomes for Attrition?

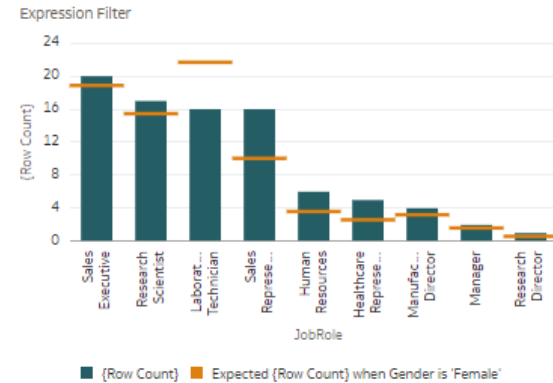
#### Anomalies of Attrition

What groups in the data exhibit unexpected results for Attrition?

When BusinessTravel is Travel\_Frequently, we expected {Row Count} for EducationField: Medical to be 19,75, however, it is 13,00, representing a difference of 6,75.

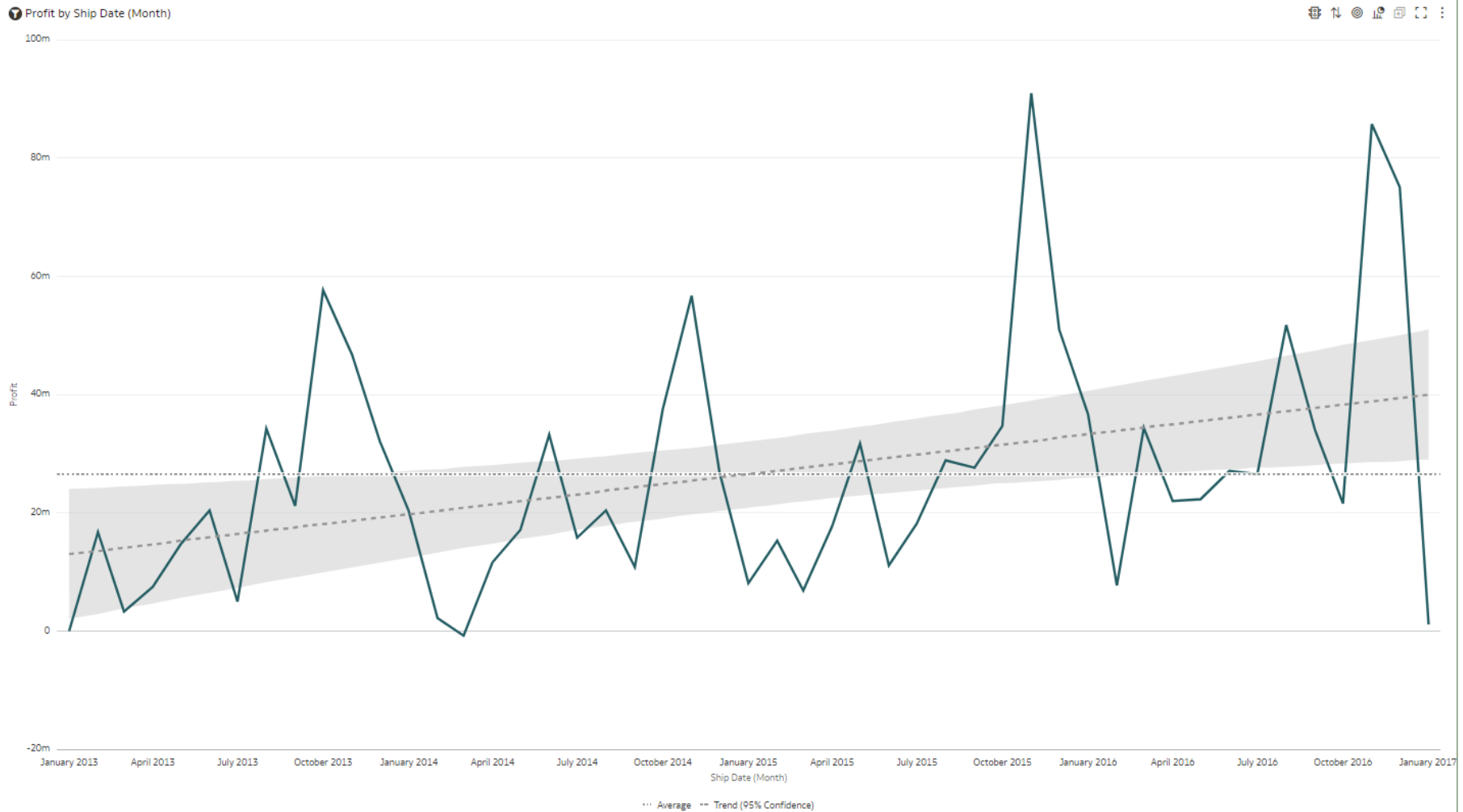


When Gender is Female, we expected {Row Count} for JobRole: Sales Representative to be 10,04, however, it is 16,00, representing a difference of 5,96.



# Analítica aumentada, caso práctico I

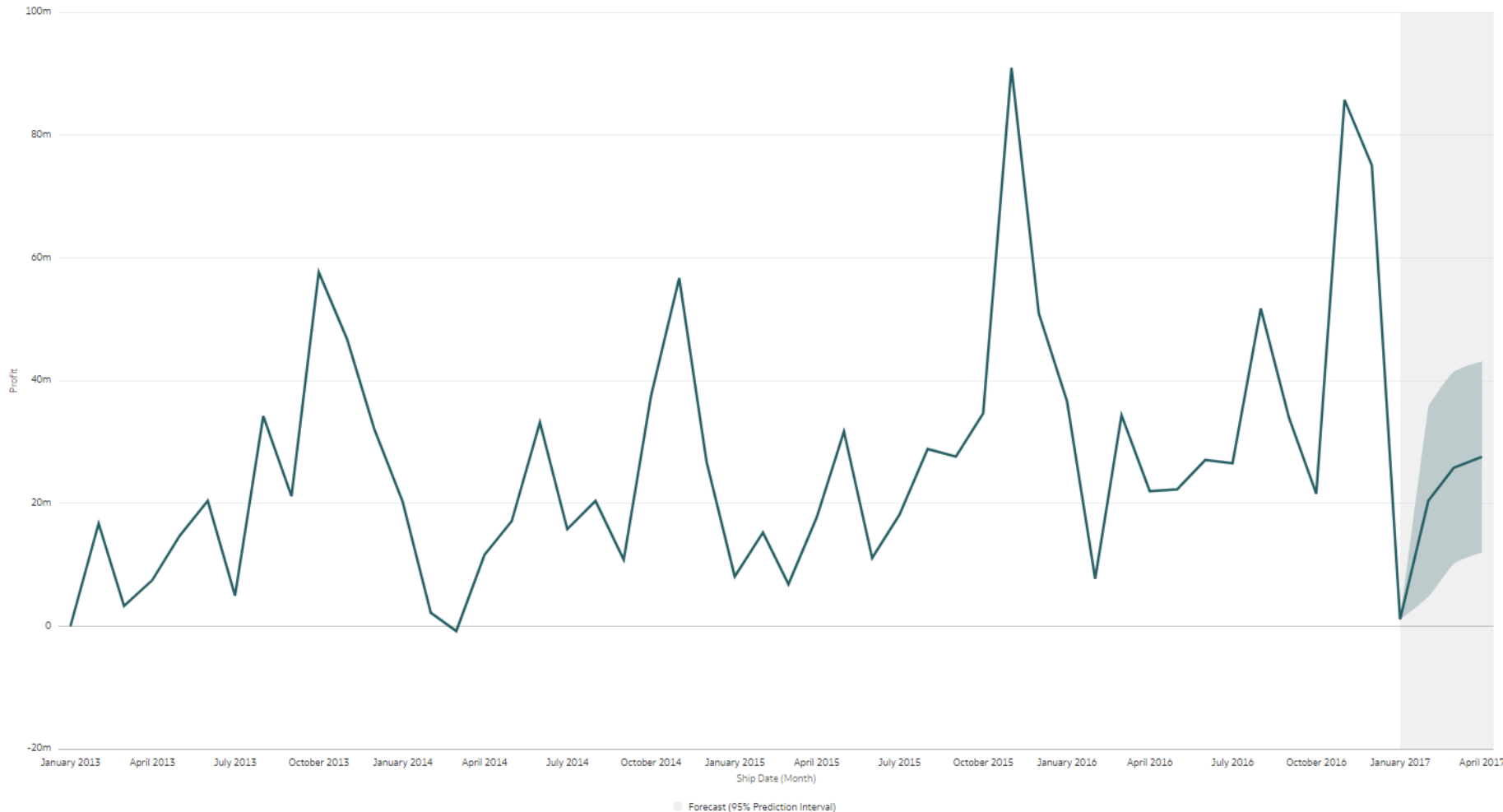
## Facilidades analíticas



# Analítica aumentada, caso práctico I

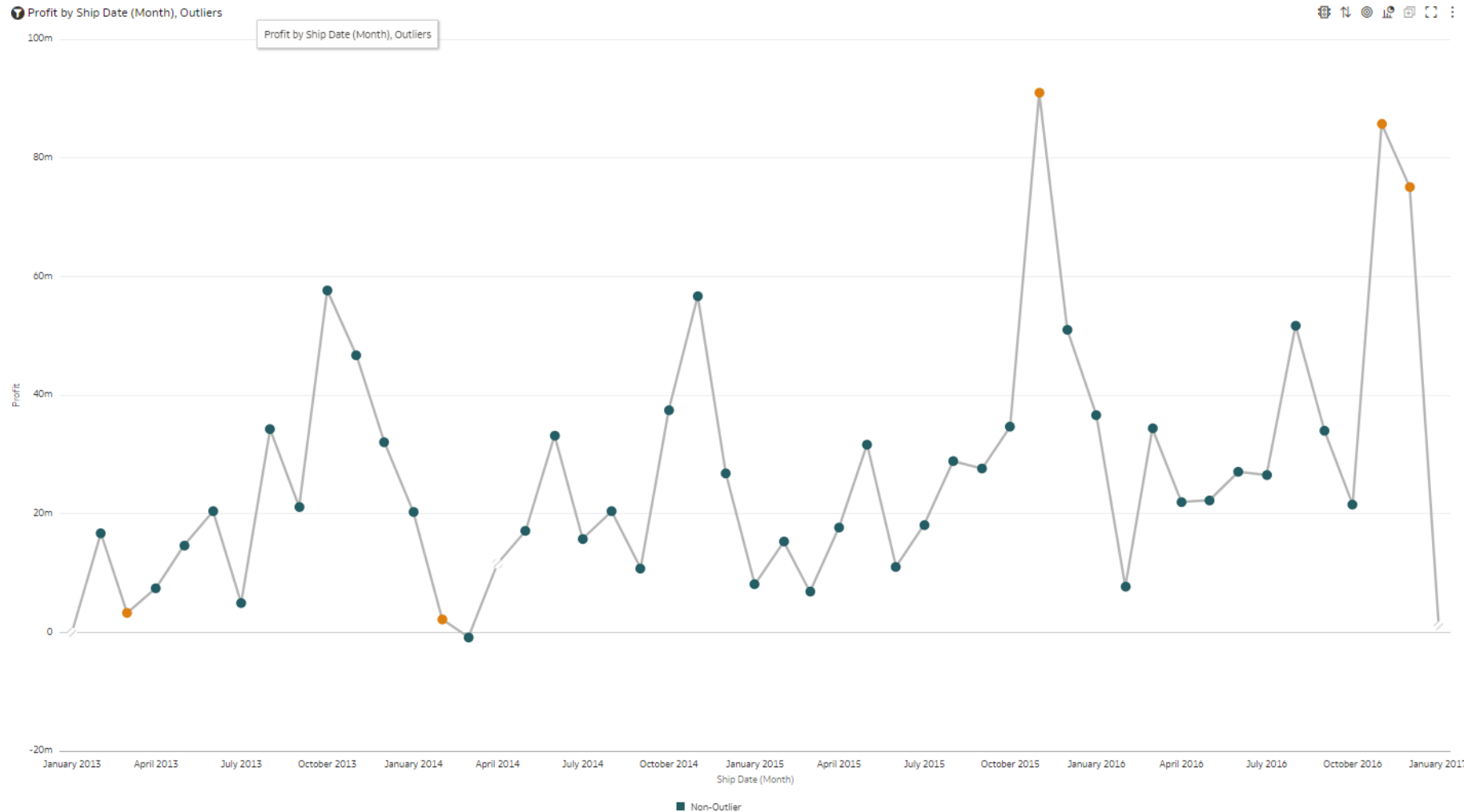
## Facilidades analíticas

Profit by Ship Date (Month)



# Analítica aumentada, caso práctico I

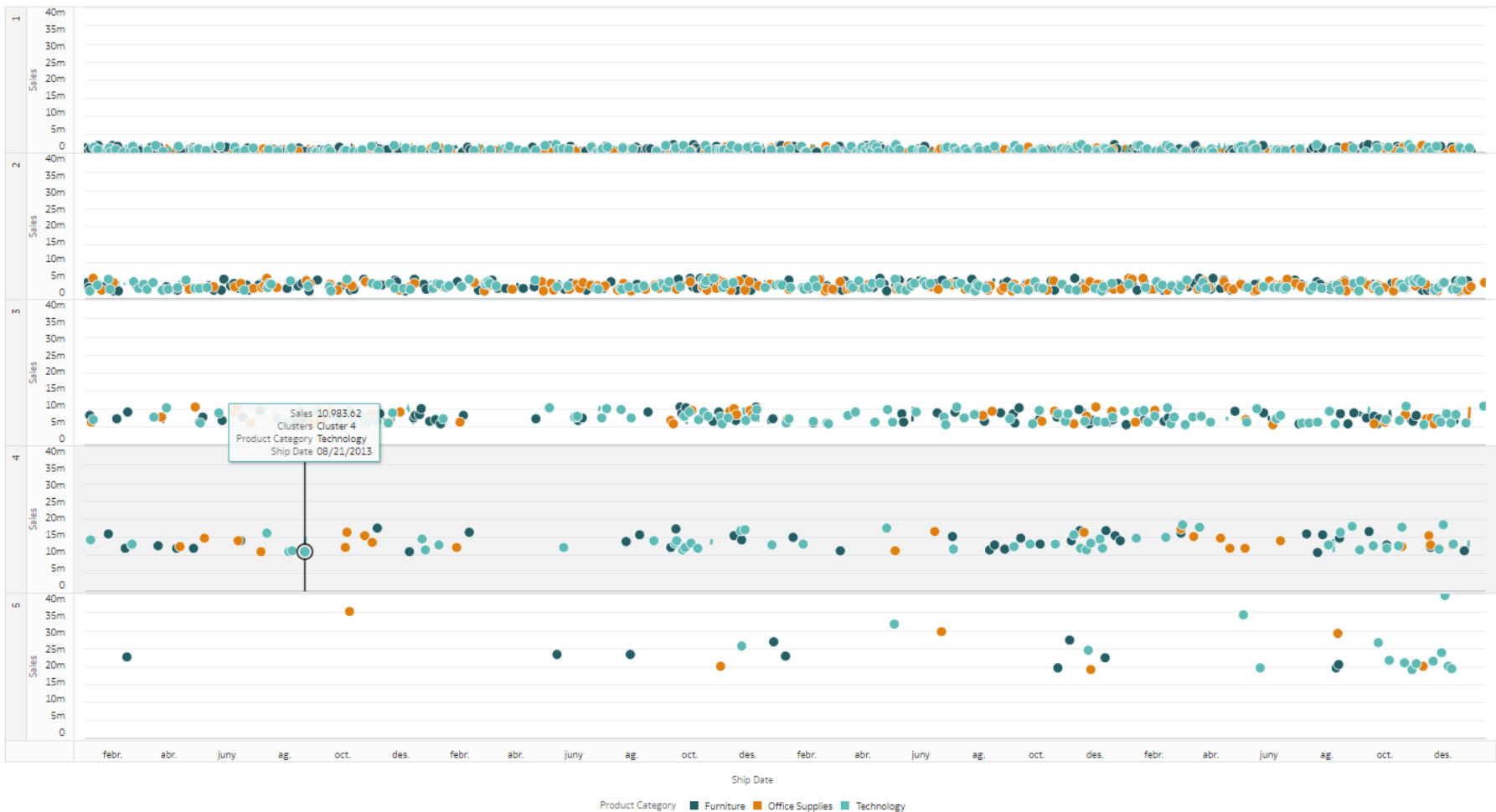
## Facilidades analíticas



# Analítica aumentada, caso práctico I

## Facilidades analíticas

Sales by Ship Date, Product Category, Clusters



A collection of approximately 18 squares in three shades of blue and two shades of gray, scattered across the top half of the slide.

# MBD

Máster en Big Data

Tecnologías Business Intelligence