

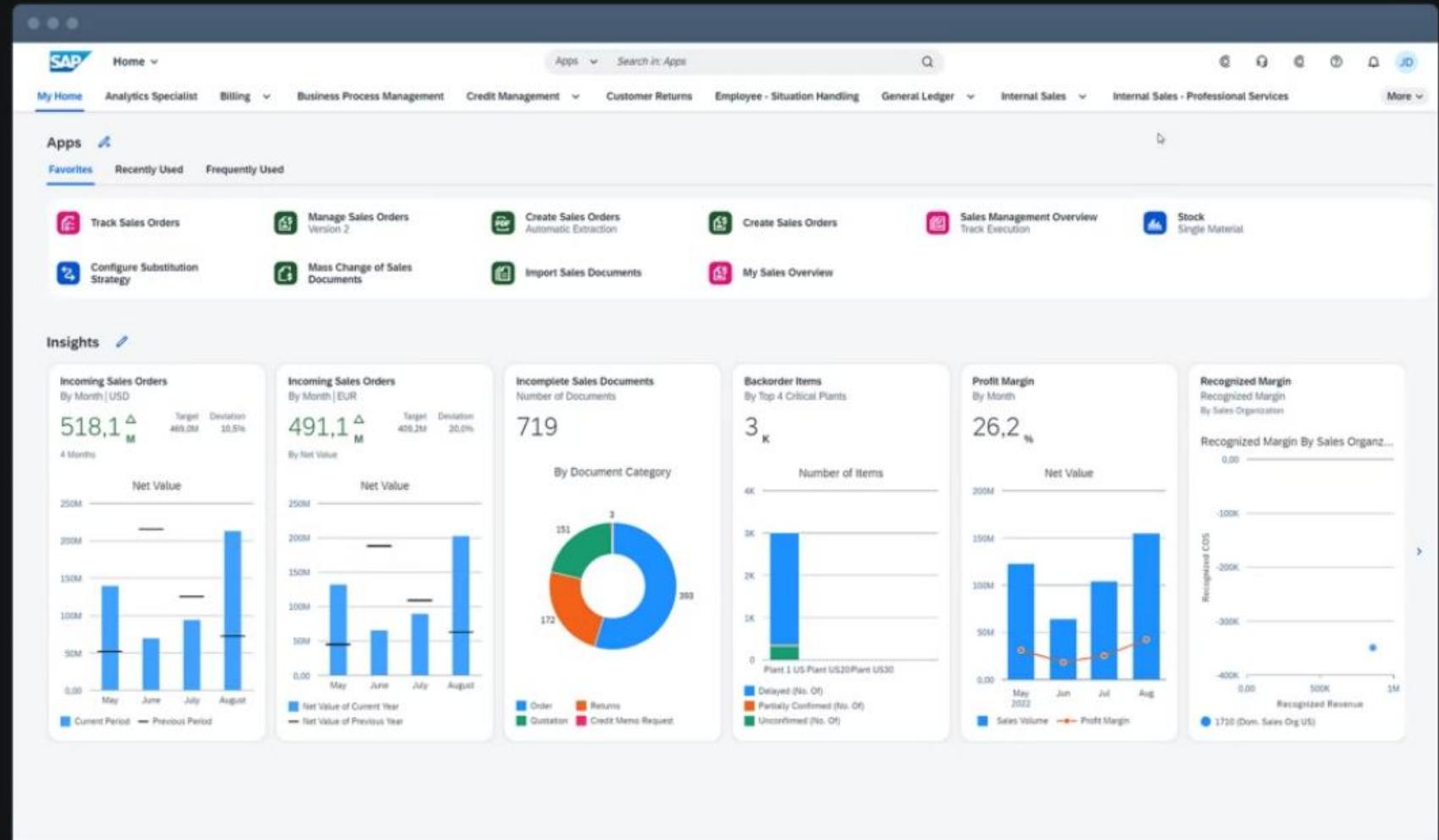
# Data and Analytics in SAP BTP



por Mayko Silva



# The Power of Data and Analytics



Imagine predicting exactly how many superhero capes you'll sell next month or instantly knowing which design is most popular in each city. That's the kind of superpower that Data and Analytics can give your business!

SAP BTP turns boring numbers into transformative insights. It's like turning a pile of Lego bricks into a 3D movie of your dream creation. This is what SAP BTP does with your business data, bringing it to life in ways you never thought possible.

# Key Players in the Data-Driven Adventure



## SAP HANA Cloud

The super-brain of our data world. This incredibly fast database can handle massive amounts of data, instantly recalling every piece of information your business has ever collected.



## SAP Analytics Cloud

Where the magic happens. It transforms data into visualizations, reports, and predictions. It's like having a crystal ball that actually works for your business!



## SAP Datasphere

The game-changer that brings together data from all over your business. It's like taking puzzle pieces from different puzzles and making them fit together perfectly.



## SAP Master Data Governance

The guardian of your data quality. It ensures all your data is accurate, consistent, and up-to-date, like a super-diligent librarian for your business information.

# A Data Analytics Success Story

1

## Analyze Sales Records

Use SAP HANA Cloud to instantly analyze millions of cape sales records in Gotham City.

2

## Visualize Trends

Employ SAP Analytics Cloud to visualize sales trends and spot the decline that started after a heat wave hit Gotham.

3

## Predict Future Sales

Utilize SAP Datasphere to pull in weather forecast data and predict future sales dips.

4

## Introduce New Products

Use SAP MDG to ensure all product data is up-to-date, enabling quick introduction of a new line of heat-resistant capes.





# Data-Driven Decision Making

## What is it?

Data-driven decision making means basing your business decisions on real data rather than just gut feeling.

## How it works

It's like having a magic list that tells you exactly what each customer likes, instead of guessing what they want.

## Benefits

This approach leads to more accurate predictions, better resource allocation, and improved customer satisfaction.

# User-Friendly and Integrated Tools

## Easy to Use

SAP's tools are designed to be user-friendly. You don't need to be a data scientist to get insights from your data.

## End-to-End Solutions

Start with a simple question and end up with a detailed plan to boost revenue, all within the same platform.



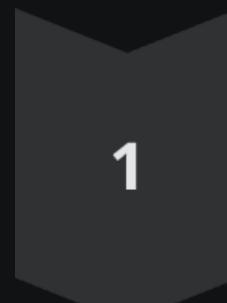
## Smart Assistant

It's like having a super-smart assistant who can explain complex things in simple terms.

## Seamless Integration

All these tools work together seamlessly, like a Swiss Army knife for your business data.

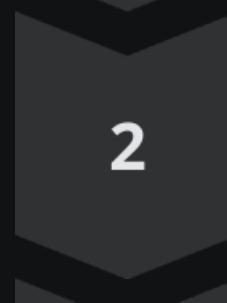
# Business Impact of Data and Analytics



1

## Better Decisions

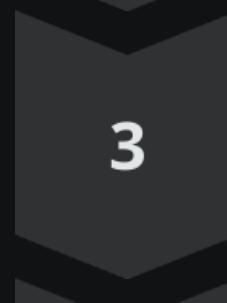
Businesses can make more informed decisions based on real-time data and insights.



2

## Faster Opportunity Spotting

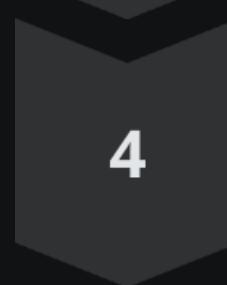
Identify and capitalize on new opportunities before competitors.



3

## Proactive Problem Solving

Anticipate and address issues before they become major problems.



4

## Future-Proofing

Gain the ability to predict trends and adapt to market changes quickly.





# Conclusion: Unleash Your Data Superpowers

1

## Unlock Hidden Stories

Data and Analytics in SAP BTP is about uncovering the stories hidden in your data and using them to drive your business forward.

2

## Become a Data Superhero

With these tools, you can become the data superhero for your business needs, making smarter decisions and predicting future trends.

3

## Next Up: AI in SAP BTP

In our next lesson, we'll explore Artificial Intelligence in SAP BTP, promising even more mind-blowing capabilities for your business.