SAMI AI ADVANCED ANALYTICAL TOOL - Executive Summary

Data Understanding

- Auto-detect data types (categorical vs. numerical).

- Describe distributions (mean, median, mode, etc.).

- Identify missing values and data quality issues.

- Generate summaries for quick profiling.

Visual Analysis

- Charts: bar, line, pie, histograms, scatterplots.

- Correlation heatmaps and outlier visuals.

- Trend and category breakdowns for easier exploration.

Advanced Analysis

- Correlation matrices (Pearson, Spearman).

- Outlier detection and anomaly flagging.

- Segmentation summaries (e.g., K-means clustering prep).

- Time series trend decomposition (seasonality, trends).

AI-Enhanced Insights

- Plain-language summaries of data trends and patterns.

- Detect unusual behavior or standout segments.

- Recommend next steps (e.g., hypothesis testing, deeper dives).

File Handling

- Supports .xlsx, .csv, .xls file formats.

- Auto-detects and previews multiple Excel sheets.

- Handles large structured or semi-structured datasets.

Typical Use Cases

- Brand imagery and perception analysis.

- Concept testing evaluations.

- Customer satisfaction and behavior analysis.

- Survey and tracking data analysis.

- Business performance dashboards and presentations.