

Datameer Smart Analytics

With Smart Analytics, Datameer provides advanced algorithms that makes it even easier to find the signal in all of the noise of your data. Using machine learning technologies, Smart Analytics helps automatically identify patterns, relationships and correlations within any data, enabling faster, easier data exploration and feature engineering to better prepare your data for data science models and analytics.

Critical in helping analysts and data scientist better understand their data for advanced analytics, Smart Analytics is a key tool in enabling users to better understand customer segmentation and behavior as well as guide further analysis based on patterns Datameer automatically detects in the data.

Smart Analytics includes four main algorithmic areas: clustering, decision trees, column dependencies and recommendations. The simple, point and click algorithms of Smart Analytics allow data scientists to more easily curate complex datasets for downstream machine learning and AI models. Combined with the linear scalability and data flexibility of the Datameer platform, it enables faster, easier preparation and exploration on datasets of any type and size.

Clustering

Using clustering (K-means algorithm) through a simple point and click dialog, users can automatically find groups within data based on specific data dimensions. With clustering, it is then simple to identify and address groups by any attribute or feature in the data: customer type, behavior, products, click-paths, purchasing patterns and more.

Decision Trees

Datameer's decision trees automatically helps users understand what combination of data attributes result in a desired outcome. Decision trees illustrate the strengths of relationships and dependencies within data and is often used to determine what common attributes and values influence outcomes such as risk, purchases, online signups and more. The structure of the decision tree reflects the structure that is possibly hidden in your data.



Figure 1: Decision Tree



Figure 2: Column Dependencies

Column Dependencies

With a single click, column dependencies visually display the strength of relationship between attributes within any dataset. This helps users better understand the characteristics of their data and is often used to help target advanced analytics and data science models. Column dependencies can highlight relationships between job title and purchase amount, age and disease type, location and product selection, transaction type and frequency, and account age and product type, for example.

Recommendations

Datameer's recommendation engine automatically predicts a person's interest based on historical data from many users. Useful in increasing client engagement, recommending more relevant choices and increasing customer satisfaction, recommendations can for example, predict interest in music, products, applications, movies, documents and services.

About Datameer

Datameer is an analytics lifecycle platform that helps enterprises unlock all their raw data. The cloud-native platform was built for the complexity of large enterprises—yet it's so easy to use that everyone from business analysts to data scientists to data architects can collaborate on a centralized view of all their data. Without any code, teams can rapidly integrate, transform, discover, and operationalize datasets to their projects. Datameer breaks down data siloes, gets companies ahead of their data demands, and empowers everyone to discover insights. Datameer works with customers from every industry including Dell, Vodafone, Citibank, UPS, and more. Learn more at www.datameer.com.