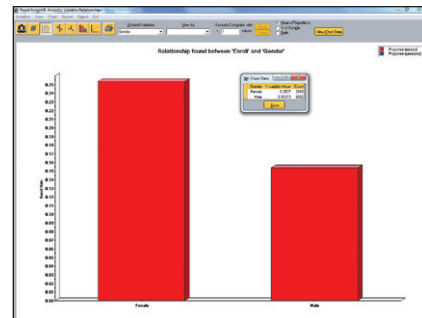
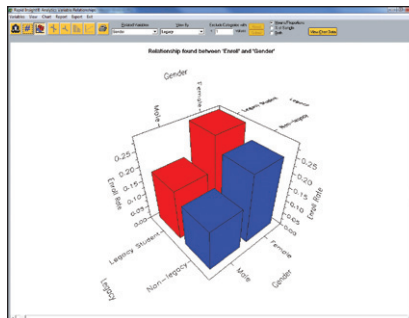
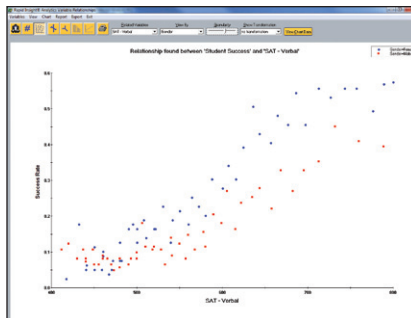


## Predict Outcomes... Drive Decisions

**The Data Dilemma:** In an increasingly competitive marketplace, your organization needs to be making data-driven decisions to stay ahead of the curve. And yet, data analysis is a complicated and time-consuming process, preventing you from getting the most out of your information and often limiting your data's usefulness...

**The Analytics Answer:** Rapid Insight<sup>®</sup> Analytics allows you to quickly find relationships in your data and build predictive models. This powerful predictive analytics technology automates the data mining process, empowering programmers and non-programmers alike to extract meaningful information from their data with ease, speed, and efficiency.



### ***Rapid Insight<sup>®</sup> Analytics enables you to...***

#### ■ **Analyze the Past**

Examine the data you've been collecting and put it to work for you. Whether your dataset contains ten variables or hundreds, Rapid Insight<sup>®</sup> Analytics will quickly mine through all of the data to determine which variables are statistically related to each other. Once narrowed down, you can view all of these relationships graphically.

#### ■ **Understand the Present**

Use your data to perform a visual status check of your current situation, explore relationships in your data, and export interesting findings into a report or a PowerPoint<sup>®</sup> presentation with a few easy clicks.

#### ■ **Predict the Future**

Construct reliable statistical models at lightning speeds that will help you predict important information. Whether you want to determine which prospects you should target, forecast attrition probabilities, or predict other key outcomes, Rapid Insight<sup>®</sup> Analytics is designed to help you make sense of your data and make critical decisions extremely quickly.

## Explore

Select a variable to analyze and then sit back and let Rapid Insight® Analytics automatically identify relationships in your data. You can then scroll through and explore your dataset, scrutinize your numbers by performing aggregations or decile analyses, sort the data by one or more variables, run searches to find specific records, or even use our drill down feature to reveal greater detail about specific variables. Plus, with automated outlier detection, the software will show you any outliers in your data and let you choose how to handle them.

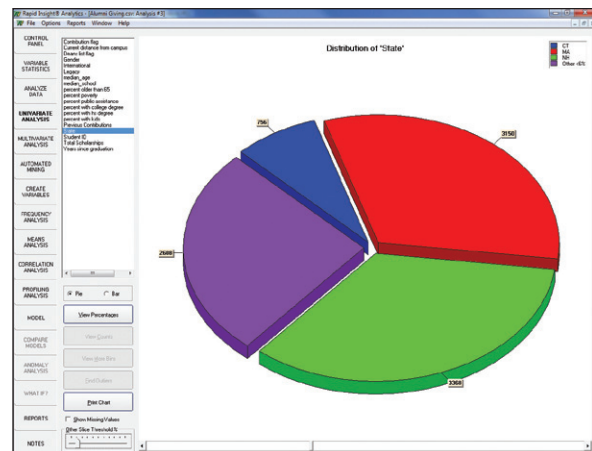
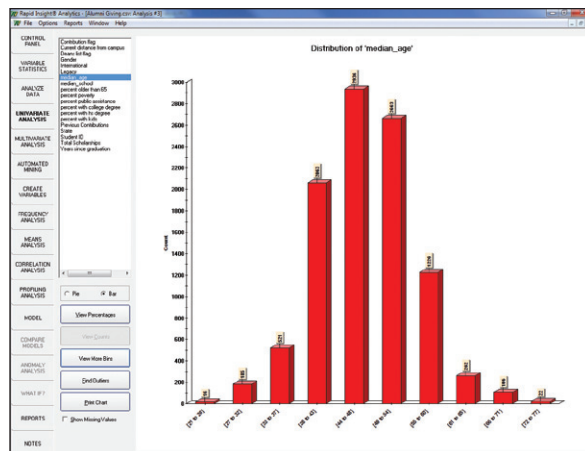
## Illuminate

As you explore your data, you may come across some interesting findings that you want to communicate to others. With one-touch reporting, you can easily capture charts and graphs and place them into customized reports or PowerPoint® presentations that will make your data stand out. There is no reformatting to steal your time or energy, just a simple drag and drop so you can quickly share your findings and optimize your information.

## Predict

With the automated modeling capabilities of Rapid Insight® Analytics, you can instantly construct valuable predictive models that allow you to make decisions supported by your data. This easy to use software solution enables users of all abilities to perform sophisticated analysis, helping to answer critical questions and making it possible for organizations to more effectively utilize their valuable resources.

***By focusing on ease of use, speed of analysis, and automation of predictive modeling, Rapid Insight® Analytics has enabled hundreds of organizations to mine their data and build predictive models at the speed of light.***



**Rapid Insight®**  
trust your data

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