



# Intelligent Analytics for the Decision-Maker

LT119

PUBLIC

# Speakers

## Las Vegas

September 24–27, 2019

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Richard Mooney

## Barcelona

October 8-10, 2019

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Richard Mooney

## Bangalore

November 13-15, 2019

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Ashok Kumar KN



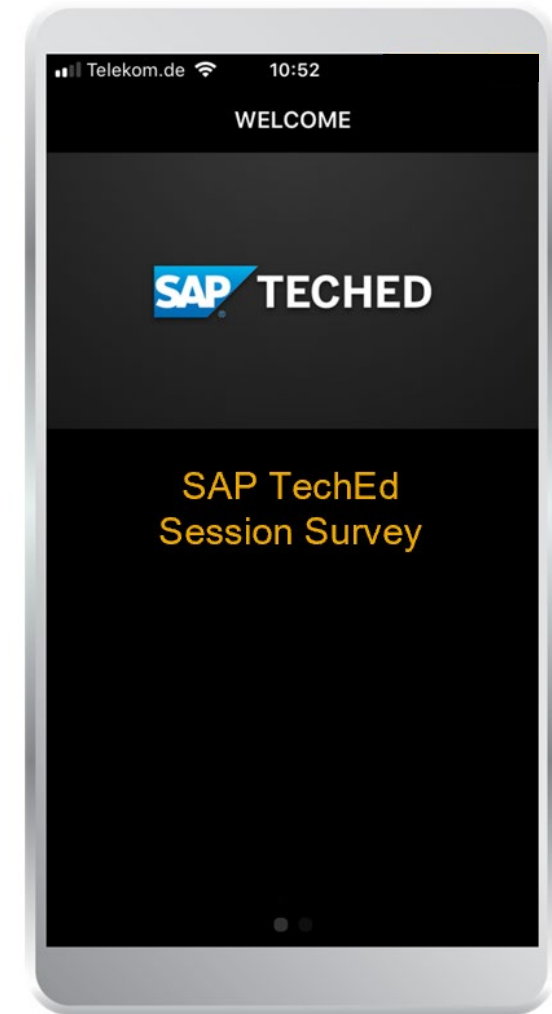
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# Agenda

Introduction to Machine Learning in Analytics

Demo: See how Machine Learning in SAP Analytics Cloud can be used to enable data driven decisions

Recap

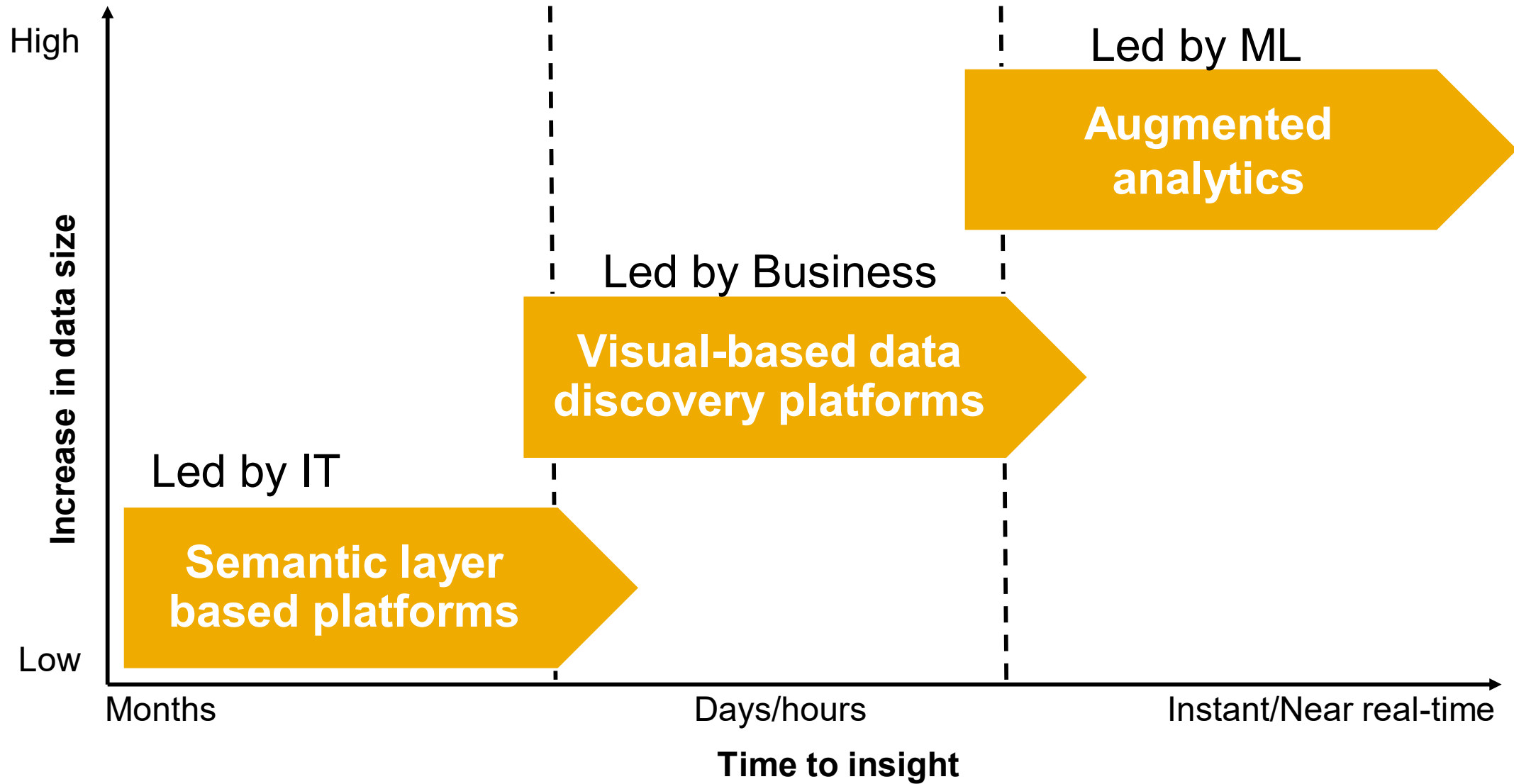
Q&A



# Introduction to ML in Analytics

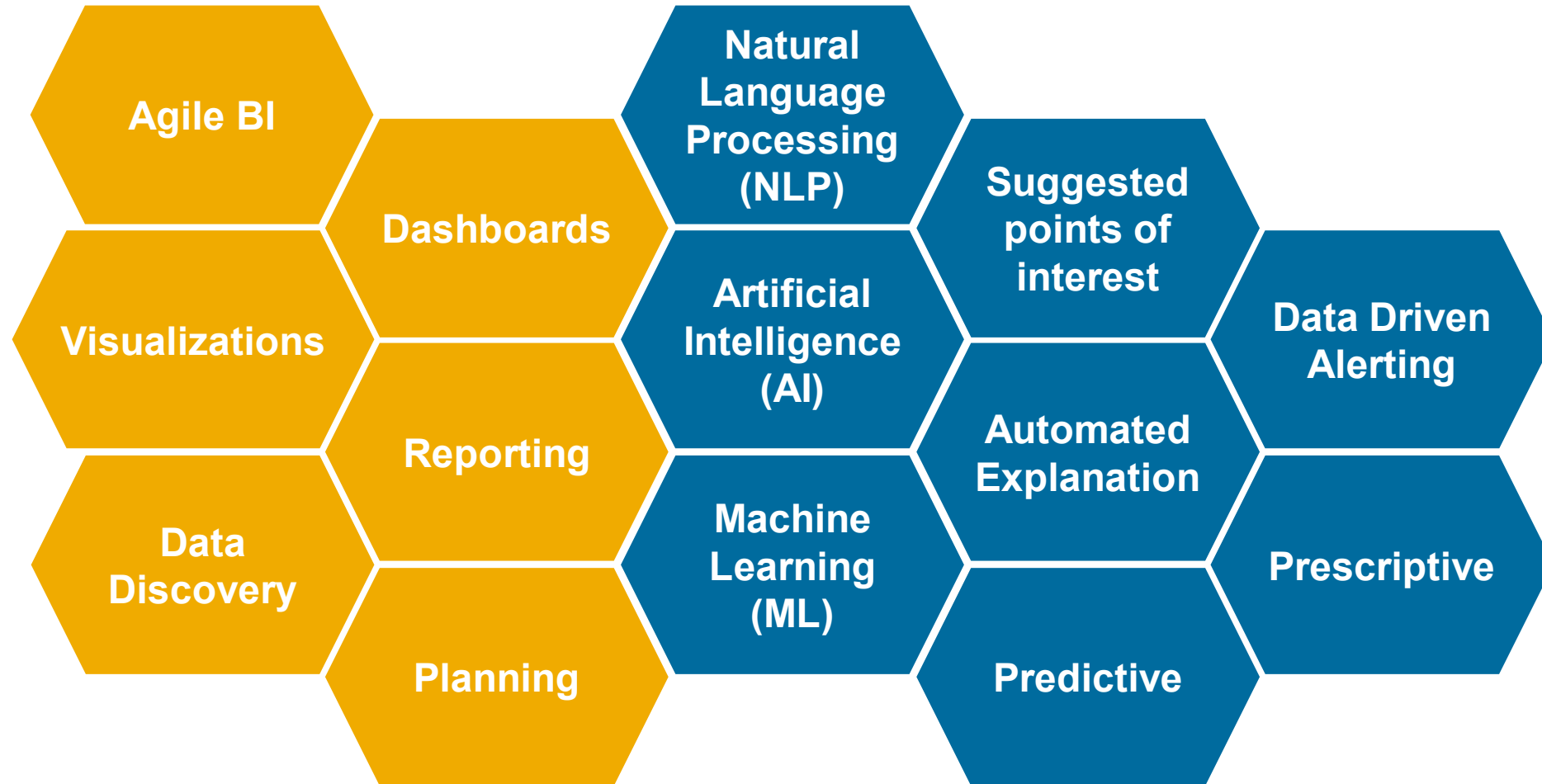


# The next **big wave** of analytics



# Rethinking Analytics with **Augmented Intelligence**

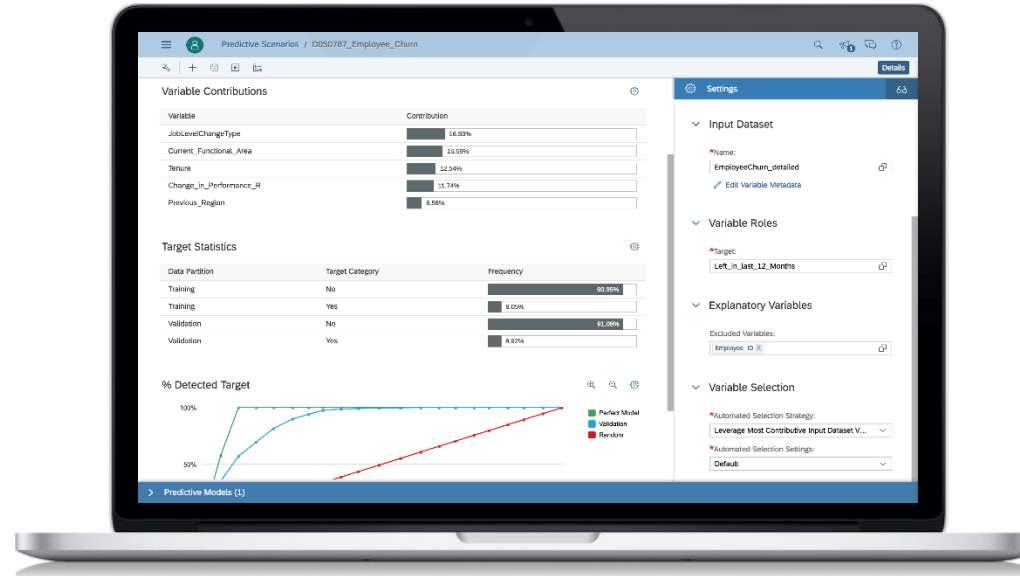
Bringing together human creativity and machine intelligence





# Make Confident Decisions Faster with **AI-Driven Insights**

Delivered to You Naturally



## Conversational

Ask questions in a conversational manner with instant results explained in natural language

## Automated

Detect drivers of a KPI and take the next best action using automated machine learning that discovers unknown relationships in data

## Predictive

Predict potential outcomes and forecasts with the push of a button

# How SAP Analytics Cloud can help



# Demo

Using ML to interpret and take actionable decisions on sales and marketing data through the use of

- Search to Insight
- Smart Insights
- Smart Discovery
- Smart Predict
- Predictive and Planning





**“The power of Prediction can be leveraged by any business, including yours! It has worked for us.”**

Roger Cocquempot, Head of IT & Organization Department – AG Real Estate



# Mapping feature to **intention using context**

## Feature

## Context & Intention

**Search to Insight**

Find information quickly, present in the most understandable way

**Smart Insights**

Explain a data point or chart

**Smart Discovery**

Explain the relationship between a target column and the dimensions and measures in a dataset

Build my story (Data Analyst in a box)

**Smart Grouping**

Group my transactions together (cluster)

**Smart Predict**

Generate new data which helps me understand my business and predict future outcomes

**Predictive forecasting**

Generate a forecast from time series data for the for future time intervals.



# Conclusion and Q&A



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- AIN 1 - Make Fast and Confident Decisions with SAP Analytics Solutions
  - AIN 3 - Develop, Extend and Embed SAP Analytics Solutions
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## Related SAP TechEd sessions

- AIN 109: SAP Analytics Cloud: An Overview on Intelligent Insights
  - AIN 115: Critical Insights with SAP HANA Data Anonymization and SAP Analytics Cloud
  - AIN 361: Making Confident Decisions with Augmented Analytics in SAP Analytics Cloud
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## Public SAP Web sites

- SAP Community: <https://www.sap.com/community/topics/cloud-analytics.html>
- SAP products: [www.sap.com/products/cloud-analytics.html](http://www.sap.com/products/cloud-analytics.html)
- SAP Analytics Cloud product information, tutorials and learning journeys – [www.sapanalytics.cloud](http://www.sapanalytics.cloud)



Thanks for attending **this session.**



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## Contact for further topic inquiries

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