

Paper 389-2013

SAS® Visual Analytics and Mobile Reporting

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ABSTRACT

Retailers are striving for an omnichannel, customer-centric experience with brand consistency across all available touch points. It is vital to understand customers well enough to anticipate their behaviors, know their preferences and predict when those behaviors and preferences will change. Data is key to gaining this level of insight. The sheer volume and complexity of retail data can be a challenge, as can the inability to determine which variables are relevant to your business. SAS Visual Analytics changes this with literally a touch of the mouse! This session demonstrates analyzing hundreds of millions of retail transactions so you can derive insights on ALL your data in matter of a few seconds and distribute that info to users in an easy-to-consume manner.

No paper was submitted for publication in the *Proceedings*. Check <http://support.sas.com/rnd/papers/> or contact the author.

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