

analyti|x

BASE



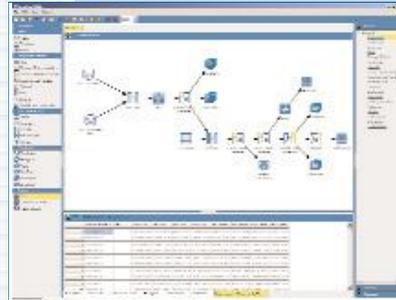
What is **analytixBASE**?

It's the missing link between the database and Excel.

analytixBASE brings the age of self-service analytics.

With the software its users may create their own analysis' from large databases, even without SQL expertise. The software uses graphic representations to provide step by step support to its users when determining filters and creating summary tables, charts as well as merging graphs.

In the background the program writes and runs SQL code on the database server. As a result the end user is able to create easily useable reports, charts and graphs ultimately saving it's users a wealth of time and money

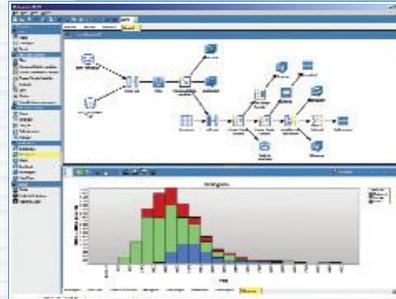


What are the advantages of **analytixBASE**?

The main benefit of the **analytixBASE** software is its ability to cut out the 'middle man' from the data query process, leading to ease in operations, cutting out communicational inefficiencies and reducing the number of resource needs. The software does this through enhancing the capabilities of the database server software by allowing its users to query data and transform it easily and quickly by way of a graphic user interface.

This is a notable difference from conventional data extraction software as it allows business analysts to create queries without the knowledge and use of complicated codes as they simply have to drag-and-drop to create the desired query, this in turn significantly reduces the IT resource needs of the company.

Another big advantage of the software versus other data query software is that it operates without its own separate server. It simply utilizes the capabilities of the existing database server, allowing a much more efficient use of existing resources, ultimately saving it's users a wealth of time and money.

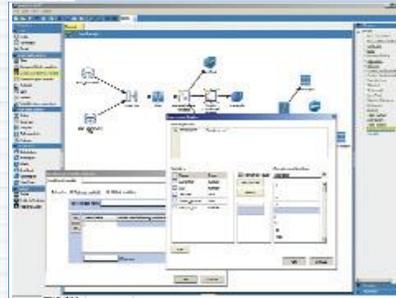


What business results can be achieved with **analytixBASE**?

The **analytixBASE** toolkit helps its users achieve greater efficiency in extracting and querying consumer data that are pivotal parts of today's business success.

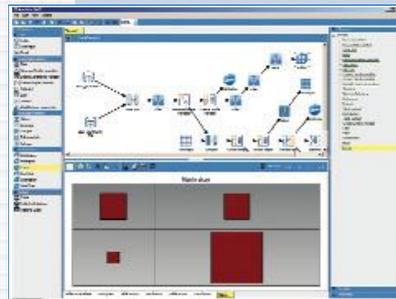
It is a proven effective aid in areas such as:

- Planning
- Pricing
- Customer Retention, improving acquisition
- Increase lifespan of customer
- Increasing of customer value
- Risk
- Fraud detection
- Up-sell, cross-sell



Who are the users of **analytixBASE**?

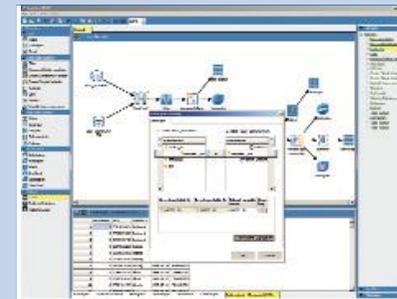
The software is an aid to anyone who is involved with database related work and analysis: Business Analysts, Market Analysts, Market Researchers, Controllers, Data miners, Statisticians, Computer Engineers, IT experts, Engineers and Scientists



- The software doesn't use its own server or motor instead it completes all queries and processes on the database server itself.
- Query logic structured in the operators
 - Every important query function (inner join, group by, order by etc.) displays a different operator
 - Each query can be conducted on the graphic user interface by simple drag-and-drop operations
 - The status of each operation is continuously refreshed, in order to reduce user error possibilities to the minimum
- Intelligent expression creator
 - Conditions and formulas can be created using the expression builder within the operators.
 - With the aid of this tool complicated expressions can be written in a short amount of time by simply using the cursor.
 - List of functions: all available functions of the database can be chosen in the editor
 - In the editor the value of each field can be retrieved from the database
- Exceptionally attractive and clear visualization
- Interactive diagram editing possibility

Data access

- Direct database access (at this moment to ORACLE and MS SQL database is available)
- Import MS Excel files
- CSV and TXT Import and other special text files
- Sampling
 - First n
 - Simple random
 - Every n-th
- Merge tables (inner, left, full and anti join)
- Append tables

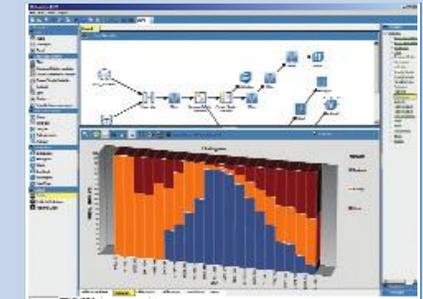


Visualization

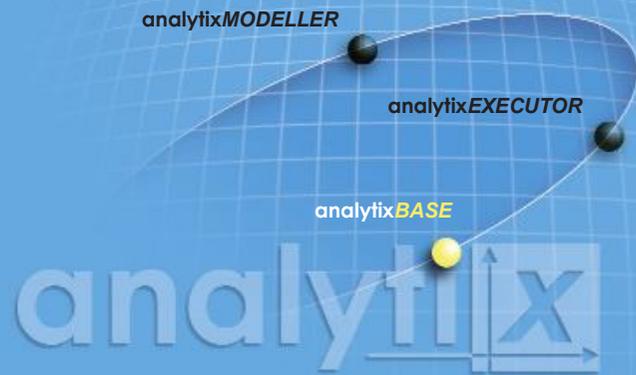
- Distribution – for categorical variables
- Histogram – for numerical variables
- Bar chart – for categorical variables
- Scatter-plot – for 2 numerical variables
- Line chart – for time-series data

Output, data export

- Displaying the results partially or entirely
- Excel export
- Write to database table



analytix *PRODUCT LINE*



Self-service analytics

With the aid of our software business analysts are able to gain access to critical information relevant to their business without SQL expertise.

analytixBASE

data transformation
data loading
visualization

analytixMODELLER

predictive modeling
clustering
regression

analytixEXECUTOR

execution and
schedule of the
transformations and
modeling

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