Analytics for Insight and Decision Making

Chris Bailey
Director, Advanced Computing Lab
SAS
The Age of Analytics
The Age of Analytics
“Most Influential Ideas of the Millennium (so far)”

- Shareholder Value as Strategy
- IT as a Utility
- The Customer Chorus
- Enterprise Risk Mgmt
- The Creative Organization
- Open Source
- Going Private
- Behavioral Economics
- High Potentials
- Competing on Analytics
- Reverse Innovation
- Sustainability

Leading the Global Enterprise
Augmenting the Leader’s Abilities
Knowledge
Social Network Analysis
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Social Network Analysis

“This technology will be a vital tool in our effort to prevent public assistance fraud and enhance the district attorney's fraud investigators.”

“In a recent successful pilot program I initiated utilizing this technology, we achieved an 85% success rate in detecting fraud rings.”

Michael D. Antonovich, Supervisor
Los Angeles County, Fifth District

Augmenting the Leader’s Abilities

- Risk Management
- Price Optimization
- Merchandise Assortment Planning
- Grid Computing
- Data Visualization
- Sustainability Management
- ABM
- ...
Analytics at Work

“Today’s global business arena has little tolerance for error – but great rewards for insight. Analytics at Work shows you how leading companies are leveraging science to equip every decision maker with the ability to make the best decision, every time.”

Jim Goodnight, PhD
CEO, SAS