SAP Analytics Cloud:
Bringing the Power of Machine Learning to Business Users through Smart Features
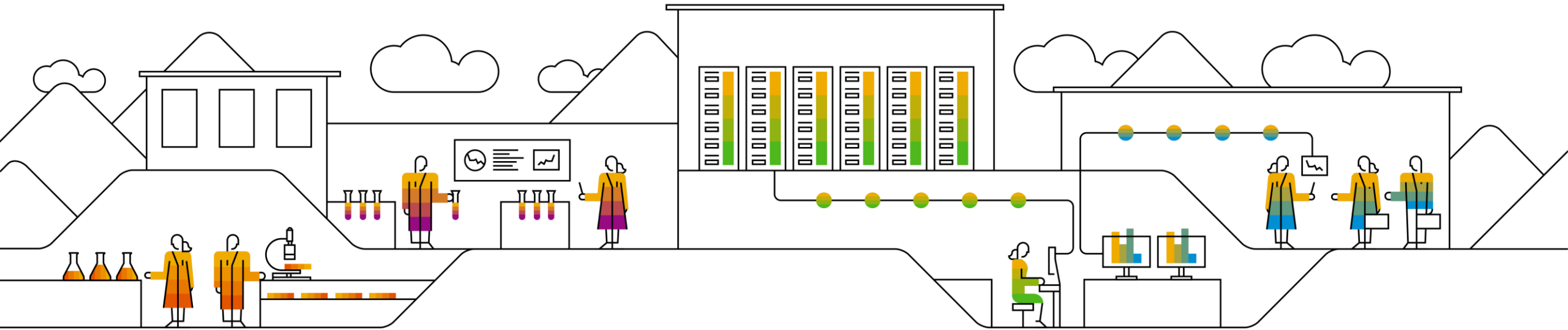
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May 2019

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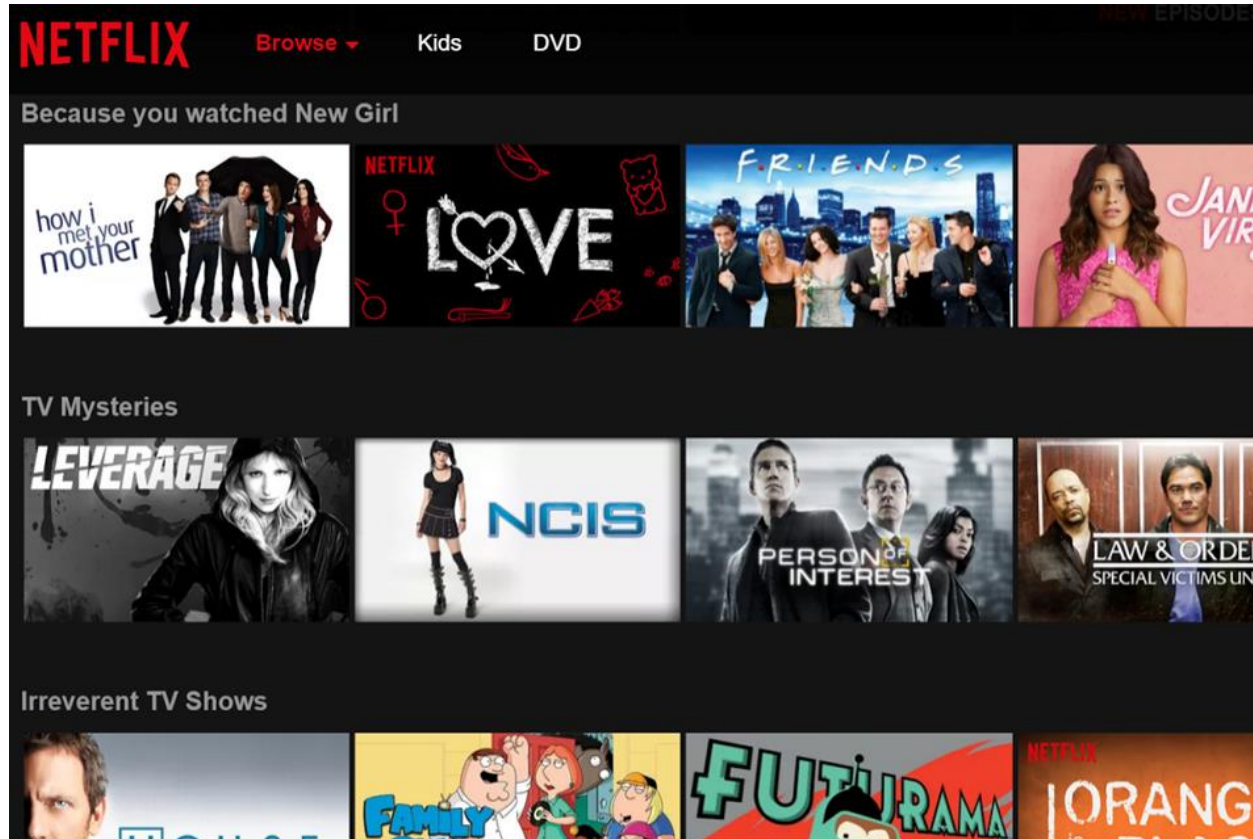THE BEST RUN **SAP**

Agenda

- Introduction

- End-to-end demo

- Q&A

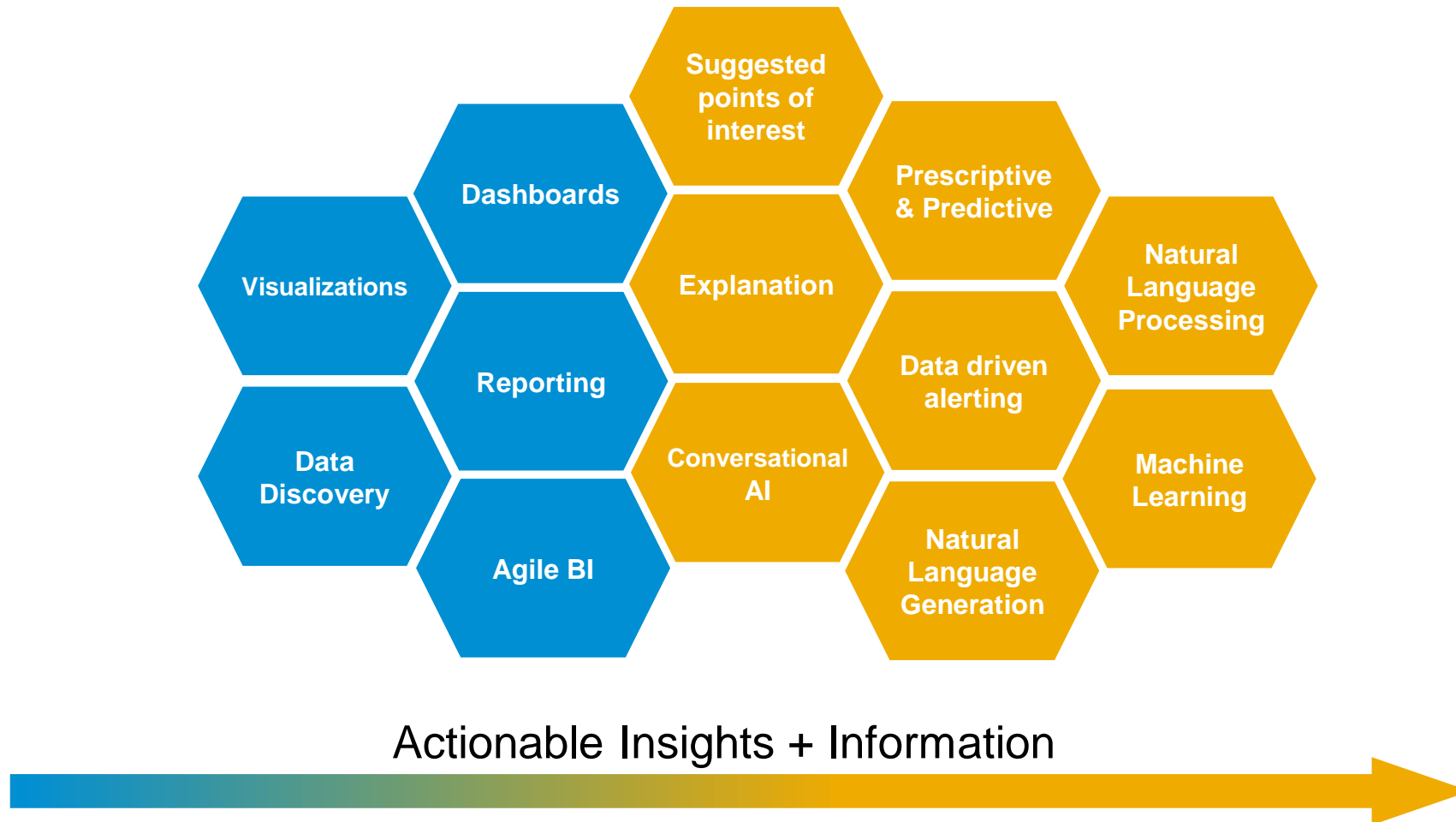**SAP Analytics Cloud**

Introduction into Machine Learning

Who has used Machine Learning today?

Machine Learning is everywhere…

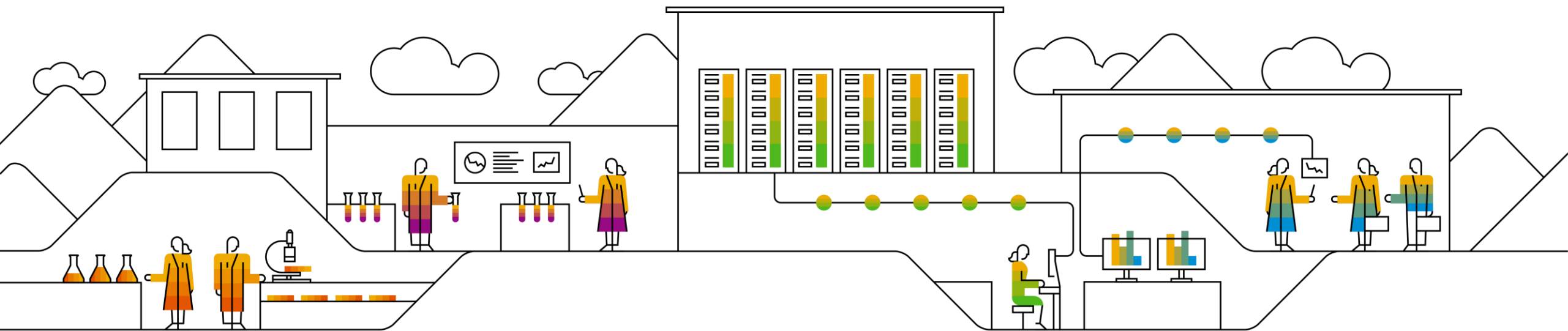# Rethinking analytics with intelligent augmentation
SAP Analytics Cloud brings together human authored and Machine Learning-based analytics

Actionable Insights + Information

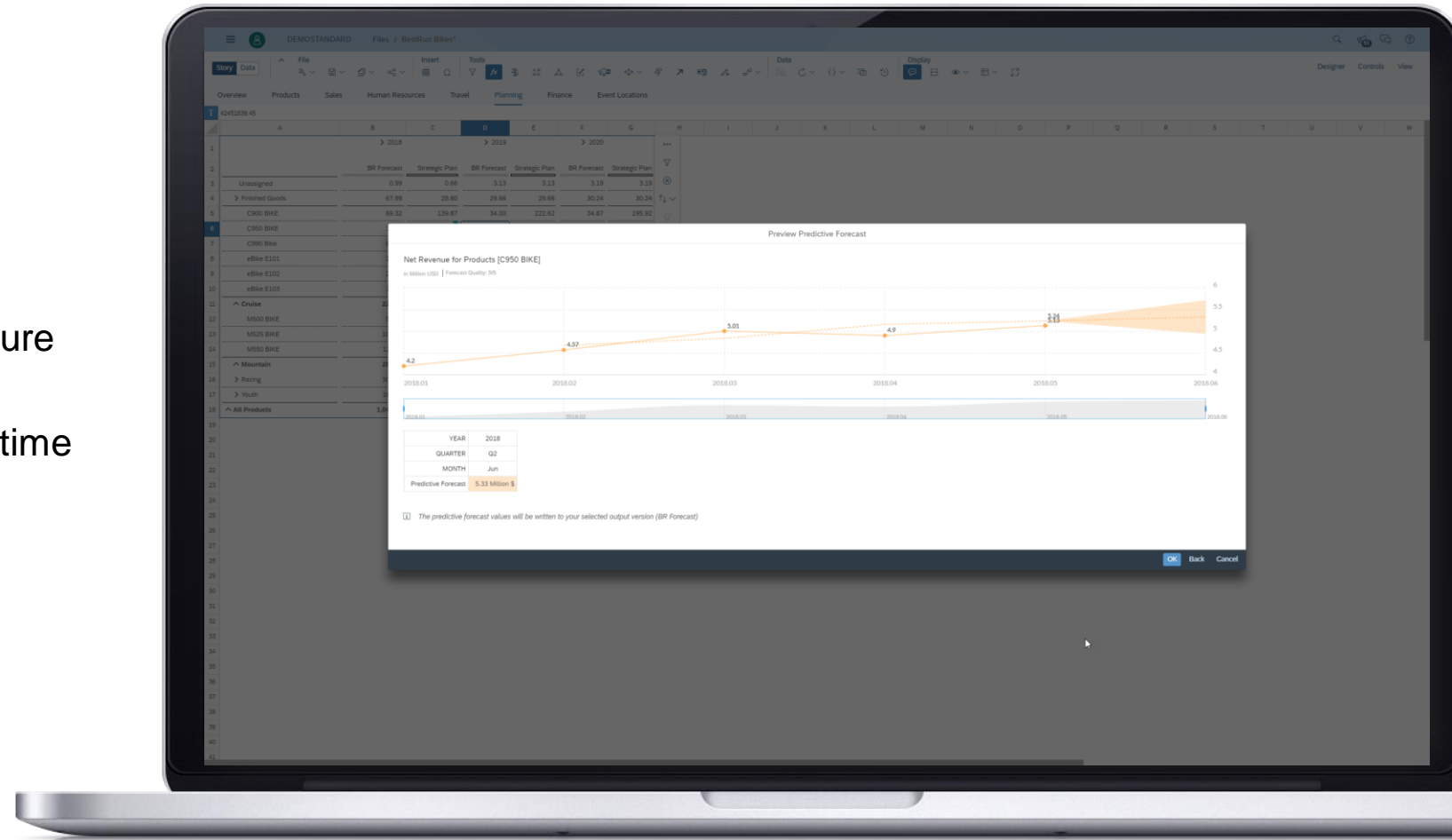**SAP Analytics Cloud**

End-to-end Demo

Time Series Forecasting

*"What **will** happen?"*

Benefits:

- Forecast future behaviour based on historical data

- **Planning use case:** Use data driven forecasts in planning to predict the future based on historical trends

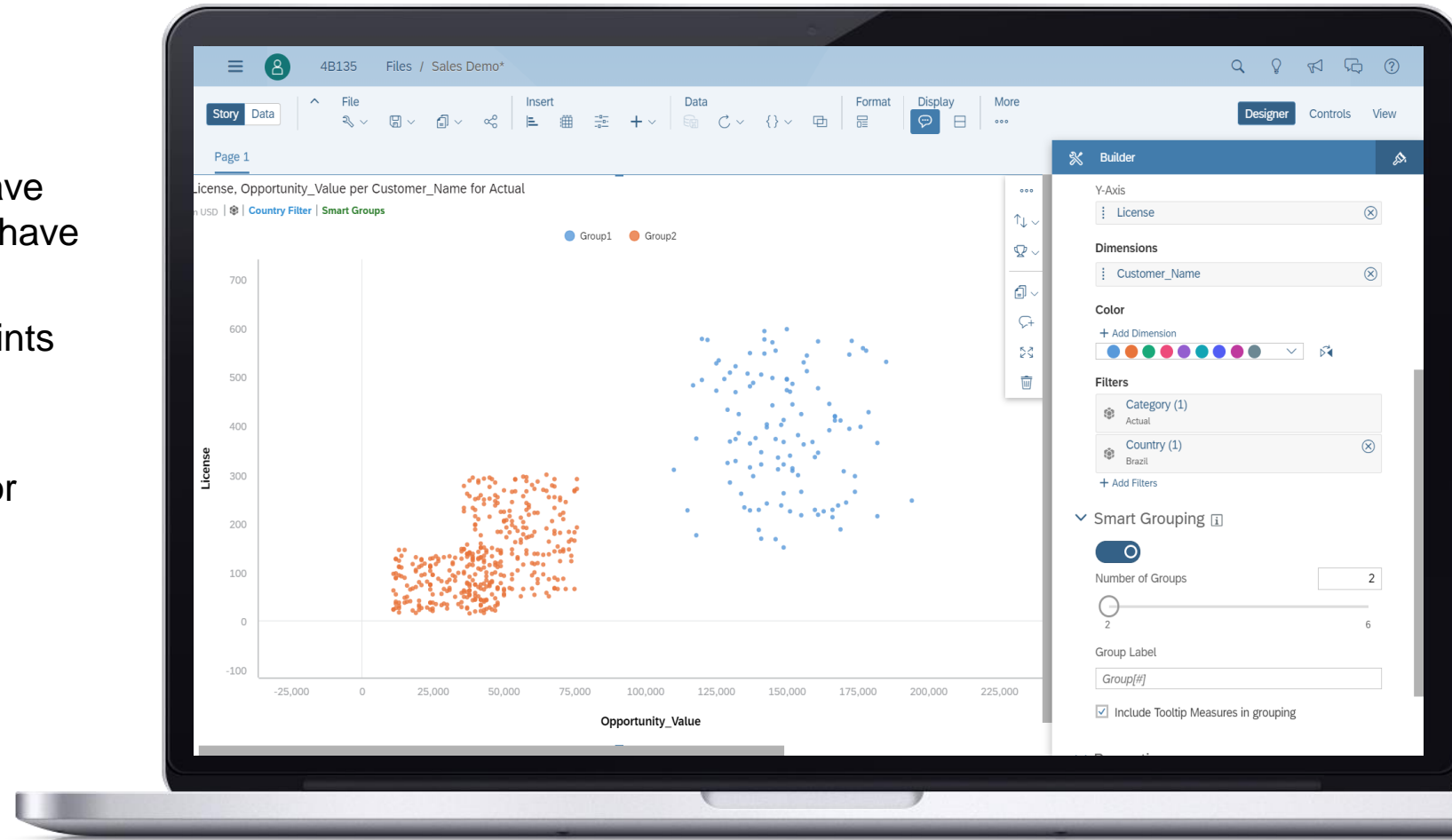- **BI use case:** Enhance BI charts with time series forecasts

SAP Analytics Cloud

Smart Grouping
"Which data points are similar?"

Benefits:

- Cluster together data points that behave similarly to understand the traits they have in common

- Intelligently identify groups of data points that are related

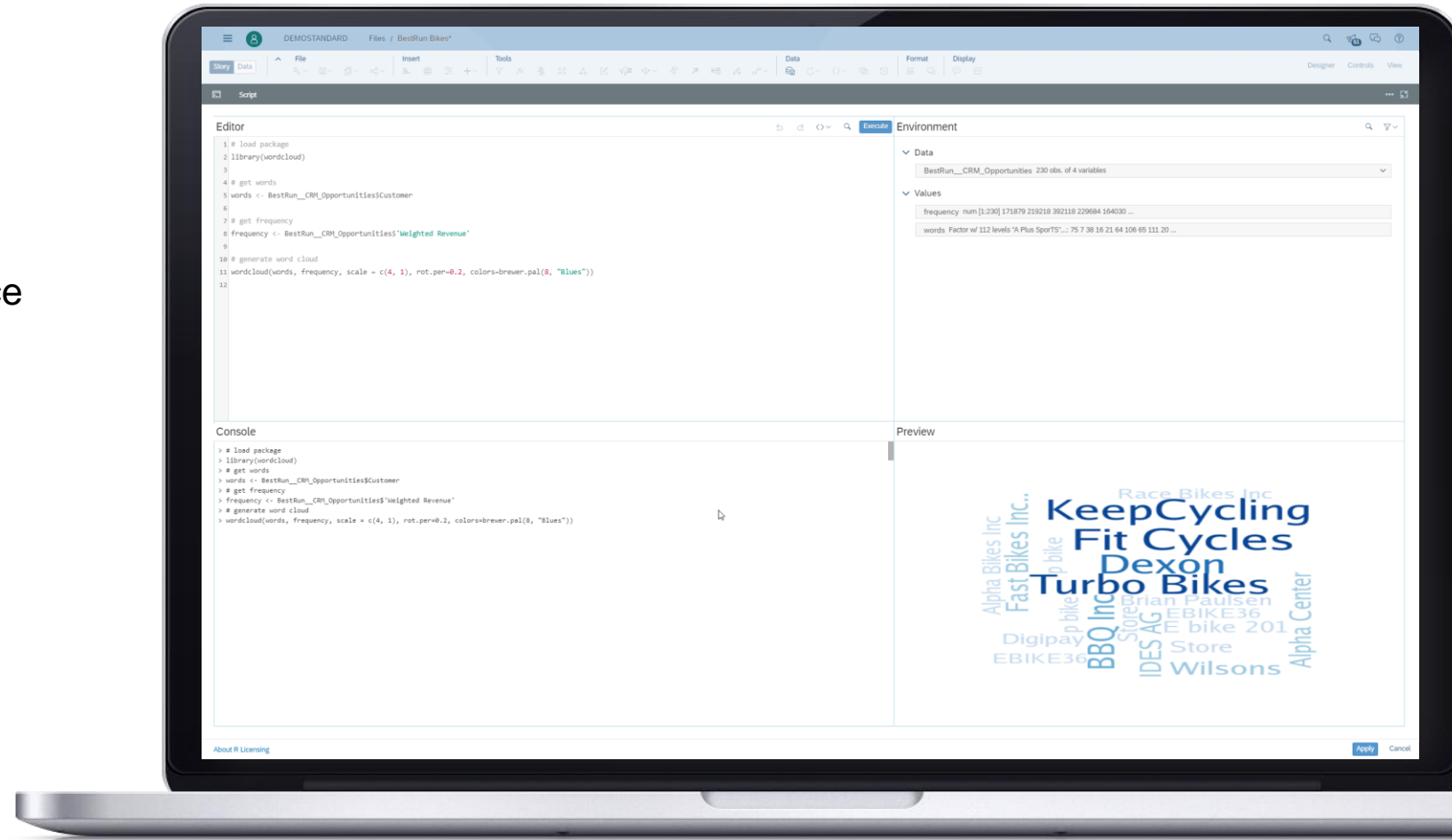- Machine learning recommends the number of groups most appropriate for your data

"How should I segment my customer base to optimize marketing campaigns?"
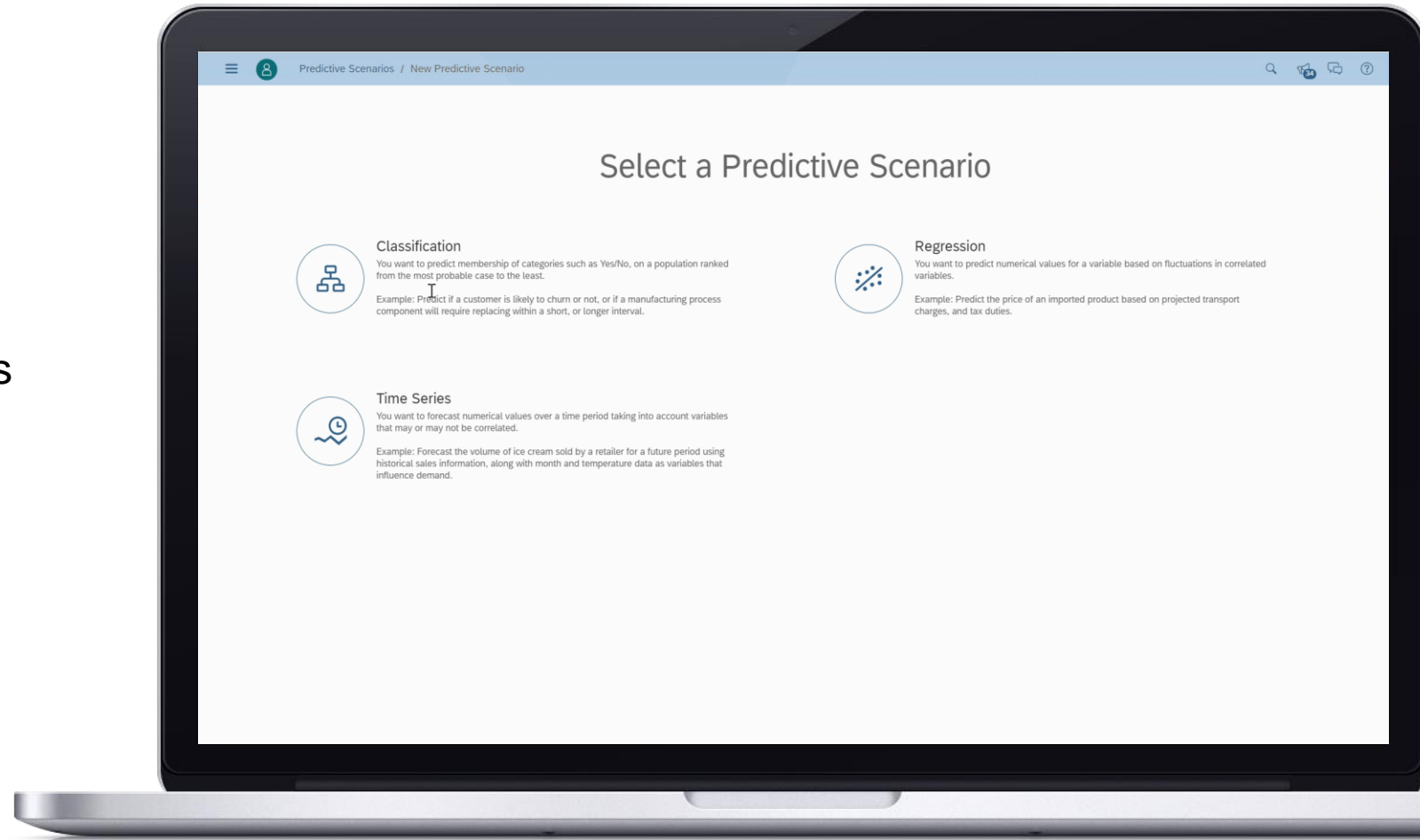
R-Visualizations

Benefits:

- Build custom visualizations through R
- Use a R server runtime environment provided by SAP to avoid maintenance overheads or choose to use your own

Smart Predict

Answer the Toughest Questions

- Create predictions to determine the next best course of action

- Generate hyper-personalized insights into your customers, vendors, and suppliers

- Enable business analysts to build trusted and actionable predictions with ease

Take the Session Survey.

We want to hear from you! Be sure to complete the session evaluation on the SAPPHIRE NOW and ASUG Annual Conference mobile app.

Presentation Materials

Access the slides from 2019 ASUG Annual Conference here:

http://info.asug.com/2019-ac-slides

Q&A

For questions after this session, contact me at flavia.moser@sap.com

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Thank you.

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