

Adaptive Live | 2018

It's Not Rocket Science (It's Data Science!)

Peer Into the Future



Have You Heard?

Nothing More Than a Euphemism

Data
Mining

Machine
Learning

Data
Science



Forecasting

Something we're all familiar with

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Traditional

Direct Input

History

Run Rate

Trends

Driver Based

Mathematic
Model

Value Focused

Strategic Factors

Predictive-Driver

Augment Models

Algorithms

External Data

Predictive Forecasting
is not difficult, it is just
your perception.

Everyone can utilize
advanced analytics
today!



Discover the Best Drivers

- Large sets of data and features can yield novel business drivers
- Models can also be used to prove or disprove existing narratives



Forecasting Levels

-Customer or Region
can cause different
drivers to be impactful

-Models don't drive up
and down, year over
year change overall is
not the same by
customer

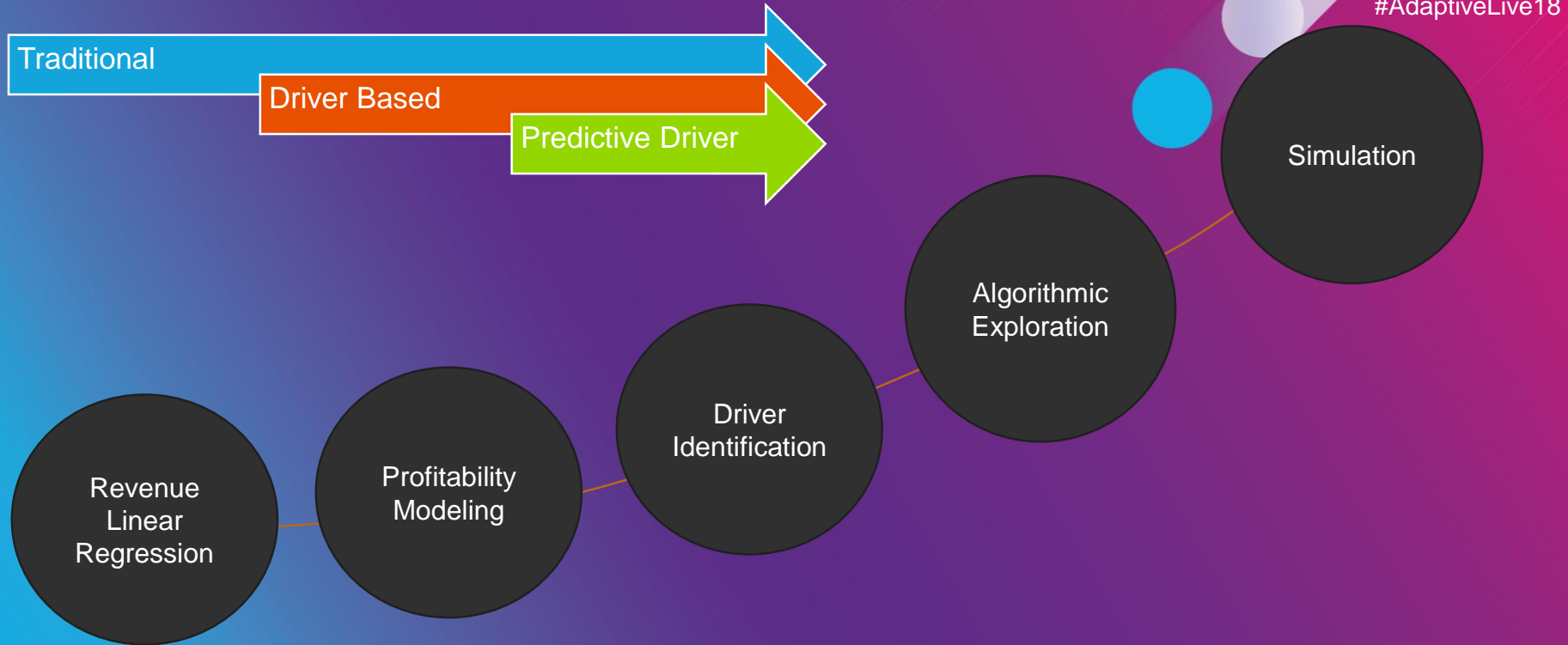


Simulation

- Simple Example:
linear regression with
only two variables
- Interaction variables

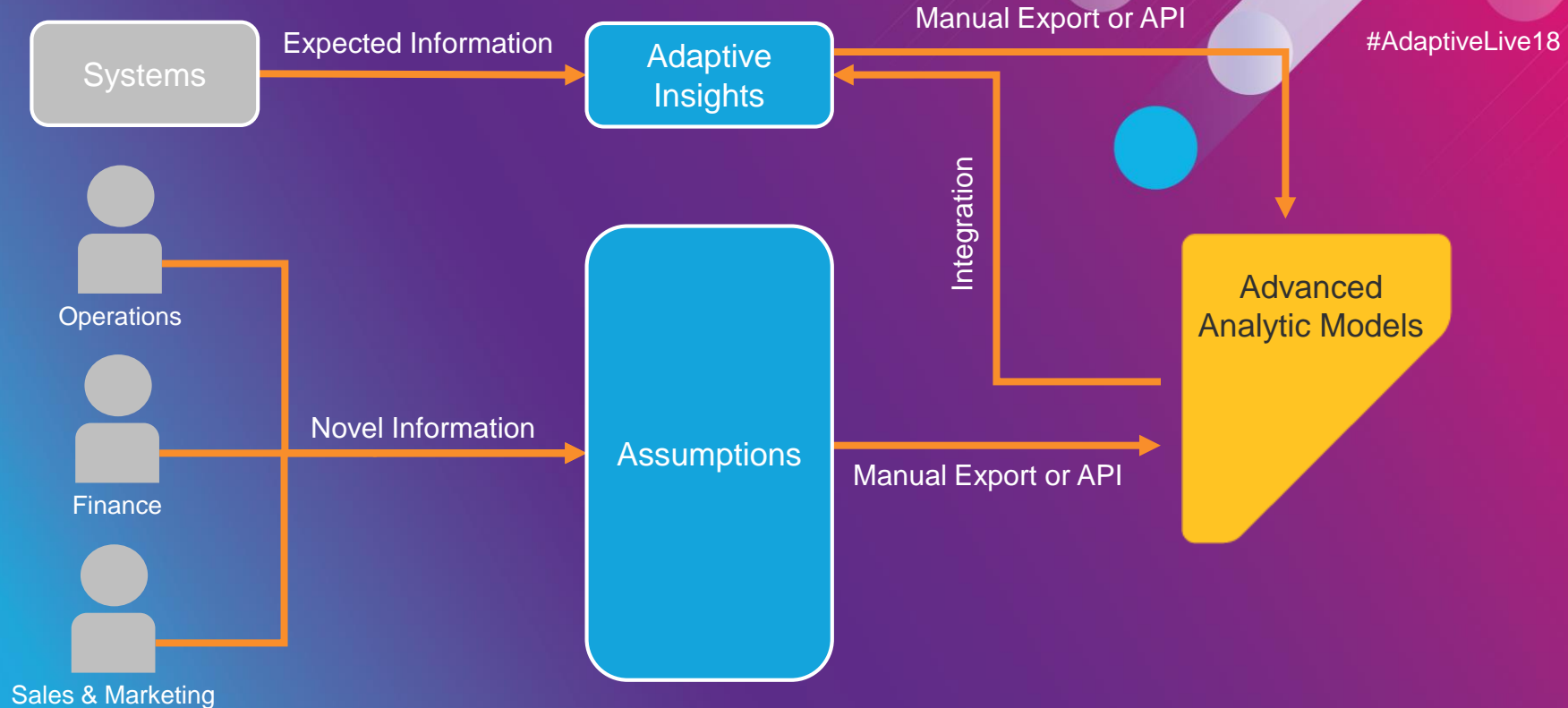


Getting Up to Speed



Adaptive Insights Data Science Integration

Modeling with Human Insight



Getting Your Feet Wet

Easy as 1, 2, 3

Relevant information
is stored in Adaptive
Insights

1 **Adaptive**
Insights 

Adaptive OfficeConnect



2

Basic Linear Regression
Utilizing the Excel Data
Analysis Add-On

3

Manually import back
into Adaptive Insights.
Establish new accounts
for predicted values.



Start the Journey – Only Perceived Barriers

Start Small

- Excel linear regression

Parallel

- Offer a choice as you learn and improve

Run Experiments

- Fail fast, try something else

Adaptive Insights
Integration

- Connect to additional sources

Get Limited Help

- No need for full time resources

No IT budget

- Cloud options, minimal investment

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This is not an all or
nothing choice leaving
you unsure.



Gain confidence with
an informed choice.



**We use data to help our clients make better
decisions about their business**

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Stop by booth S5 to learn more!

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