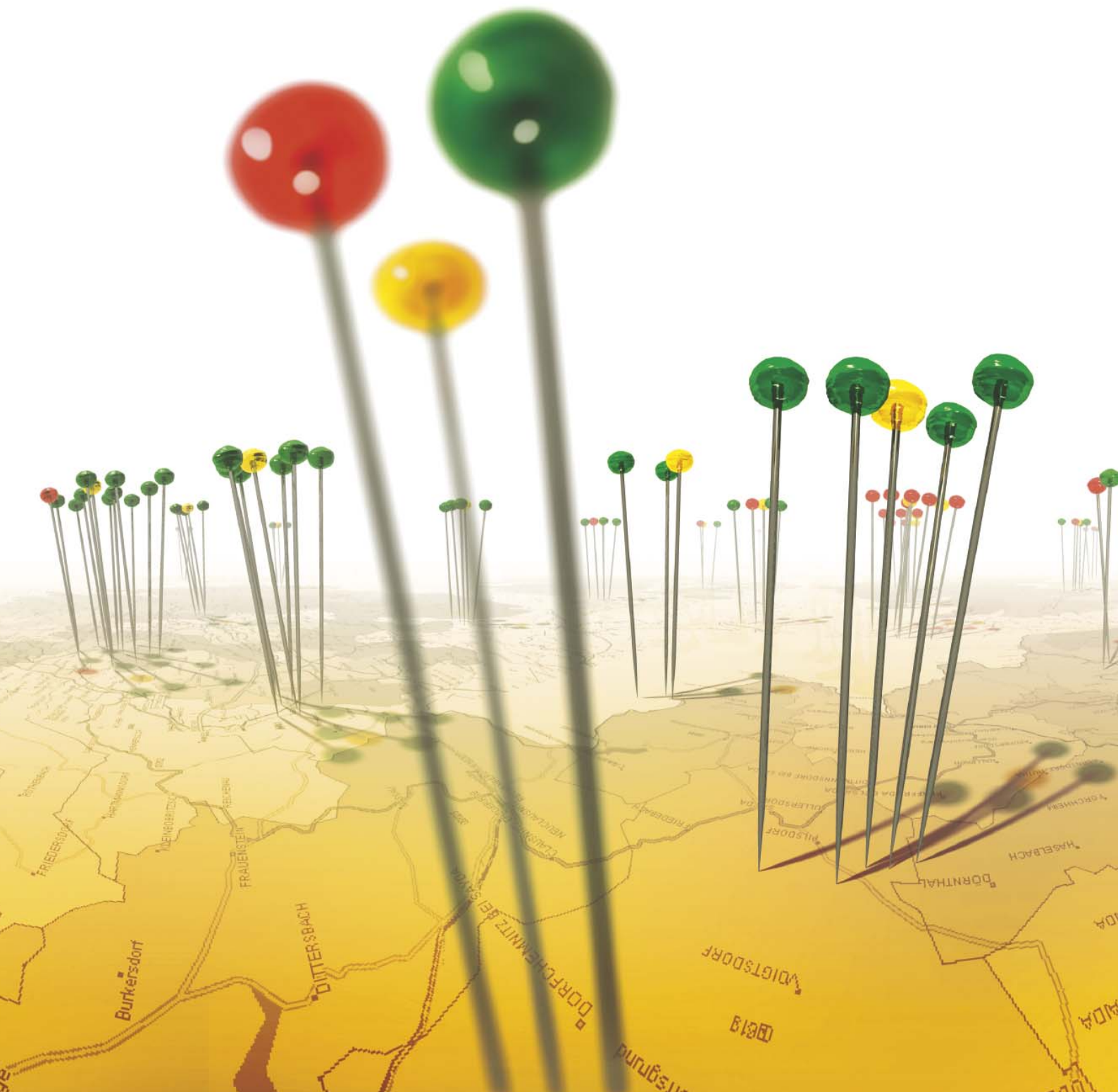


# MERKUR MINER PLUS

STATISTICS, ANALYSIS, PROGNOSIS



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## Geographical Analysis

Visualization of marketing, sales, and controlling measures of administrative and postal geographical maps. Extensive map material (postal codes, states, Nielsen areas, etc.) included.

## Pivot and Cross Table Analysis

Pivot and cross tables grouped by one or multiple dimensions can be presented. Within the tables detailed views you can switch on or off. By means of drill-down and roll-up hierarchical dimensions (e.g. year > quarter > month > day) can be navigated. The traffic light function ensures a value-based box colour.

## Cross-Analysis Technique

All analysis objects, like geographical cards, tables, and diagrams, are jointly connected. Both selections and drill-down / roll-up action in an analysis object are automatically executed on all other analysis objects, too. Thus, a synchronous navigation through all objects of the project is possible.

## Measure Monitor

The monitor of measures delivers a global view on all measures used within a project and enables a fast and easy comparison.

## Diagram Representation

An extensive palette of diagrams (bar, circle, doughnut, line, scattered, combined) is available and provides an inside into your data.

## Selection Management

The selection management is a means to store interesting data selections. These can be called at any time just by mouse click or can be imported from within other projects.

## Data Mining

By means of the Data Mining object you can generate scoring models as well as profiles of responders, customers, and churners. Response predictions e.g. for marketing campaigns allow to focus marketing actions on profitable customer segments. Business graphs support the generation of Data Mining models by visualising the monetary value of the current model. All Data Mining models can be exported into PMML format.

## Reporting and Export

All results and outputs, whether geographical maps, diagrams, or tables, can be stored in a report. The layout of the report can be defined by the user and subsequently the reports can be passed to an Office application like Microsoft® Word. The output format is RTF which is supported by almost all Office systems. The generation of a report does not require an Office system to be installed on your machine. Analysis results can also be exported into Excel®, text, and image files.

## Analysis Automation

The analysis automation facilitates the automatic generation of reports (e.g. on a weekly or monthly basis). At this, all files are automatically updated, the pre-configured analyses are executed and documented in a new report. The report can be automatically posted by email.

