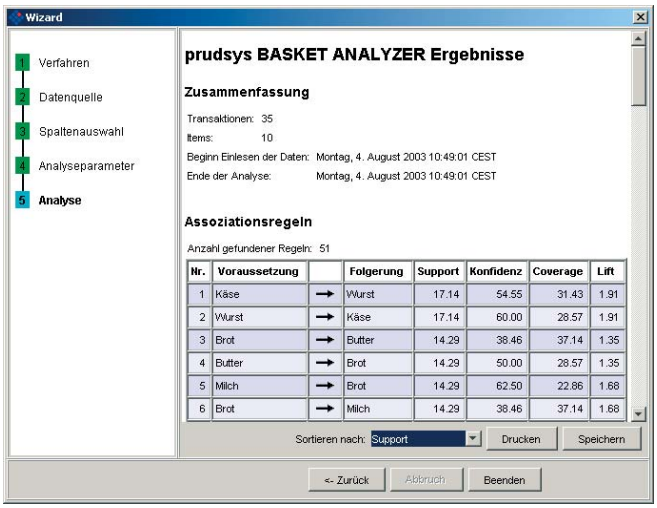
prudsys®

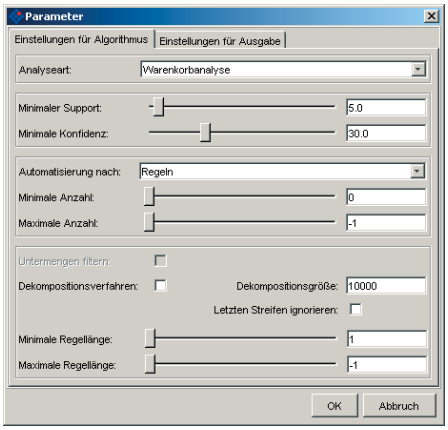
BASKET ANALYZER

PLATFORM-INDEPENDENT BASKET AND SEQUENCE ANALYSIS

BASKET ANALYZER

In the retail trade, in the e-commerce or on the analysis of non-structured text data, we encounter goods, search terms, HTML pages or simply words in various combinations. The analysis of these data can reveal hidden behavior and structure patterns and can be utilized profitably for Cross Selling, Up Selling, recommendations or success analyses.





Using the BASKET ANALYZER, you can analyze your data in a fast and easy-to-operate manner and can immediately utilize the advantages of your advance in knowledge as follows:

- **Platform-independence** through Java
- Universality through the access to **any database** via JDBC and the direct processing of ASCII files
- Fastest basket analyses to huge datasets through **worldwide fastest algorithms**
- Easy operator control through the **integrated Analysis Wizard**
- Analysis „at the touch of a button" through the **automation of the parameter setting**
- Support of **basket analyses** as well as of **sequence analyses**

Architecture

The prudsys BASKET ANALYZER is a pure Java desktop application and thus platform-independent. The GUI is clearly structured and allows an easy and intuitive handling. Beside the selection of all parameters in functional menus, a wizard supports the quick configuration and execution of analysis tasks.

Data Import

The transaction data required for basket analysis can be imported from text files or from relational databases via JDBC. The prudsys BASKET ANALYZER contains configuration facilities that allow in most cases to process the transaction data without explicit preprocessing.

Analysis Functions

In the BASKET ANALYZER four different types of basket and sequence analysis algorithms are implemented:

- Item-to-Item Collaborative Filtering (for recommendations)
- Basket analysis (association analysis)
- Sequence analysis
- Sequential basket analysis.

The implemented algorithms are worldwide unique in speed and analyse millions of transactions within some minutes. The use of decomposition algorithms extends the analysis capabilities of the BASKET ANALYZER to data volumes of virtually unbounded size.

Results and Export

All models of the BASKET ANALYZER you can export into PMML format,
the XML-based Data mining standard. PMML files can be imported by the XELOPES Recommendation Engine for recommendations in on-line shops and call-centers. In the same way, the prudsys XELOPES library enables the integration of BASKET ANALYZER models into software applications written in C++, Java, and C#.

For further information, visit www.prudsys.com

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