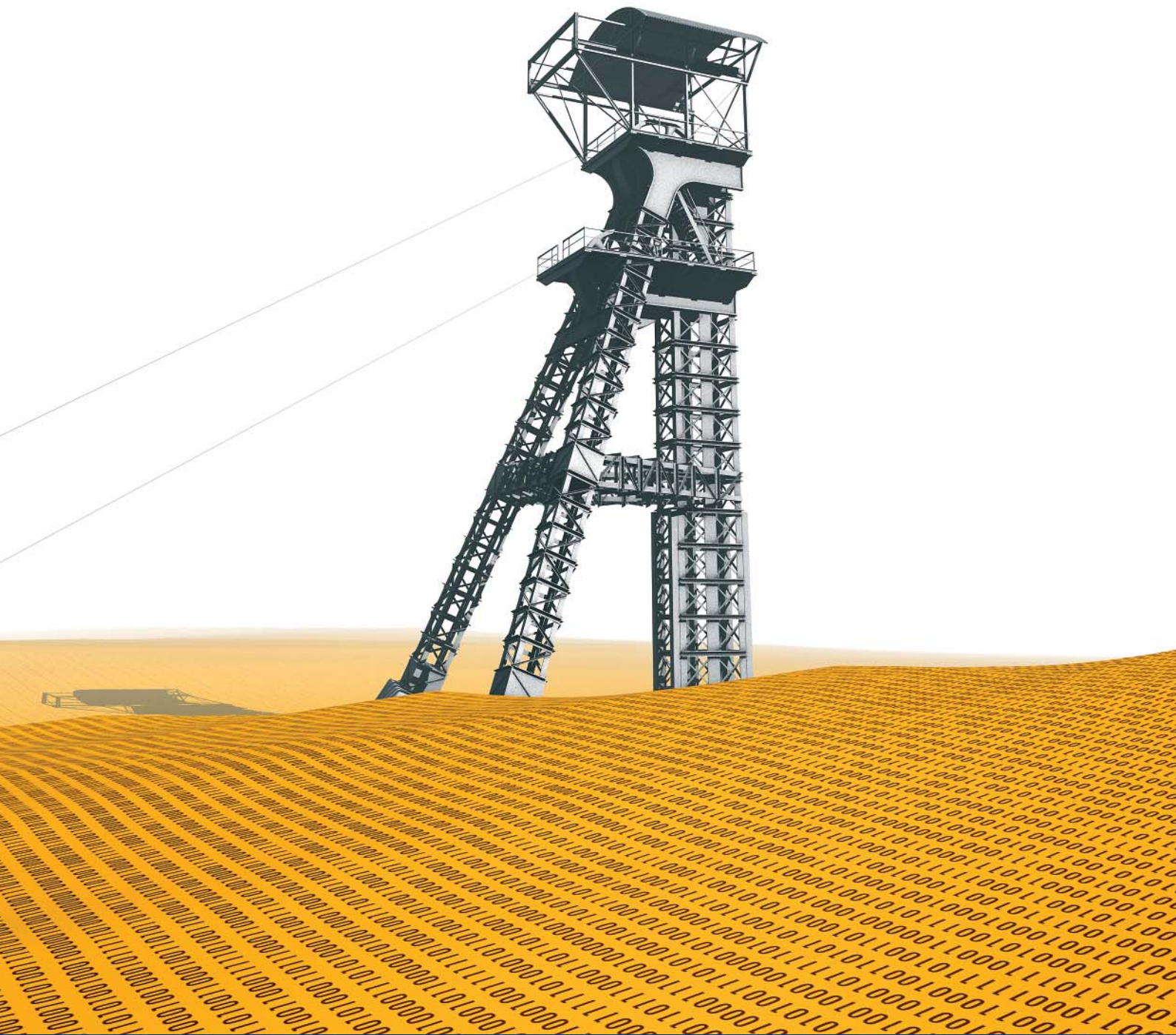




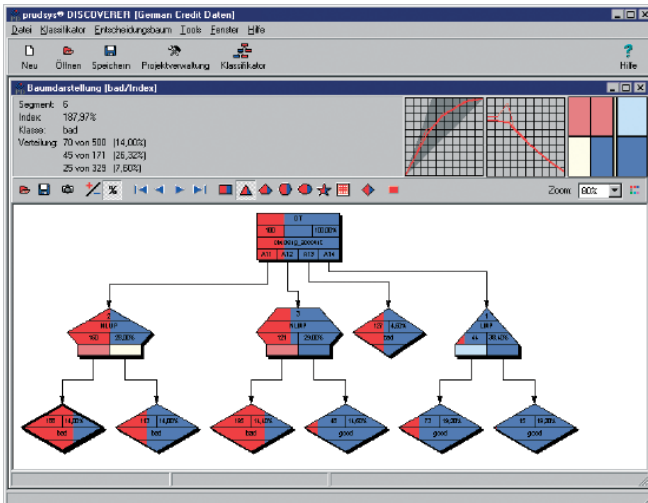
DISCOVERER

THE DATA MINING CLASSIFICATION SYSTEM



DISCOVERER

The prudsys DISCOVERER is a universal Data Mining tool with high-performance classification methods for the use in the field of finances and direct marketing in particular.



Analysis

Anzahl Gesamt	Anzahl Klasse (Reagiere)	Lift	Anzahl Klasse (Reagiere)	Anzahl Klasse (Nichtreagiere)
10%	43,43%	4,35	4034	45957
20%	61,15%	2,06	5672	54326
30%	72,13%	2,40	6596	143304
40%	83,25%	2,08	7721	132279
50%	87,33%	1,74	8100	241900
60%	89,93%	1,50	8341	291659
70%	92,52%	1,32	8581	341419
80%	95,11%	1,19	8821	391179
90%	97,68%	1,08	9061	440939
100%	100,00%	1,00	9275	490725

Verteilungsmatrix:

vorgelegene Klasse	reale Klasse		Summe
	Reagiere	Nichtreagiere	
Reagiere	5159 (1,03%)	63641 (13,57%)	75000 (15,00%)
Nichtreagiere	4116 (0,82%)	420884 (84,18%)	425000 (85,00%)
Summe	3275 (1,86%)	493725 (98,15%)	500000 (100,00%)

Kostenmatrix:

	Reagiere	Nichtreagiere	Währung bzw. Einheit
Reagiere	25,47%	-0,8124	Euro
Nichtreagiere	0	0	

Optimalwerte: Gewinn auf Evaluierungsmenge: 50177,11 Euro

Fastest Classification Methods for Large Data Volumes

The prudsys DISCOVERER offers the world's most powerful classification package for multivariate methods and decision trees. With its universal approach to create Non-linear Decision Trees (NDTs) and its Sparse Grids classification method, it is particularly suitable to handle huge data sets.

The following classification methods are supported:

- Axis-parallel decision trees (like C4.5/CART),
- Linear classification methods (optimised for large data sets),
- Non-linear classification methods (like SVM),
- Sparse Grids.

All classification methods are integrated in the uniform framework of NDTs. The visualization is very intuitive and clearly underlines the function of the classification procedure.

The Data Import

The data import of the DISCOVERER supports text files (CSV, Excel, SPSS®) and the access to databases. The database access is carried out via a database wizard and supports both direct access and ODBC access for all major databases, such as ORACLE®, SYBASE®, MS SQL®.

The Statistic Module

This module helps you to understand the data in the first Data Mining step. Beside the computation and output of all statistical characteristics, it also allows the graphic representation of histograms, boxplots and scatterplots.

Interactivity on Data Mining

Using the DISCOVERER, you can create Data Mining models automatically as well as interactively. The advantage of the interactive operation consists in the possibility to have a maximal influence on the analysis. This contributes to the objective to achieve particularly sales-relevant Data Mining results.

Permanent quality inspection and the Analysis Module

The permanent quality inspection of your created Data Mining models is ensured through evaluation data. Both on the automatic analysis and on the interactive analysis, you are able to control the success and the quality of the model. With Gains, Lift and segment charts, the quality of the analysis is represented graphically. By means of the Analysis Module, you can determine the optimal values for your planned marketing action (budget, costs, etc.) and cause the computation of the profit achieved by the use of Data Mining.

PMML Export, Closed-Loop Solutions

All models of the DISCOVERER you can export into PMML format, the XML-based Data Mining standard. PMML files can be imported by the PMML Applicator, a compact Java command-line tool, for on-line scoring on databases and files. In the same way, the prudsys XELOPES library enables the integration of DISCOVERER models into software applications written in C++, Java, and C#.

For further information, visit www.prudsys.com

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