

Q: What is RapAnalyst?

A: RapAnalyst is a Business Intelligence application that uses some of the most advanced Artificial Intelligence (AI) techniques available to create a unique approach to the identification, representation and visualization of complex data. RapAnalyst is designed to quickly answer the “what”, “why”, “how” and “where” questions people traditionally ask of complex data.

Q: What makes RapAnalyst different from other analysis techniques?

A: Unlike traditional statistical techniques, RapAnalyst approaches data analysis holistically and shows the relationships between ALL attributes in a data set, as opposed to targeting specific attributes that are assumed to be relevant. This allows RapAnalyst to deliver very high levels of predictive accuracy, even when dealing with missing data or data that has been poorly measured.



RapAnalyst creates clusters of like data so users can better identify relationships

Q: Why would I need RapAnalyst?

A: Most businesses amass large quantities of data but they often are not able to fully extract the knowledge and understanding from it which can translate into actionable information. RapAnalyst helps to quickly and simply access that valuable knowledge.

Q: What can RapAnalyst help me do?

A: RapAnalyst cuts data analysis time dramatically while helping you identify features within your data that are hidden to you while causing problems for your organization. RapAnalyst identifies significant relationships between attributes while segmenting your data into clusters on the visual maps.

Some examples of how businesses are using RapAnalyst today include:

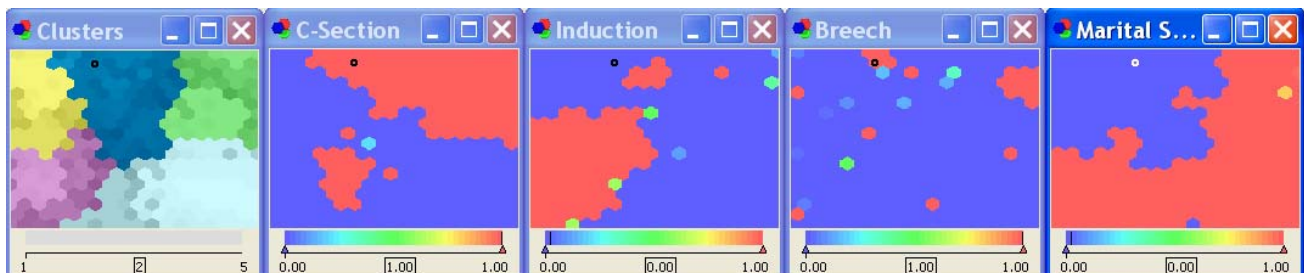
- Matching product mix to market segment needs and identifying cross selling opportunities
- Reducing customer turnover by identifying and targeting those 'at risk'
- Adjusting operating conditions to improve production reliability and yield
- Identifying precursors of fraud
- Conducting risk assessment of insurance/credit applicants
- Understanding the profiles of a company's best customers
- Increasing manufacturing efficiency, and reducing costs and scrap
- Optimizing Human Resource processes and improve productivity

Q Do I need to be an expert or have technical skills to work with RapAnalyst?

A: No. RapAnalyst has a user friendly interface and has been deliberately constructed with a non-technical audience in mind. The core RapAnalyst technology is complex, but the operation of the application is kept as simple as possible.

Q: How does all this intelligence and ease of use come together to help me analyze data?

A: By displaying the interrelationships between data visually, RapAnalyst allows you to easily identify challenges and opportunities and make decisions with confidence. Not only can you view each attribute of data in its own window, but you can concurrently look at different attribute windows to see their interrelationships.



Q: What are some of the key RapAnalyst features that aid statistical analysis?

A: Once your data is represented in the Knowledge Filter, RapAnalyst allows you to visually and quantifiably investigate, run predictive analysis, and test scenarios with your data set. RapAnalyst offers many alternative techniques for interacting with the Knowledge Filter. All can assist the user by providing insight into the data, while still adhering to the RapAnalyst principle of being as simple to use as possible. Some of the features include:

- Color scaling attribute windows
- Range filters
- Relationship Graphs
- Single Point Response Graphs
- Cluster Analysis
- CF Scoring
- Selection Histogram
- Drivers
- Advanced Search
- Selection Tool
- Frequency Window
- Quantization Error Window
- U-Matrix Window
- And more

Q: What is a Knowledge Filter?

A: A Knowledge Filter is an optimized representation of the input data set displayed on a two-dimensional level. It is constructed during the RapAnalyst training process and considered a bird's eye view of the data. Each attribute within the data can be viewed in its own window. By looking at different attribute windows at the same time, you are able to see the interrelationships between the data. Most of the functions within RapAnalyst use the Knowledge Filter to perform a specific task.

Q: How can data have “dimensions”?

A: Each attribute or “thing” that you are measuring in your data can be considered a dimension. Collect one thing – one-dimensional data. If you were capturing a customer’s age, gender, postal code, spend amount and payment type, this would be five-dimensional data. We are accustomed to visualizing data in graphs -- this is usually a representation of a two-dimensional data set. Complex data generally has a large number of dimensions, making it hard to visualize with traditional techniques. RapAnalyst allows you to visualize and work with high-dimensional data sets.

Q: What file types can be imported into RapAnalyst?

A: RapAnalyst data can be imported from text, CSV (comma delimited), or Excel files, as well as any ODBC-compliant database. RapAnalyst requires data files with column headers in the first row and data records in the second and subsequent rows.

Q: Will RapAnalyst help me clean, amalgamate, translate or otherwise pre-process my data before I analyze it?

A: RapAnalyst is not a data extraction or processing tool. RapAnalyst needs data in the correct flat file format in order to work with it. RapAnalyst does allow the user to create binary attributes and treat data outliers prior to the training process.

Q: What if my data has missing values?

A: RapAnalyst can train with missing values. Any non-numerical field is considered a missing value as far as training a Knowledge Filter is concerned. Missing values are denoted by a question mark.

Q: Why is it necessary to ensure all the values of the input data are scalars?

A: Scalar variables imply an order (i.e., five is bigger than four, and 10 is twice as small as 20). Data which is represented by numbers but should not be considered as scalar need to be modified before training. For example, if you were representing the days of the week in an input data set, rather than use the numbers 1 to 7 in a single attribute (which incorrectly implies Sunday is 7 times bigger than Monday), you would use seven binary attributes called "Monday," "Tuesday," "Wednesday," etc., each of which contains a 1 or a 0.

Q: What about data quality?

A: Remember the analysis adage: "garbage in, garbage out." If the data you are trying to analyze has no inherent order, is severely incomplete or has been badly captured or encoded, the results will be dubious.

Q: Are evaluation copies of RapAnalyst available?

A: Yes, fully functional, thirty day evaluation licenses are available. Call 1-800-922-8950 or send an e-mail to RapInfo@RaptorInternational.com for more information on how to get your copy or to schedule a product demonstration.