

# RETAIL ANALYTICS WITH ALTAIR® RAPIDMINER®

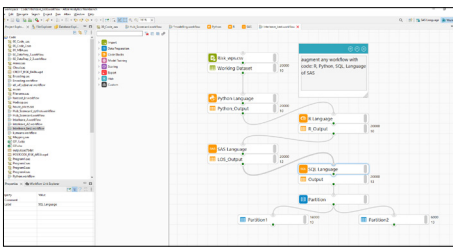
Retailers need to understand consumers, shifts in demand, and shopping behaviors. There is a need for accurate, real-time data to continuously understand consumers and make business decisions. The Altair® RapidMiner® data analytics and artificial intelligence (AI) platform helps retailers, consumer packaged goods (CPG), and food and beverage companies with profiling, segmenting, and scoring consumers. This gives retail organizations the knowledge of consumers' path to purchase, price sensitivities, and all the factors that affect their buying preferences.

## Key Differentiators:

- Market-leading data extraction and preparation with advanced PDF extraction and trapping data from Microsoft® Excel® spreadsheets
- Unified data with an end-to-end platform
- Workflow design for all — from no-coding to code-friendly experiences
- Collaborative interface for reporting and model building
- Real-time reports enriched with geographic, demographic, and geospatial data
- Comprehensive knowledge graph toolset that applies a semantic, graph-based data fabric over diverse enterprise data sources

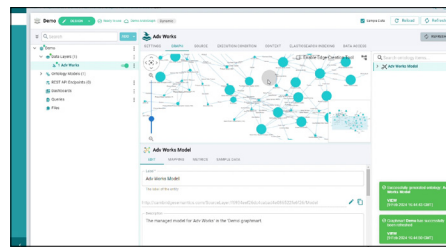
## Common Retail Applications

- Unrestricted access to data from point-of-sale (POS), CRM, inventory systems, shopping patterns, supply chain opportunities, product pricing, and E-commerce sites
- Customer sentiment analysis
- Increasing profitability
- Identifying changing consumer preferences and shifting demands
- Optimizing store staffing levels and just-in-time promotions
- Profiling, segmenting, and targeting consumers



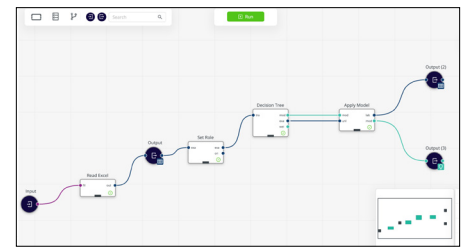
## Complete Alternative SAS Language Environment

Run programs written in the SAS language without translation or licenses from the SAS Institute. Mix Python, R, and SQL with the SAS language. Oversee your SAS language workflows on mainframes, workstations, servers, and cloud platforms. Installed on the cloud, on-premises, on mainframes, or on a hybrid architecture. [Learn more about Altair SLC™.](#)



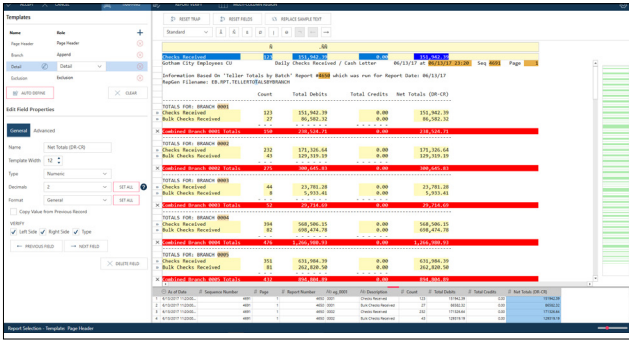
## Enterprise-Scale Knowledge Graphs

Apply a semantic, graph-based data fabric layer to your existing enterprise data to add real-world meaning—to both structured and unstructured data. Knowledge graphs create a single pane of glass for your enterprise's data, eliminating data silos and enabling new levels of business insights. [Learn more about Altair® Graph Studio™.](#)



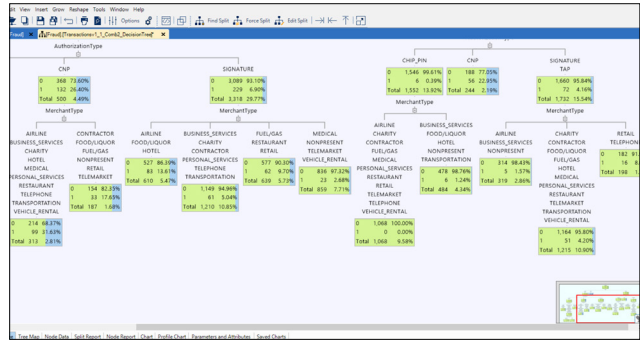
## Enterprise AI

Altair® AI Studio builds production-scale data pipelines and machine learning models. The intuitive, code-optional software provides powerful drag-and-drop building blocks to transform and augment data, accelerating work for coders and non-coders alike. [Learn more about Altair AI Studio.](#)



**Enterprise-Class Data Transformation**

Transform and prepare data from all data sources to improve processes and support fully informed business decisions. Extract structured or unstructured data from reports, PDFs, spreadsheets, databases, and applications into useable formats for business needs. Automate labor-extensive and error-prone processes to save time, instill trust in outputs, and focus on analysis instead of preparing data. [Learn more about Altair® Monarch®.](#)



**Predictive Modeling**

Generate actionable insights from your data - without requiring a single line of code. Bring transparency and automation to machine learning with features such as AutoML and explainable AI without restricting how models are configured and tuned, giving you control over model building. Patented strategy trees combine your knowledge of business with predictive modeling, allowing users to prescribe different treatments to customer segments. [Learn more about Altair® Knowledge Studio®.](#)