

What is ModelMAX®?

ModelMAX® is a predictive and descriptive modeling application used for predictive analytics, cluster analysis, profiling, and segmentation. ModelMAX® automates the vast majority of work behind data analytics making it a favorite among business users. Its speed and reliability make it equally as popular among statisticians.

What makes ModelMAX® different from other data mining tools?

- **You don't need to be a guru** Knowing which modeling method to use for each situation and following all the associated practices and conventions requires a great deal of specialized knowledge. ModelMAX® handles everything for you. Everything, including statistical validations are handled automatically.
- **Automated variable reduction** Typically it takes countless hours to systematically reduce the raw list of variables down to the most significant ones. ModelMAX® uses a powerful technique called UDT™ (Universal Data Transformation™) to do the same thing...in minutes. UDT™ also creates Meta-Variables which strengthen and optimize each model. And UDT ensures that all of the steps and procedures used to prepare the data, including creating Meta-Variables, is done during the scoring phase, automatically.
- **Complete projects in record time** Completing projects using ModelMAX® is extremely fast. A modeling project can be completed in hours. ModelMAX® users report a 10X gain in productivity over other modeling products. Ask your ASA representative about a special white paper that documents how a 30 hour project with SAS was accomplished in 2 hours with ModelMAX®.
- **Rapid deployment** What good is a predictive model if you can't put it into production easily. This is the Achilles heel of many modeling tools. ModelMAX® makes model deployment easy with integrated scoring. You can even embed predictive models directly into a decision management process.

What types of companies use ModelMAX®?

The list is quite varied and includes:

- Catalogers & Direct Marketers
- Financial Institutions & Insurance
- Retailers & Online Merchants
- Marketing agencies & Service Bureaus
- Publishers & Membership Organizations
- Fund Raisers & Non-Profits
- Credit Bureaus & Collection Agencies
- Manufacturers & Packaged Goods
- Transportation & Delivery Services
- Gaming, Hotel & Entertainment Companies

What type of models can ModelMAX® create?

ModelMAX® is capable of creating predictive models and descriptive models. Predictive models typically are used to determine an action or behavior such as response to a promotion; or an amount or value someone will spend. Descriptive models are typically used to understand qualitative aspects such as how certain individuals group together, or what attributes are important with regard to certain actions and outcomes.

What kind of data do I need?

The best data for modeling contains information that describes the desired behavior. While it's hard to know what knowledge is embedded in the data, generally, good information is stored in three kinds of data. The best source is typically transactional data such as what was purchased, how often, the price, etc. Promotional data, such as how often someone was mailed, what offers were accepted, outbound and inbound calls, etc, can also be valuable. Lastly, associative data, such as demographic and geographic elements, can add some value. We find that most companies have more than adequate data to develop good models.

Does ModelMAX® need a lot of data to successfully perform the analysis?

No. ModelMAX® uses sample based methods so you don't have to work with a lot of data unless you want to. We suggest a minimum of 20,000 to 30,000 test records to create a Response (discrete) model, and 2,000 to 3,000 test records to create a Performance (continuous) model. If you are accustomed to using more records you may do so. You also can use additional records to automatically validate a model. Once a model has been created, you can use it to score as many records as you like. Similarly, the number of records necessary for clustering or profiling is not large either. Typically, these types of projects use far less records than what is available in total. In fact, it is quite common to work with only a few thousand records.

What reports does ModelMAX® produce?

ModelMAX® provides a variety of reports and information that can be viewed on screen, printed, or exported to a spreadsheet package. Reports for predictive projects vary, from revealing which factors were important to the model, to detailing how a model performs on test or independent validation data. ModelMAX® even recommends a cut-off at the point of diminishing returns. Descriptive models generate a different series of reports that emphasize data visualization. For example, perception maps depict the spatial relationship between like-groups or the subsets of data being analyzed. Reports include a Gains Table, Lift Chart, Distribution, Variable Selection, Variable Analysis and Segment Comparison, Full File Scoring, and more.

What special skills are necessary to successfully use ModelMAX®

ModelMAX® is highly automated and does not require any special skills. As long as you are familiar with the data you will be using and you know what you want to accomplish, you can use ModelMAX®.