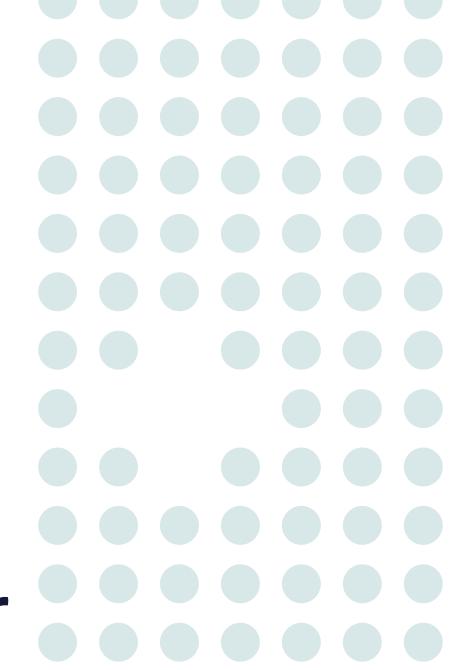
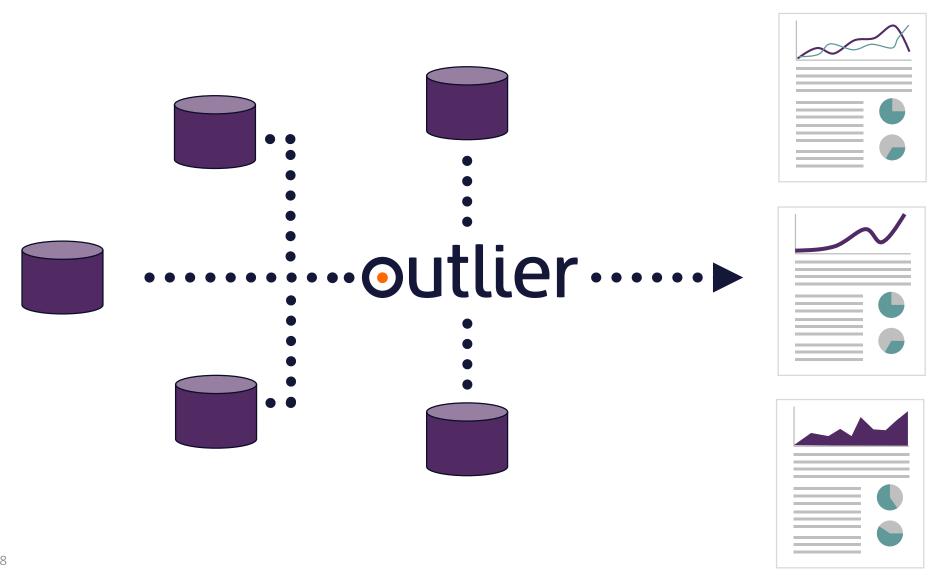
Automated Data Analysis

PRISME 2018



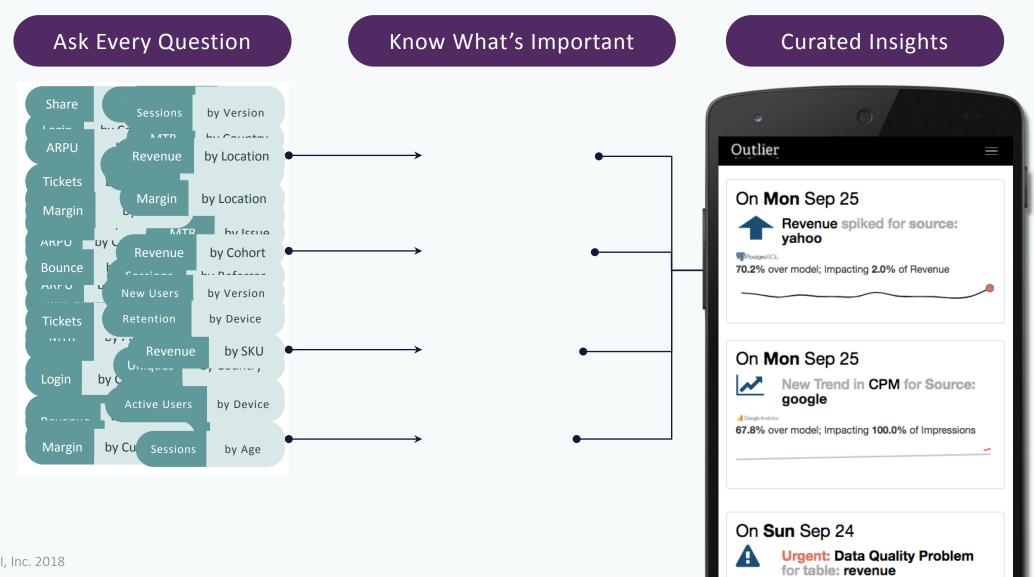


••outlier discovers unexpected changes and patterns in your data automatically.

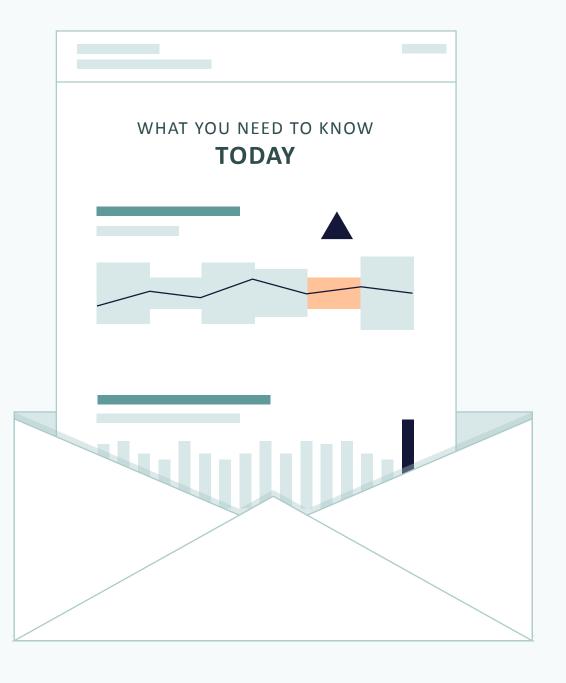




Outlier does what a human analyst can't







Example Insights

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What Happened?

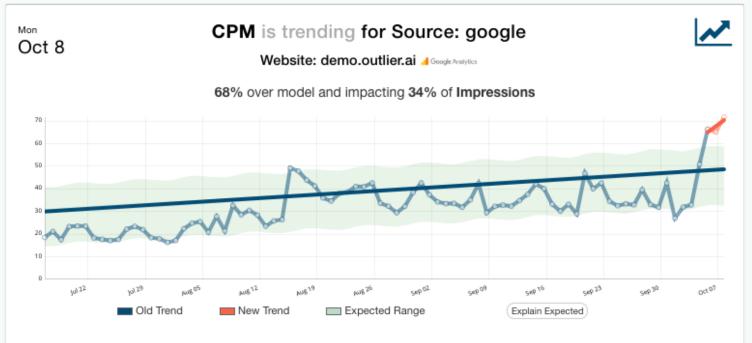


Why does it matter?



What is the cause?





Details

A trend started January 28 and continued for the past 3 days. The most recent day's value was 68% higher than the expected model. The population impacted by this change increased from 29% to 34% of Impressions compared to the previous day.

Population

6,252 this segment **34%**



Explain Contribution %

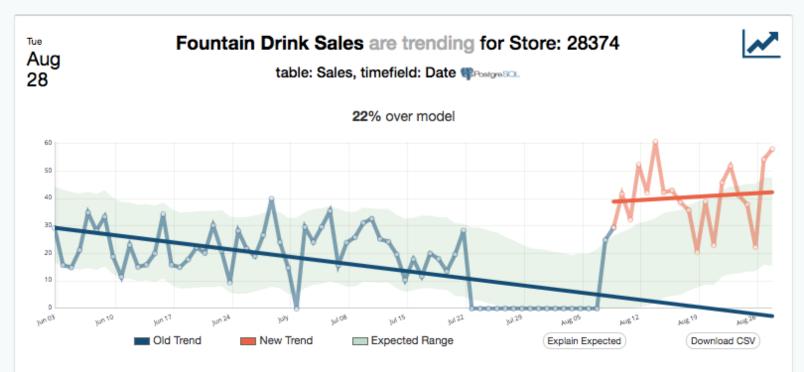
Impressions

Potential Causes

The following is the percentage contribution for each potential cause of the change in CPM. Click on a cause to see details across the segment.

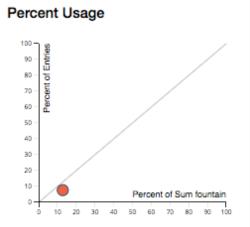


Example Insights

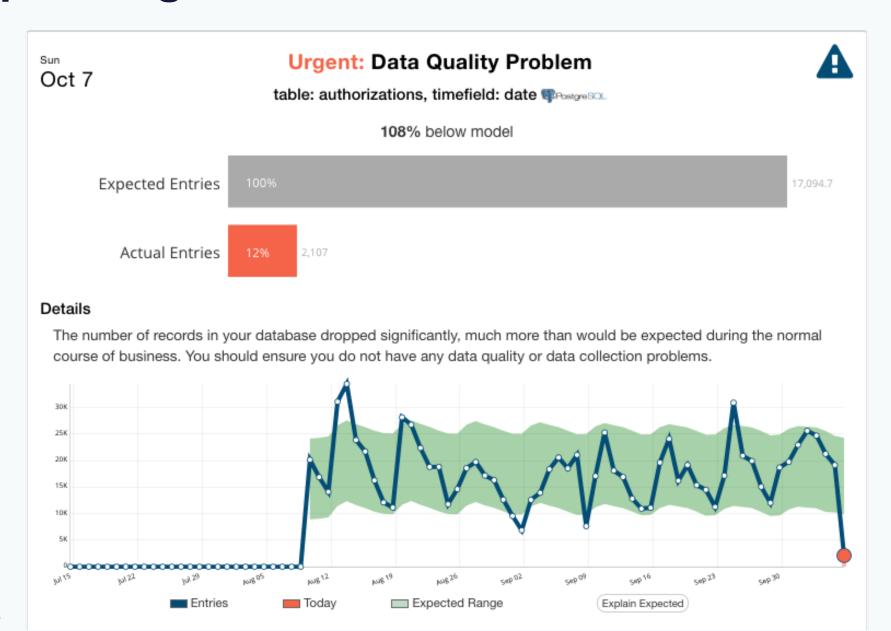


Details

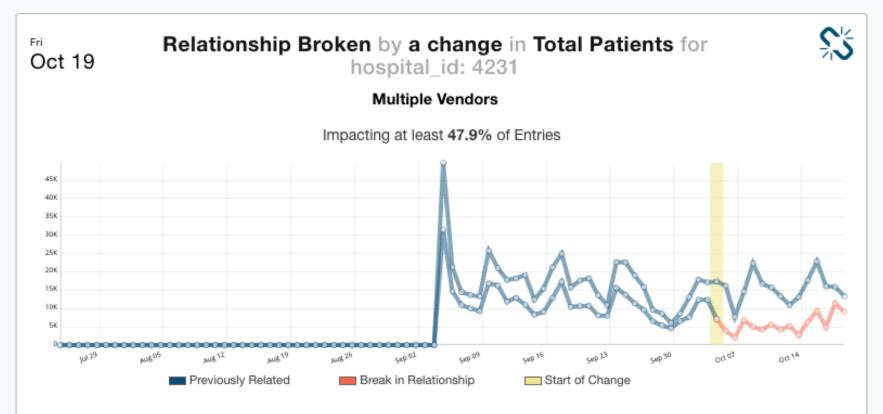
A trend started August 9, where this segment has averaged 28% over the expected model for the past 3 weeks. The most recent day's value was 22% higher than the expected model. The population impacted did not change compared to the previous day's population, remaining at 8% of Entries.



Example Insights



Example Insights



Details

The following metrics were highly related for at least 1 month:

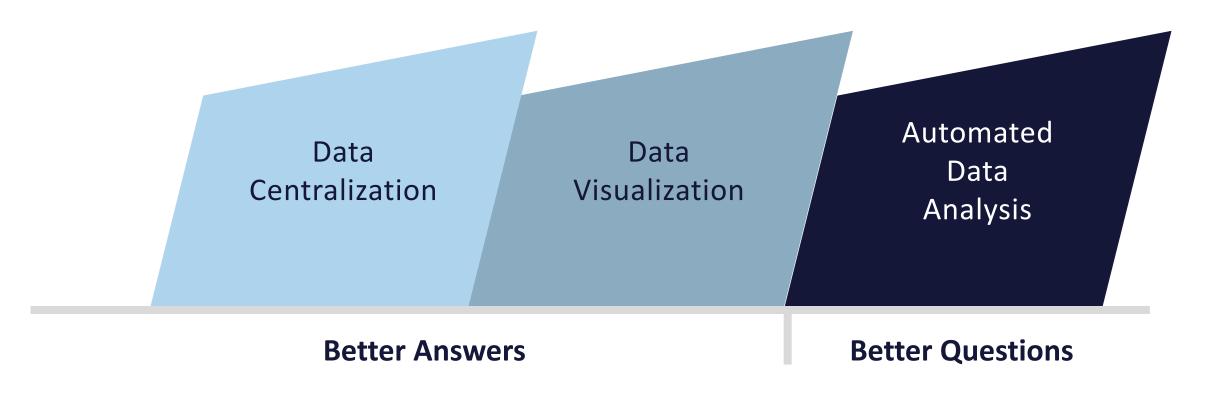
- Total Patients for hospital_id: 4231 according to Postgresql (47.9% of Entries)
- Pills Dispensed for Product: SFLJDK according to SQL Server (23.1% of Dispenses)

On Oct 5, 2018, the relationship broke when 1 of the 2 metrics changed (highlighted in orange).

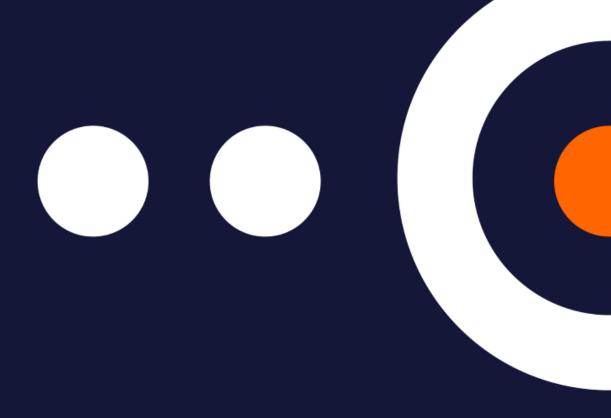
When a strong relationship between metrics breaks, either part of your business has changed or your metrics are being calculated differently. It is worth investigating whether a business change did occur or if there is a problem with your data quality.

Data Analysis Waves of Innovation

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Know the impossible.



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