

Viscovery[®] Decision Maker 5.2 – Data Sheet

Main Functions

- Segment definition by selection with the mouse.
- Automatic cluster methods (SOM-Ward, Ward, SOM-Single-Linkage).
- Instant retrieval through selections on the model.
- Precise segment descriptions using Group Profiles (statistical description of groups) – possibility of documentation is included.
- Assignment of operational action codes to segments.
- Management of actions (per project, can be imported and exported).
- Display of original data records that correspond to selected areas in the model.
- Arbitrary number of segmentations in a SOM model.
- Business rules for segments can be defined using formulas.
- Combinations of visible windows, attribute selections, etc. including their sizes and appearances as well as the active segmentation can be stored in “arrangements”.

Features

Workflow-Orientation

- Dedicated workflow supporting the decision making process for segment definition (including documentation).

Visual Representations

- Viscovery visualization of SOM attributes and segments.
- Histograms, box plots, scatter plots.
- Charts of important parameters (e.g. segment comparison, group profiles, etc.).

Usability

- Simple operation because the user is shielded from the technology core and statistical algorithms.
- Can be operated by business users.
- Info pop-ups in the workflow and in the SOM visualization, attribute descriptions are included.
- Possibility to define labels and paths over the map.
- Supportive context menus at numerous places.
- Tables can be sorted, also by absolute value.

IT-Technicalities

Architecture

- File oriented stand-alone software suite, implemented in Visual C++ using Microsoft Foundation Classes (MFC).

Interfaces and Formats

Data (only for import and export of labels, paths, selections, and actions codes)

- Most formats are “read-only”, some formats can also be written (results).
- Tab separated flat files.
- Space separated flat files (read-only).
- Microsoft Excel files (read-only).

Viscovery Models

- *.SOM files: Viscovery Profiler Models (SOM data representation including segmentations and business rules).
- Real-time integration using Viscovery One(2)One Engine into third-party software applications (for the assignment of segments and actions as well as to compute business rules; furthermore to provide all analytical information in the model).

System Requirements

Minimal requirements for a workstation configuration (recommended workstation configuration)

- 1 GHz CPU (3 GHz or higher).
- 512 MB RAM (2 GB or more).
- Windows XP SP2 (or higher).
- 24 Bit color graphics, 1280x800 (or more).
- The installed Viscovery Decision Maker software requires approx. 7 MB disk space + free disk space that is at least 3 times the size of a model file.