

DATA ANALYTICS AND VISUALIZATION SOLUTIONS



Mr. Emmet Dowling, SAS

“It’s not what you look at that matters; it’s what you see”

- Henry David Thoreau, American Author

KEY MESSAGE

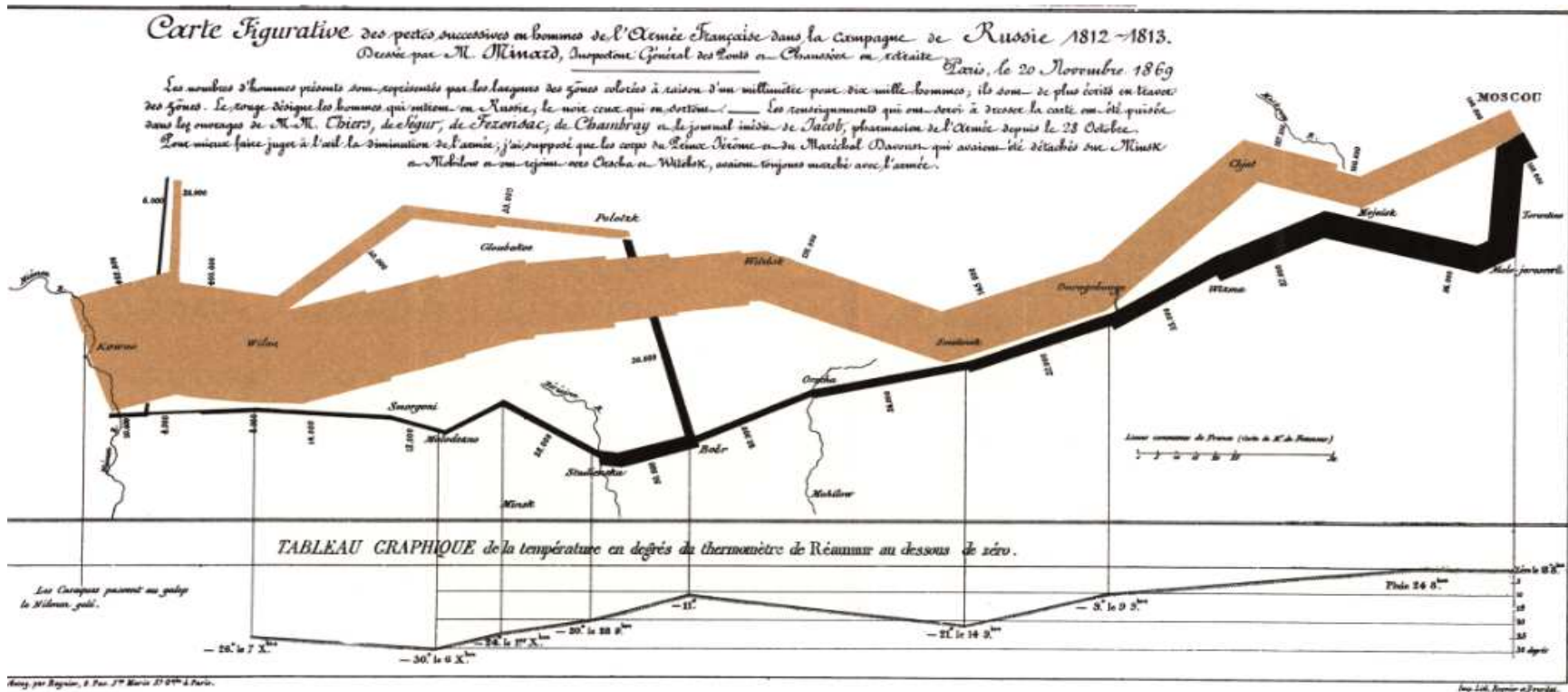
Actionable Insights

Data Visualisation is Simply the Gateway
to Actionable Analytics

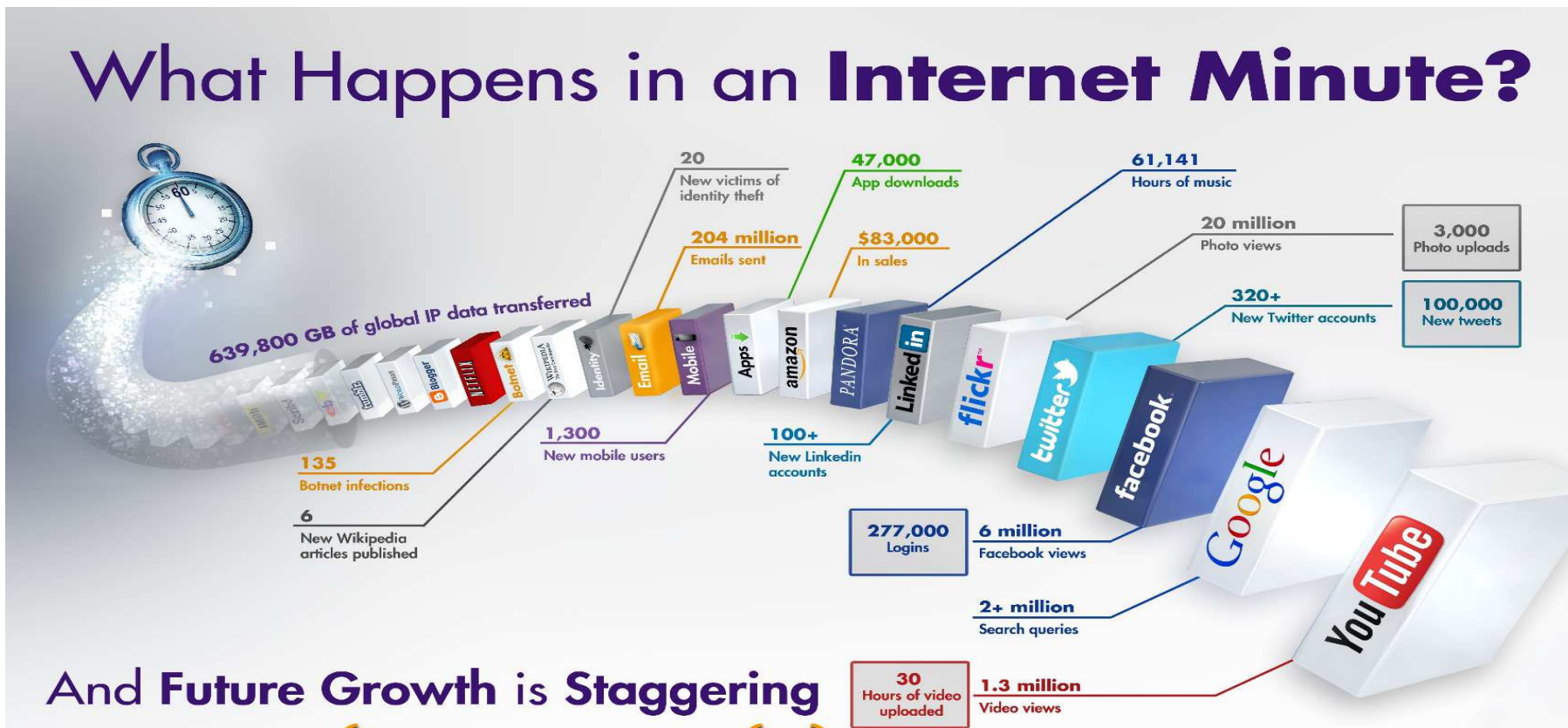
In Concert is Optimal



DATA VISUALISATION – NOT NECESSARILY ANYTHING “NEW”



BUT WHAT IS CHANGING?



EXPECTATIONS, URGENCY & SELF SERVICE



DATA ANALYTICS

How we Use Analytics

1. Data
2. Analyse
3. Results
4. Decision
5. Action
6. Evaluate Outcomes
7. Feedback

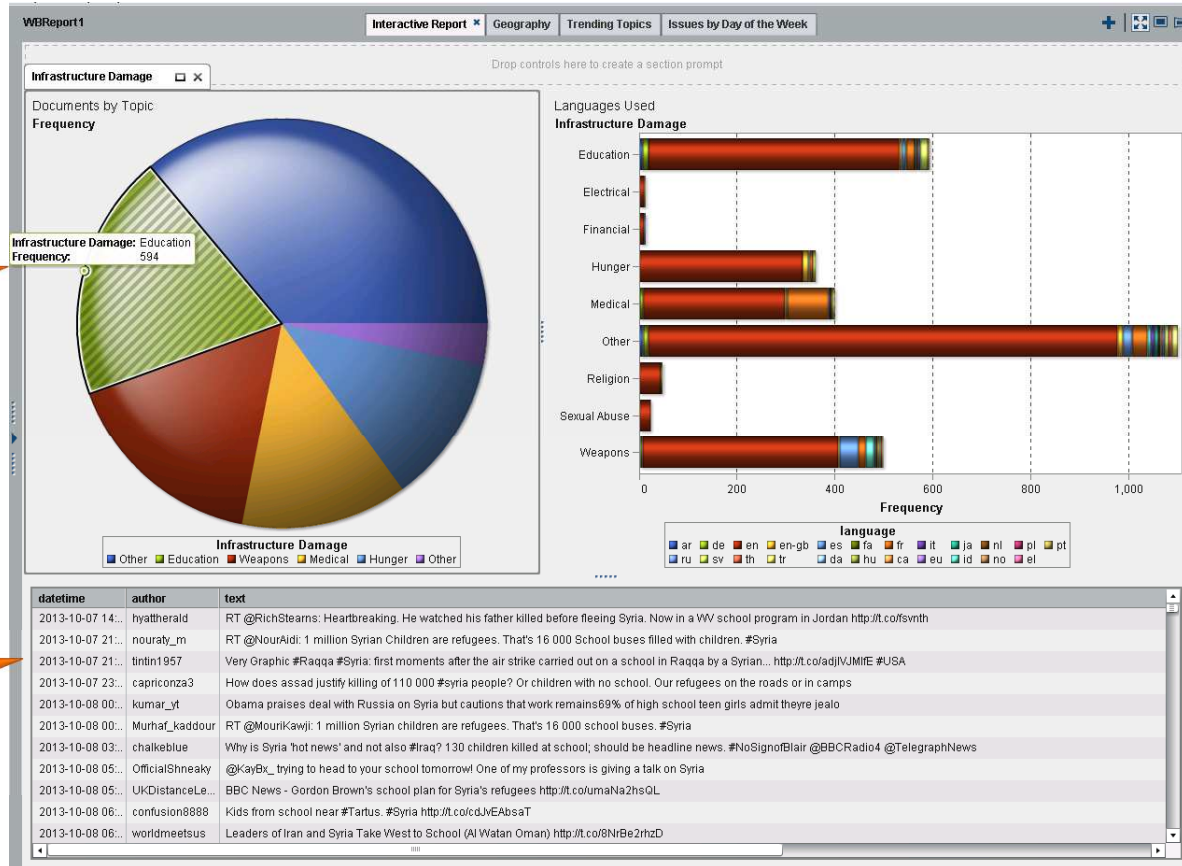
How we Plan Analytics

1. Action
2. Decision
3. Data
4. Analyse
5. Results
6. Evaluate Outcomes
7. Feedback

SOME REAL WORLD EXAMPLES



TEXT ANALYTICS

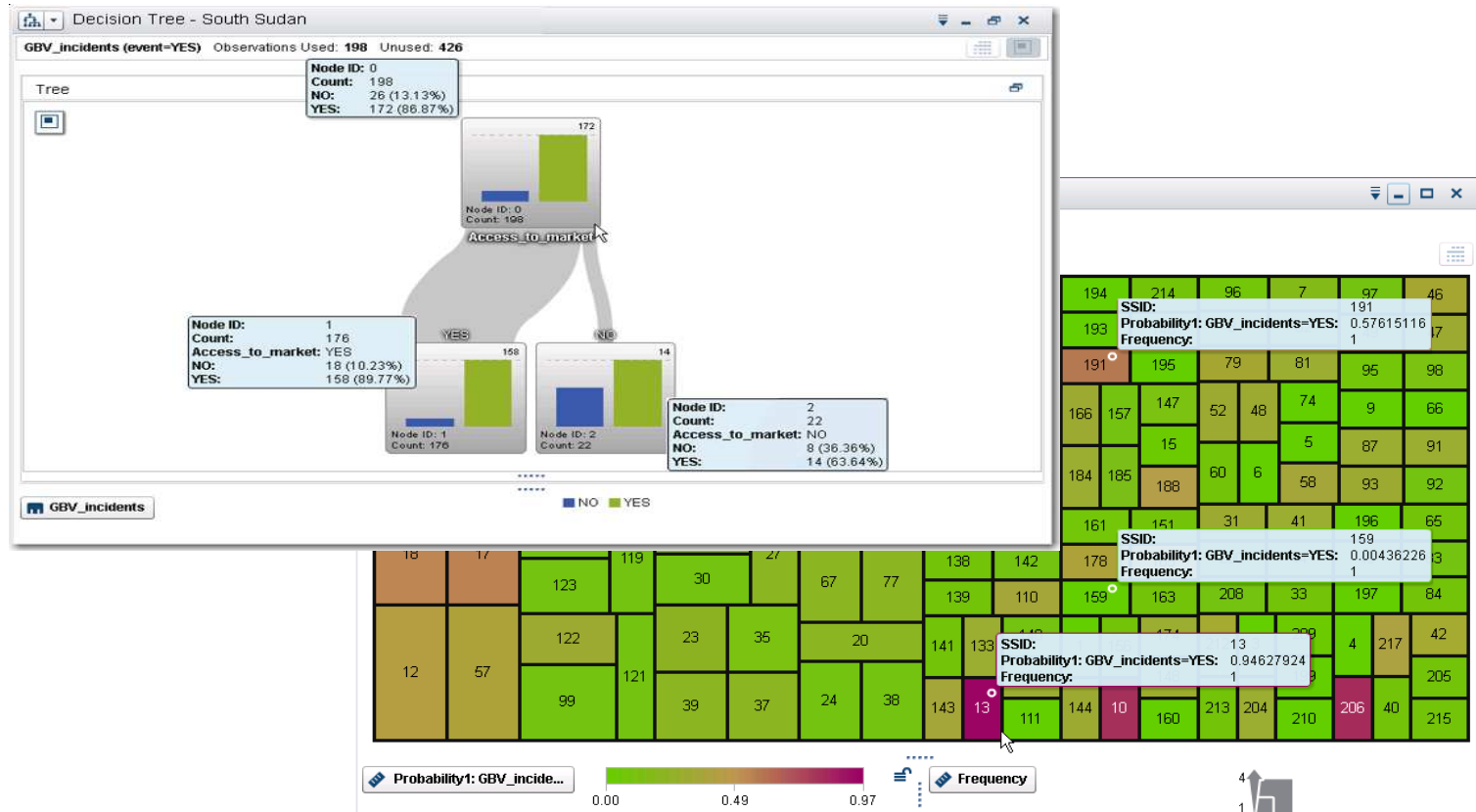


Types of Infrastructure Damage

Corresponding Documents

Languages Used (mainly English)

DECISION TREES & MODELLING





<http://comtrade.un.org>

The screenshot displays the UN Comtrade Database homepage. At the top, the logo features a green circle with a white plus sign and a checkmark, followed by the text "UN Comtrade Database". Below this, a blue banner contains the text: "Free access to detailed global trade data. UN Comtrade is a repository of official trade statistics and relevant analytical tables. It contains annual trade statistics starting from 1962 and monthly trade statistics since 2010". Three buttons are visible: "Get trade data »", "Visualize data" (with a dropdown arrow), and "Legacy annual »". The "Visualize data" dropdown menu is open, listing: "Comtrade Labs", "WITS Trade Data Visualizations", "SAS Visual Analytics for UN Comtrade" (highlighted), "The Atlas of Economic Complexity", "Partner Concentration of Trade, 2013", "Resources Futures", "Global Economic Dynamics", and "The Observatory of Economic Complexity". Below the banner, the "ANALYTICAL TABLES" section includes "Country Profile" (last updated May 2014), "Commodity Profile" (last updated December 2014), and "Quarterly table of external trade conversion factors" (published in March, June, September, December). A right-hand sidebar titled "NEWS" shows a tweet from "UN Trade Statistics" (@UNTradeStats) dated 6h, which links to an interactive dashboard for France's 2014 trade. Below the tweet is a "News Archive" link. At the bottom of the page, the "DATA SERVICES" section lists "Public API", "Premium Web Services", and "Comtrade @ UN Data".

