

# Why Data.Mining.Fox by Easy.Data.Mining?

Crucial reasoning for you as  
a manager & decision maker



# Quick generation of value added and competitive advantages

- [+] Generate quickly **ROI** (return on investment)– without the need for huge investments over a longer period of time
- [+] Understand suspected **business drivers** better, discover new hidden drivers – and flash by your competition
- [+] Our built in monetary **profit and loss matrix** will help you to take the right decisions easily
- [+] Self cross validation for the a-priori evaluation of forecasts will provide you with **safeness in your decisions** even before you spent a single Euro
- [+] The **answers to „open questions“** which cannot be provided by ordinary analysis are part of your daily business as a manager; Easy.Data.Mining will help you to solve them in an easy manner
- [+] Make your competitors suffer from the **superiority** of your usage of data mining **over general statistics and analysis!**

# Save money by not having to invest in expensive specialised personnel

- [+] Intuitive, **easy usability** for your employees is our trump
- [+] Users do **not need to preselect** the best fitting algorithm for a given challenge
- [+] An automatic **protection against over fitting** assures that you always achieve meaningful & valid results with Data.Mining.Fox
- [+] The **automated processing** of nominal, ordinal and cardinal attributes makes the question redundant what these terms actually mean
- [+] **Confidence intervals** for calculated forecast results help you to understand whether a result rather has a likelihood of 51% or of 99%
- [+] **Gain charts** allow your employees to evaluate an achieved information gain of a model very easily and visually
- [+] Just in case: your employees will find an **integrated help function** on any of our application screens
- [+] Classification, regression, clustering, pattern recognition: with Easy.Data.Mining your **employees** will become sources of **value added!**

# Make your I.T. department happy instead of causing them trouble

- [+] Data.Mining.Fox does **not require a direct connection** to critical back-end systems or even your life database
- [+] We offer **platform independence** (Windows, Linux, Macintosh)
- [+] You will search in vain for **hidden implementation cost** for your I.T. architecture
- [+] We provide **performant calculation time** even for very large numbers of data sets and attributes
- [+] Automatic data correction & check routines render extensive **data quality projects** as a precondition to data mining **superfluous**
- [+] The processing of numeric and non-numeric values does not cause any problem to our software
- [+] **Data conversion functionalities** allow to merge, split, sort and change data sets – outside of your operative systems and hence riskless

Get in contact with us today – we are very happy to serve your requests!

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