

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

Important criteria for you as
a data mining software user



Why you can become a data mining expert yourself very easily

- [+] You might **not be an expert in statistics** – but still you may become a data miner quickly and easily!
- [+] Easy.Data.Mining offers you a really **easy-to-use** software
- [+] There are **integrated help pages** on any of our application screens
- [+] Users do **not need to preselect** a best fitting algorithm themselves
- [+] Data conversion functionalities allow you to change data **effortlessly**
- [+] An automated **data correction** for erroneous data makes your life easier
- [+] We offer an automatic protection against overfitting which assures that you always achieve **meaningful & valid results** with Data.Mining.Fox
- [+] **Gain charts** allow you to evaluate an achieved information gain of a model very easily and visually
- [+] **Confidence intervals** for calculated forecast results help you to understand whether a result rather has a likelihood of 51% or of 99%
- [+] The **automated processing** of nominal, ordinal and cardinal attributes makes the question redundant what these terms actually mean

Why suddenly all of your colleagues start loving you

- [+] „Couldn't you please quickly do me a favour and...?“ – better get used to this question!
- [+] **Your boss will esteem you** for sustainably generated value added; for reduced cost; for precise analyses which really provide insight into your business drivers; for useful and valid forecasts – regarding the result itself, as well as the expected value added arising from your derived action
- [+] **Your colleagues from I.T. will no longer get around you**, because Data.Mining.Fox does not require a specific platform (we speak Windows, Linux, Macintosh) and you do not have to ask for adaptations to interfaces or the I.T. architecture
- [+] **Your other colleagues** will first be nosy; then they will increasingly ask you for information – and finally they will ever more frequently ask you for additional analyses; as already mentioned: you should get used to it!

Data.Mining.Fox offers you just the right quantum of functionalities

- [+] Our data mining: as sophisticated as necessary, as **easy** as possible
- [+] You can make use of our **classification and regression** – easily
- [+] We offer multivariate (ex post) **analyses** & valid (ex ante) **forecasts**
- [+] Clustering/ **pattern recognition** in just one single calculation
- [+] You may analyse a **very large number** of data sets and attributes
- [+] Numeric, non-numeric or even missing values – our software **automatically** models it in a mathematically correct way
- [+] Performant **calculation times** will not block your computer
- [+] Data.Mining.Fox offers graphics on **attribute distribution** in clusters versus the overall distribution
- [+] **Saving** of attribute selections for repetitive calculations is possible
- [+] Similarly the **export** of attribute relevances for all calculated clusters
- [+] As well as the **self cross validation** for the a-priori evaluation of forecasts
- [+] Cross validation to evaluate third party models closes the loop

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

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