DataMa
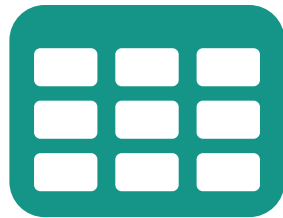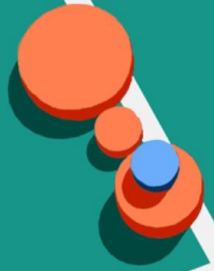
Smart Analytics for Smart Decisions

Data analysis models to accurately answer your most common business questions

DataMa PIVOT

Quickly analyze your dataset to understand the influence of your dimensions on your performance and the correlations between your dimensions

UNDERSTAND YOUR DATA

DataMa PIVOT is a dataset analysis tool that allows you to identify and understand the dimensions that have the greatest impact on the performance indicator you want to track
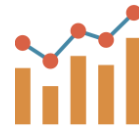
With DataMa PIVOT, you can simplify your analysis by identifying among your many dimensions those that really have an impact on your performance

Comparison of the weight of the dimensions

Analysis of correlations between dimensions

Clustering of continuous dimensions

Identification of interdependencies between dimensions

Identification of optimal dimensions

And many other features ...

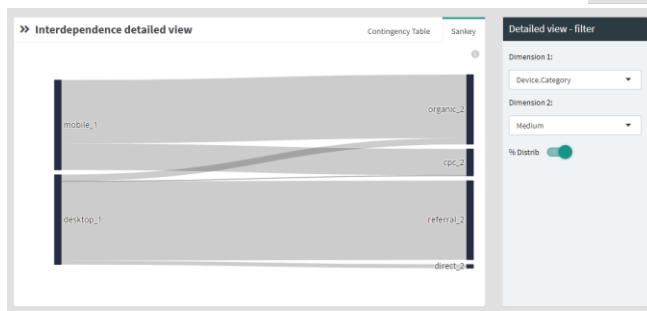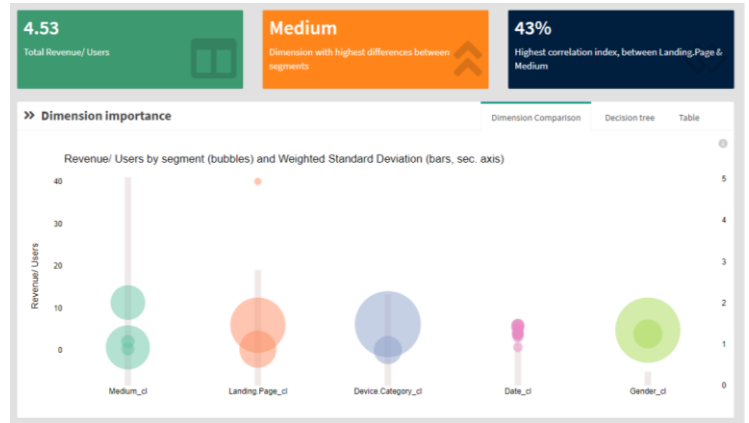## You will optimize the preparation of your data analysis

- **Better understanding of your dataset:** "In order to track my revenue per user, I mainly need to analyze my customer segment and the location of the points of sale. There is a strong correlation between the weather and the choice of products "

- **Simplification of your dataset:** : "I only have 3 dimensions out of the 15 that I have in my dataset that really have an impact on my performance"

- **Saves time in your analysis and its restitution:** "My users from 0 to 20 years old are now gathered in the same bucket by comparing their purchasing behavior"
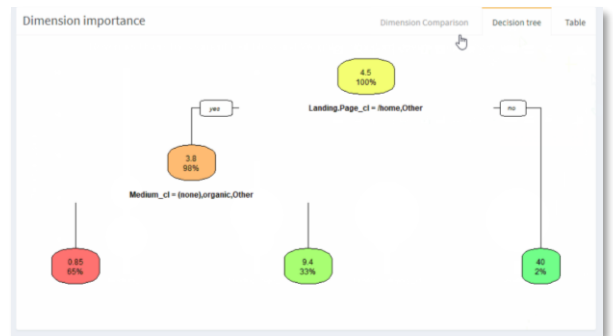
OUR ANALYSIS INTERFACE

The DataMa PIVOT interface allows you to visually identify the impact of your dimensions and adjust the parameters of your analysis to refine the understanding and study of your performance

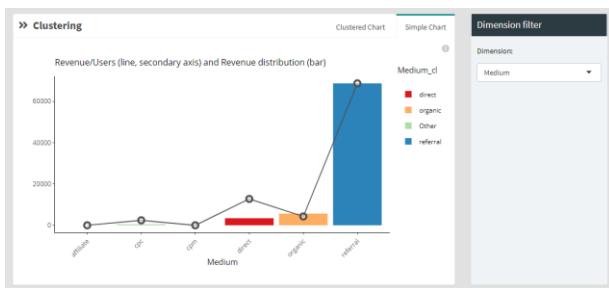Ordering dimensions by impact on the performance indicator

Diagrams of interdependencies

Decision tree of optimal performance

Clustering of continuous dimensions

The features available in the DataMa interface allow you to refine your analysis, rotate the dimensions you compare, exclude dimensions, change the aggregation level of your segments, ...

A TURNKEY MODEL

Without replacing existing BI infrastructure or reporting tools, DataMa provides the missing intelligence layer between raw data and visualisation.

DataMa PIVOT is available:

>> in **SaaS mode**, online with secured access

>> as an **R package**, hosted in your IT environment, or for advanced analysts, to be integrated into your dataflow or directly into your external data analysis platform (such as: Dataiku, Alteryx, Knime, ...)

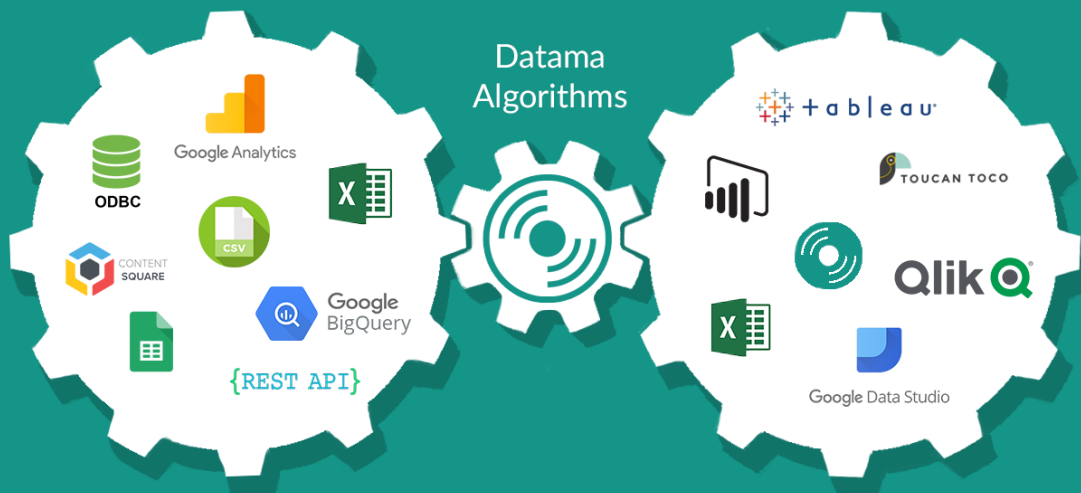**100% Analytics as a Service**

100% confidential

0% installation

0% configuration

DataMa PIVOT is agnostic of your use cases, the analysis is built only from your data, which provide enough metrics and dimensions to make the tool work

DataMa COMPARE can be integrated in input and output, with the main common data sources, as well as with the most popular visualisation tools ... if yours does not appear, contact us!
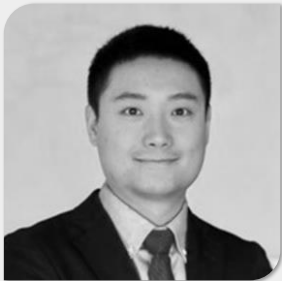
Datama Algorithms

Source your data from anywhere

Visualize with our Webapp or any tool you are used to.

OUR SUPPORT

> **Training at the purchase of the license and daily assistance to ensure the best use of the solution**

Need help to start? DataMa is also at your side prior your purchase, to help you build your data sets and to advise you on the selection of your most relevant dimensions and indicators to be analysed for your business. To know our prices, contact us.

"Automate recurrent analysis, without any compromise on insights' qualityt"

Fanjuan Shi, Director, Analytic & Data Science Dpt Pierre & vacances

"Maybe 50% of an analyst's questions in a single graph"

Charles Goddet, Business and Data Analyst ManoMano

"Exactly the graph I wanted to show this afternoon to the steering group"

Eric de la Broise, Director, BI & Analytic, Voyage Privé

They have already chosen DataMa COMPARE as their analytical tool

ManoMano   Groupe **Pierre & Vacances** **CenterParcs**   **L'ORÉAL** LUXE   **ACCOR**   voyage privé

DataMa Pivot is a software

licensed and developed by

DataMa Company

We remain at your disposal,

contact us!

DataMa