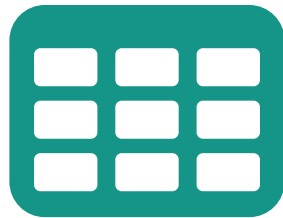


# Smart Analytics for Smart Decisions

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"

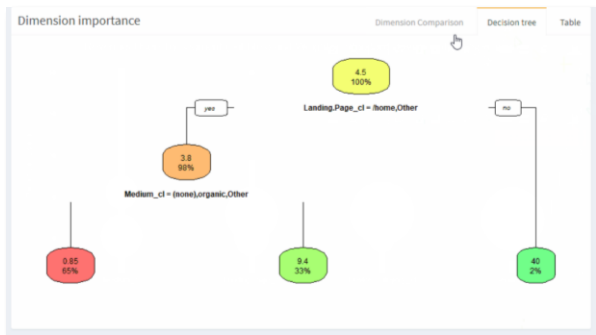
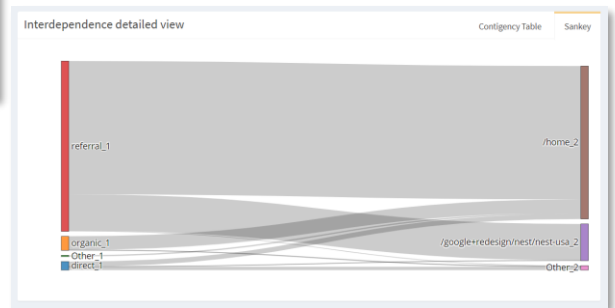
## OUR ANALYSIS INTERFACE

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



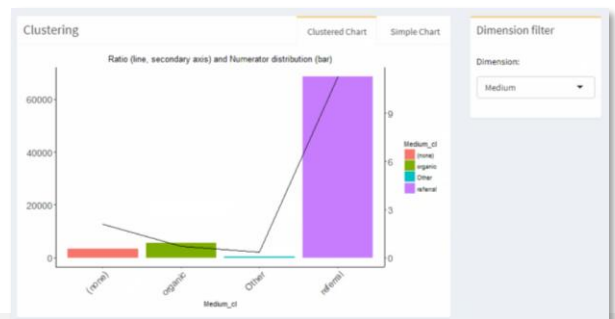
Ordering dimensions by impact on the performance indicator

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.

- 100% Analytics as a Service
- 100% confidential
- 0% installation
- 0% configuration

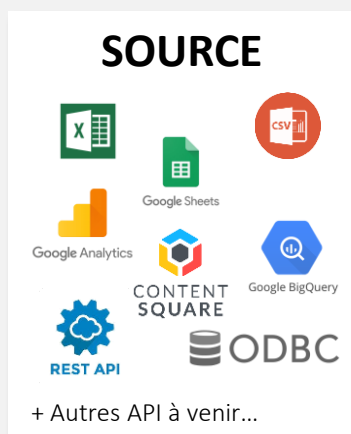
DataMa PIVOT is agnostic of your use cases, the analysis is built only from your data, which provide enough metrics and dimensions to make the tool work



DataMa 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, ...)

DataMa COMPARE can be integrated in input with the main common data sources... if yours does not appear, [contact us?](#)



## OUR SUPPORT

➤ **Training at the purchase of the license and daily assistance are delivered 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 dashboards and to advise you on your performance and analysis issues. To know our consulting prices, [contact us](#).



Groupe

**Pierre & Vacances**  
CenterParcs

*DataMa Compare allows us to identify quickly and systematically the drivers behind on online conversion variations. We use DataMa analysis both for top management presentations and as an operational tool.*

Gregory Sion,

Senior VP Digital & Sales, Pierre & Vacances



  
voyage privé

*Can be 50% of an analyst's questions in a single graph !*

Eric de la Broise,

Directeur BI & Analytics | Voyage Privé

They have already chosen DataMa as their analytical tool



Groupe  
**Pierre & Vacances**  
CenterParcs



  
**ACCOR HOTELS**

 voyage privé



DataMa Pivot is a software  
licensed and developed by DataMa  
Company

**We remain at your disposal,  
[contact us!](#)**

