

NUMENTA

GROK VISUALIZATION

LOOK & FEEL

KEY ATTRIBUTES GROK VISUALIZATION SHOULD EVOKE:

ADAPTIVE TEMPORAL **STREAMING**
MACHINE INTELLIGENCE
PROGRESS SEQUENTIAL **INSIGHT**
AUTOMATED **CATEGORY** **DEFINING**
PREDICTIVE **INTUITIVE** **INNOVATIVE**
INFORMATIVE MARKETPLACE **UTILITY**

POSITIONING:

- Grok will be a category defining, once-in-a-decade product that reveals an exciting future. Grok will not be like other business analytics tools in that it will not be expensive, specialist oriented, or perceived as only being a high-end product.
- Grok is not a predictive analysis or business intelligence tool. It is a prediction service to be leveraged by a wide range of user, not only experts.
- Grok brings predictive capability to a whole new market.

GOALS AND OBJECTIVES:

- Grok will open up the use of predictive capabilities to a much wider audience than the vertically focused, enterprise use seen today.
- Grok will be an integral and essential tool for understanding data and making decisions based on that data.
- Grok will become a trusted, everyday name that people choose to use when working with data.

GOALS AND OBJECTIVES CONTINUED:

- Grok Visualization needs to:
 - Show that models are predicting in real time, over time
 - Represent lots of models at the same time
 - Convey accuracy and degree of difficulty for each prediction
 - Contain quantitative and categorical variable representation
 - Be intuitive, recognizable, and add immediate value

KEY MESSAGES:

- Grok is a new tool that will improve lives.
- The technology underlying Grok will be the foundation for machine intelligence in the future.
- Grok puts predictive power in the hands of anyone with data.

KEY DIFFERENTIATORS:


- Automated Analysis
- Ease of Use
- Public Data
- Streaming Orientation
- Developer Application Programming Interface (API)
- Adaptive Learning
- Temporal Learning
- Marketplace for Predictions
- Wide Range of Users

TARGET AUDIENCES: INSIGHT

- Early Developers
- Early Adopters

COMPETITOR: RAPID INSIGHT TICS



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Start with raw data...
End with actionable information

Predict outcomes...
Drive decisions

See our products in the real world 



Veera is a user-empowering business intelligence tool which enables analysts and non-technical users to quickly develop their own reports and dashboards. Taking the burden off of IT, Veera's analytic process builder allows users to easily build their own queries, reports, and analytic data marts, without any complex coding.

[View Demo](#) [Free Trial](#)



Predictive analytics has never been easier. Rapid Insight Analytics streamlines the predictive modeling and data exploration process – enabling users of all abilities to quickly build, test, and implement statistical models at lightning speed. Build models in minutes instead of weeks.

[View Demo](#) [Free Trial](#)

Recent Press

2011-09-21: Choice Hotels Selects Rapid Insight for Improved Business Intelligence
[Read Press Release](#)

2011-08-24: Georgia State University Increases Analytic Productivity with Rapid Insight
[Read Press Release](#)

2011-07-06: Rapid Insight and Brown University to Host Predictive Modeling Course for Fundraisers
[Read Press Release](#)

2011-06-09: Rapid Insight Hosts User Conference with Record Attendance of Business Intelligence Software Users
[Read Press Release](#)

2011-06-01: Rapid Insight Releases In-Database Capabilities
[Read Press Release](#)

Higher Education 

Healthcare 

Business 

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COMPETITOR: 11 ANTS ANALYTICS

The screenshot shows the homepage of 11Ants Analytics. At the top left is the 11Ants Analytics logo, featuring a stylized ant and the text "11Ants Analytics". To the right of the logo is a "Get a Demo" button and contact information for USA (+1-858-345-2605), UK & Europe (+44-20-7193-1774), and Australia/New Zealand (+64-9-889-2733). A navigation menu below the logo includes links for HOME, PRODUCTS, SOLUTIONS, BUY, SUPPORT, and CONTACT. The main headline states: "11Ants Analytics is the leader in assisted predictive analytics. There is no other software on the planet that enables businesses to move as rapidly from a standing start to deploying advanced predictive analytics solutions." Below this are three columns of content:

- Customer Analytics:** Includes an image of a hand with a red "STOP" sign on the palm. Text: "Predict customer behaviour and generate deep insights into the drivers of those behaviours. Ask questions such as: Which customers will respond to a marketing offer? Which customers are at risk of churning? Which prospects should our sales team focus on?" A link to "Learn more about 11Ants Analytics for Customer Analytics" is provided.
- Quantitative Trading:** Includes an image of a "WALL ST" street sign. Text: "Move your hedge fund into new territory by exploiting the latest predictive analytics techniques. Tell us about your conceptual strategy, provide us with the data, and we will see if our team of data scientists can work with you turn it into an actual strategy. Then we will build out some infrastructure to make you self sufficient with the strategy." A link to "Learn more about 11Ants Analytics for Quantitative Trading" is provided.
- All Other Predictive Analytics:** Includes an image of two hands forming an 'X'. Text: "Visit here for all other predictive analytics problems. Our solutions are used across a diverse range of industries. Analyze survey data, net promoter scores, scientific data, NIR calibration models, sales forecasting and many other things. Our technologies are generally data agnostic, so chances are if you have a predictive analytics problem we can help you solve it." A link to "Learn more about 11Ants Analytics for All Other Predictive Analytics" is provided.

At the bottom of the page, there is a list of client logos including COUPON, P&G, TelstraClear, Loyalty, Fisher & Paykel HEALTHCARE, and Deloitte. Below the logos is a promotional box for a "Free - The Predictive Analytics for Everyone Course" with a link to "Follow us" and social media icons for Facebook, LinkedIn, Twitter, and YouTube.

COMPETITOR: PREDIXION SOFTWARE

The screenshot shows the homepage of Predixion Software. At the top left is the Predixion Software logo. To the right are links for 'My Account | Login' and a search bar. A navigation menu includes 'Home', 'Solutions', 'Products', 'Partners', 'News/Events', 'Support/Training', and 'About Us'. The main banner features a hand pointing at a screen with the text 'Is your BI Dashboard yesterday's news or tomorrow's answers?' and a 'Read More >' button. Below the banner are three columns: 'WHO WE ARE' (mission statement), 'WHAT WE DO' (Microsoft BI solution), and 'WHY PREDIXION' (empowering analysts). The footer contains a 'LATEST NEWS' section with three articles, an 'ENABLING PREDICTIVE INTELLIGENCE' section with a list of industries, and three promotional boxes: '30 Days Free Trial' for Predixion Insight, 'Videos & Tutorials', and 'Register Now'. The bottom of the page features logos for partners: PACE, Lyza, QUASAR, and BizData.

Predixion Software My Account | Login

Home Solutions Products Partners News/Events Support/Training About Us

Is your BI Dashboard yesterday's news or tomorrow's answers? [Read More >](#)

WHO WE ARE

Our mission is to remove the barriers between BI and predictive analytics by reducing the complexity and high cost typically associated with analytics. [READ MORE >](#)

WHAT WE DO

Predictively enable every Microsoft BI solution – scaling from basic Excel analysis to the fully integrated BI stack with a SharePoint dashboard. [READ MORE >](#)

WHY PREDIXION

To empower business analysts to move beyond the limits of Excel with a powerful yet easy-to-use predictive intelligence solution inside Microsoft's BI stack. [READ MORE >](#)

LATEST NEWS

October 11, 2011
Predixion Announces Predixion Insight™ 2.0 [Read more](#)

October 4, 2011
Predixion Software Raises \$6 Million in Series B Funding [Read more](#)

October 4, 2011
Predixion Announces Purple Analytics as Exclusive Reseller in Southeast Asia [Read more](#)

September 19, 2011
Predixion and BizData Announce Strategic Partnership in Australian Marketplace [Read more](#)

ENABLING PREDICTIVE INTELLIGENCE

Predixion predictive analytics solutions provide objective, fact-based information which increases performance and profitability across a wide range of industries.

Explore the possibilities...

- Financial Services
- Healthcare
- Manufacturing
- eCommerce

30 Days Free Trial
[SUBSCRIBE NOW >](#)


Videos & Tutorials

Predictive analytics and data mining are now available to everyone.

Register Now
Innovative Visualizations: Changing the Way We Look at Predictive Analytics

PACE **Lyza** **QUASAR** **BizData**

COMPETITOR: ZEMENTIS PREDICTION API




[ABOUT](#) [PRODUCTS](#) [SERVICES](#) [SOLUTIONS](#) [SUPPORT](#) [COMMUNITY](#) [CONTACT](#)

The secret behind exceptional predictive analytics

Deploy. Manage. Execute. Act.

ADAPA
Free Trial
and Add-in
for Excel








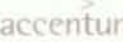




What is it?
A suite of software solutions for agile deployment, integration, and execution of predictive analytics. Our products provide a secure, fast, and scalable platform to deploy your predictive models and business rules.

Why use it?
Based on open standards, our solutions reduce cost and complexity of predictive analytics. We accelerate time-to-market for intelligent business decisions and enable automation for real-time scoring or big data processing.

Who is it for?
For decision makers, IT managers, modelers, scientists and analytic consultants - to solve the most challenging analytic problems, securely manage predictive solutions in a heterogeneous, data-driven infrastructure. To deliver business results!

Selective Zementis Clients

PRODUCTS

- On the Cloud
- On Site
- In-database
- For Hadoop
- Add-in For Excel
- PMML Tools
- Free Trial



UPDATES

SYBASE | An SAP Company
invites Zementis to join Design Partner Program for Sybase IQ, a highly optimized analytics server designed to deliver superior performance for mission-critical business intelligence, analytics and data warehousing. - May 25, 2011.

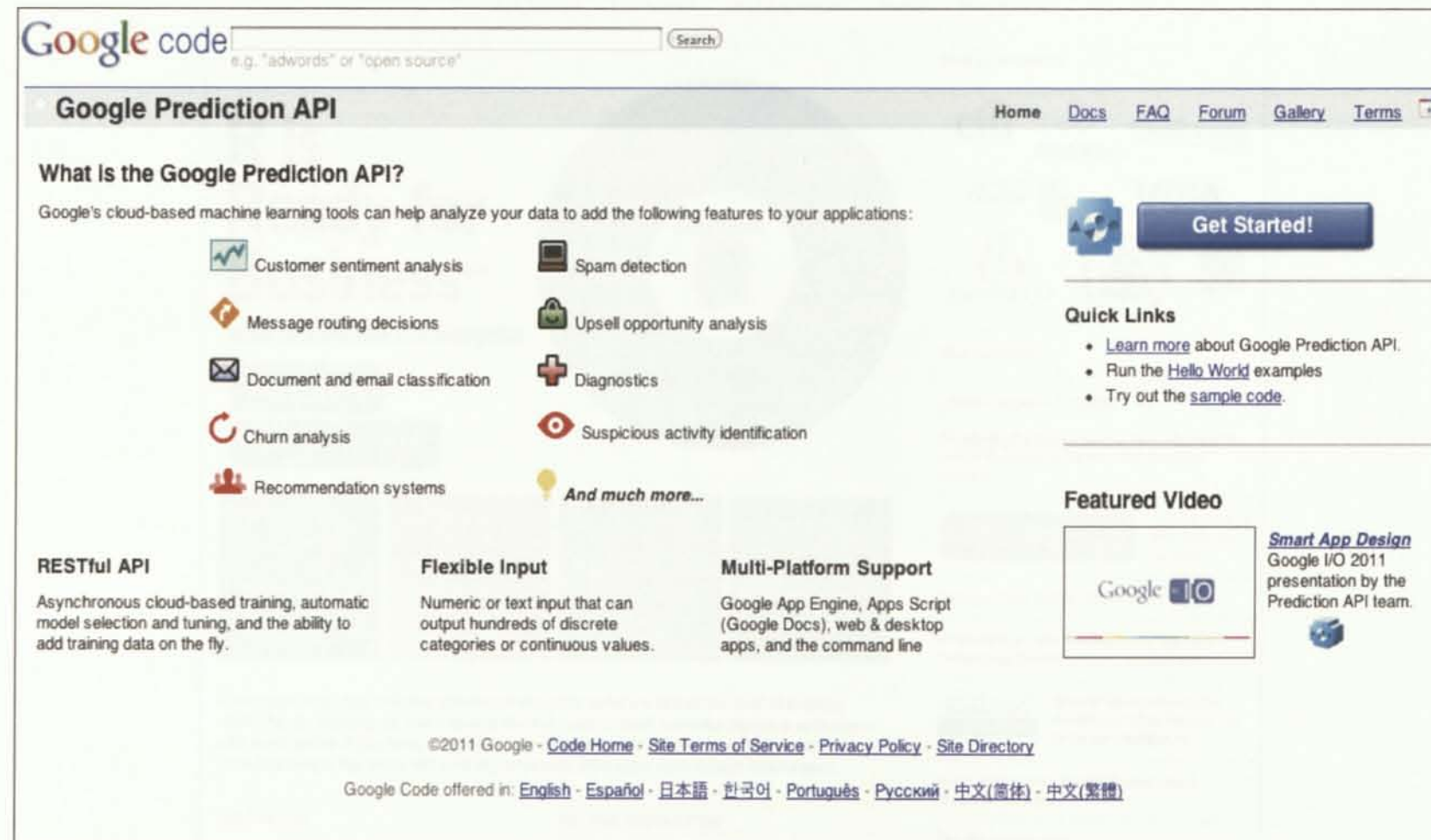
EMC
where information lives Zementis and EMC Corporation announce in-database scoring solution for the EMC Greenplum Database to deliver massively parallel execution of predictive analytics based on open standards. - March 14, 2011
[Read more...](#)

REVOLUTION ANALYTICS
and Zementis Deliver Decision Engine for R. Companies partner to help unlock the value of big data through real-time predictive analytics. - February 23, 2011
[Read more...](#)

You can now follow us on:

COMPETITOR: GOOGLE PREDICTION API



The screenshot shows the Google Prediction API website. At the top, there is a search bar with the text "Google code" and a search button. Below the search bar, the page title is "Google Prediction API". The main content area is titled "What is the Google Prediction API?" and describes the service as "Google's cloud-based machine learning tools". It lists several features: Customer sentiment analysis, Spam detection, Message routing decisions, Upsell opportunity analysis, Document and email classification, Diagnostics, Churn analysis, Suspicious activity identification, and Recommendation systems. A "Get Started!" button is prominently displayed. There are also "Quick Links" and a "Featured Video" section. The footer contains copyright information and language options.

Google code Search
e.g. "adwords" or "open source"

Google Prediction API Home Docs FAQ Forum Gallery Terms

What is the Google Prediction API?

Google's cloud-based machine learning tools can help analyze your data to add the following features to your applications:

- Customer sentiment analysis
- Spam detection
- Message routing decisions
- Upsell opportunity analysis
- Document and email classification
- Diagnostics
- Churn analysis
- Suspicious activity identification
- Recommendation systems
- And much more...

Get Started!

Quick Links

- Learn more about Google Prediction API.
- Run the [Hello World](#) examples
- Try out the [sample code](#).

Featured Video

[Smart App Design](#)
Google I/O 2011 presentation by the Prediction API team.

RESTful API
Asynchronous cloud-based training, automatic model selection and tuning, and the ability to add training data on the fly.

Flexible input
Numeric or text input that can output hundreds of discrete categories or continuous values.

Multi-Platform Support
Google App Engine, Apps Script (Google Docs), web & desktop apps, and the command line

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Google Code offered in: [English](#) - [Español](#) - [日本語](#) - [한국어](#) - [Português](#) - [Русский](#) - [中文\(简体\)](#) - [中文\(繁體\)](#)

COMPETITOR: REVOLUTION ANALYTICS



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FREE Enterprise Software for Academics

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Production-Grade Analytics with Revolution R Enterprise

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Revolution Analytics delivers advanced analytics software at half the cost of existing solutions. By building on open source R—the world's most powerful statistics software—with innovations in big data analysis, integration and user experience, Revolution Analytics meets the demands and requirements of modern data-driven businesses.

CONTACT US

✉ info@revolutionanalytics.com
☎ Call us at 1-855-GET-REVO (1-855-438-7386)

GET OUR NEWSLETTER

Subscribe to get news from Revolution Analytics and helpful tips and tricks for using R, events and more.

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LATEST NEWS & EVENTS

Revolution Analytics Partners With Cloudera To Deliver Comprehensive New Big Analytics Solution

R APPLICATIONS CONTEST
ENTER NOW for \$20,000 in Prizes & "Applications of R in Business" Contest

Training: Rcpp Master Class - Oct 8 SF

97 Percent of Data Scientists Say "Big Data" Technology Solutions Need Improvement

Gartner | 2011 COOL VENDOR
Gartner Names Revolution Analytics a "Cool Vendor" for Business Intelligence

Read what Forbes magazine says about Revolution Analytics

The Revolutions Blog
There's a lot to like about R I once heard John Chambers (the inventor of the...)
10/13/2011

POWERED BY FEEDBURNER

COMPETITOR: SAS

The screenshot shows the SAS website homepage. At the top left is the SAS logo with the tagline "THE POWER TO KNOW." and the text "Providing software solutions since 1976". To the right of the logo are navigation links: "Log In", "Worldwide Sites", and "Contact Us". Below these are "NEWS", "EVENTS", "CONSULTING", "CAREERS", and "RESOURCE CENTER". A search bar is located to the right of these links.

The main navigation bar includes "Home", "Products & Solutions", "Customer Success", "Partners", "Company", and "Support & Training".

About SAS
SAS is the leader in business analytics software and services, and the largest independent vendor in the business intelligence market. [More About SAS](#)

Products & Solutions

By Solution	By Industry	Featured
<ul style="list-style-type: none">SAS® 9.3SAS® Clinical Data IntegrationSAS® Curriculum Pathways®SAS® Customer Link AnalyticsSAS® Enterprise Guide®SAS® Enterprise Miner™		<ul style="list-style-type: none">SAS® EVAAS®SAS® Marketing OptimizationSAS® OnDemand for AcademicsSAS® Social Media AnalyticsSAS® Text AnalyticsSAS® Visual Data Discovery

[See All Products & Solutions](#)

SAS® 9.3
Next generation analytics

Solve the toughest business problems faster and more accurately than ever with SAS. [Find out more.](#)

High-Performance Computing | SAS® 9.3 | Data Visualization

Latest News [BLOG](#) » 10 tips for organizing your SAS Enterprise Guide projects [More News](#)

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Fortune 100 Best Companies to Work For
SAS repeats as No. 1. [More](#)

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where experts discuss industry trends. [Read More](#)

The Series - Orlando
Oct 25-27

Analytics 2011 CONFERENCE SERIES
October 24-25, Orlando, FL

COMPETITOR: SPSS/IBM ON BUILDERS

The screenshot shows the IBM SPSS website homepage. At the top, there is a navigation bar with the IBM logo, a search bar, and links for Home, Solutions, Services, Products, Support & downloads, and My IBM. A secondary navigation bar includes a location selector for 'United States', a 'Welcome' message, and links for 'IBM Sign in' and 'Register'. The main content area features a large blue banner with the headline 'Analysis taken in a bold new direction' and the sub-headline 'Introducing the new IBM SPSS Statistics'. Below the banner is a link to 'View the recorded webinar'. A secondary row of navigation includes 'IBM SPSS Statistics 20 Webinar', 'IBM SPSS Downloads Center', and 'Maximize customer lifetime revenue'. The page is divided into three columns. The left column, titled 'SPSS predictive analytics software and solutions', contains a paragraph about predictive analytics and two links: 'Learn more about IBM's acquisition of SPSS' and 'Learn more about IBM Business Analytics software'. The middle column, titled 'Learn more about IBM® SPSS® software', lists three software products: 'IBM SPSS Statistics', 'IBM SPSS Modeler', and 'IBM SPSS Deployment', each with a brief description and a 'Learn More' link. The right column, titled 'Customer Video', features a video player for 'The Analytics Experience' with a 'Learn More' link and a list of other content types: 'Trials and Demos', 'White Papers', 'Academic', and 'Embed'. At the bottom, there are three featured sections: 'White Paper' (Analytics: The new path to value), 'IBM Virtual Performance 2011' (Explore BI, predictive analytics and financial performance solutions—all from your desk), and 'Customer Story' (Vehicle manufacturer uses IBM SPSS to consolidate its competitive position). The footer contains a dark bar with links for 'About IBM', 'Privacy', 'Contact', 'Terms of use', 'Accessibility', 'IBM Feeds', and 'Jobs'.

United States [change]

IBM

Home Solutions Services Products Support & downloads My IBM

Welcome [IBM Sign in] [Register]

Analysis taken in a bold new direction

Introducing the new IBM SPSS Statistics

→ View the recorded webinar

IBM SPSS Statistics 20 Webinar IBM SPSS Downloads Center Maximize customer lifetime revenue

SPSS predictive analytics software and solutions

Predictive analytics helps your organization anticipate change so that you can plan and carry out strategies that improve outcomes. By applying predictive analytics solutions to data you already have, your organization can uncover unexpected patterns and associations and develop models to guide front-line interactions. This means you can prevent high-value customers from leaving, sell additional services to current customers, develop successful products more efficiently, or identify and minimize fraud and risk. Predictive analytics gives you the knowledge to predict...and the power to act.

- Learn more about IBM's acquisition of SPSS
- Learn more about IBM Business Analytics software

Learn more about IBM® SPSS® software

- IBM SPSS Statistics puts the power of advanced statistical analysis in your hands.
- With IBM SPSS Modeler, you can quickly discover patterns and trends in your data more easily, using a unique visual interface supported by advanced analytics.
- Get an accurate view of people's attitudes, preferences, and opinions with IBM SPSS Data Collection.
- Use IBM SPSS Deployment products to drive high-impact decisions by making analytics a vital part of your business.

Customer Video

The Analytics Experience
The customer is king. Learn how analytics can help with the royal treatment.

Learn More

Trials and Demos

White Papers

Academic

Embed

White Paper

→ Analytics: The new path to value

IBM Virtual Performance 2011

→ Explore BI, predictive analytics and financial performance solutions—all from your desk.

Customer Story

→ Vehicle manufacturer uses IBM SPSS to consolidate its competitive position

About IBM Privacy Contact Terms of use Accessibility IBM Feeds Jobs

COMPETITOR: INFORMATION BUILDERS

The screenshot shows the Information Builders website homepage. At the top left is the logo "Information Builders". To the right of the logo is a navigation menu with links for "Worldwide sites", "Support", "Education", and "Contact us". Below this is a secondary navigation bar with links for "The Company", "Products", "Solutions", "Services and Support", "Customers", "Partners", "News", and "Events". A search bar with "Google Custom Search" is located on the right side of this bar.

The main content area features a large central banner with a blue background and a pattern of blue circles. The banner text reads "Wisdom of Crowds" and "Information Builders tops the competition in virtually every metric in Dresner's BI Market Study." with a "Learn More" button.

On the left side, there are four vertical sections:

- What We Do:** Lists Business Intelligence, Business Analytics, Performance Management, and Information Management.
- Hot Topics:** Lists Predictive Analytics, Portable Analytics, and Data Quality.
- Experts Agree:** Mentions Gartner, Ventana, and Dresner Advisory Services.
- What's New:** Announces a 2011 American Business Awards win.

On the right side, there are three vertical sections:

- BI Academy:** Includes an "Enroll Now" button.
- Come See Us:** Promotes the Predictive Analytics World NYC event in New York, NY, from Oct 16-21.
- Our Customers Say:** Features a testimonial from Pam Shomier, Director of Decision Support at ProHealth Care Medical Associates.

At the bottom, there is a footer with a grid of links: Home, The Company, iWay Software, Services & Support, Products, Customers, and News. Below the grid is the copyright notice: "Copyright © 1996-2011, Information Builders: Business Intelligence and Integration Without Barriers".

COMPETITOR: OPERA SOLUTIONS ANALYTICS

The screenshot shows the Opera Solutions website homepage. At the top left is the Opera Solutions logo. To its right is a navigation menu with links for ABOUT US, SOLUTIONS, SCIENCE & TECHNOLOGY, NEWS & VIEWS, JOIN US, and CONTACT US. Below the navigation is a large banner image featuring a magnifying glass over a grid of data points, with the text "Opera Solutions Profit From Big Data Flow" on the left. To the right of the banner is a "News" section with a blue header and a single article titled "Opera Secures \$84 Million in Growth Capital". Below the banner is a central text block: "We create and deliver powerful Big Data analytics solutions for industry and government." At the bottom, there are three columns of news items, each with a left and right arrow icon. The first column is titled "The Opera Open... Opens!", the second "CFO Rob Bothe Joins NJTC Board of Directors", and the third "Nigel Issa Underscores Need for Supply Chain Visibility". At the very bottom center, there are four small circular indicators, with the first one filled in blue.

OPERA SOLUTIONS

ABOUT US SOLUTIONS SCIENCE & TECHNOLOGY NEWS & VIEWS JOIN US CONTACT US

Opera Solutions

Profit From Big Data Flow

News

Opera Secures \$84 Million in Growth Capital

A group of private equity investment firms led by Silver Lake Sumeru have made an \$84 million minority investment in Opera — one of the largest ever in a private company in the Big Data predictive analytics space.

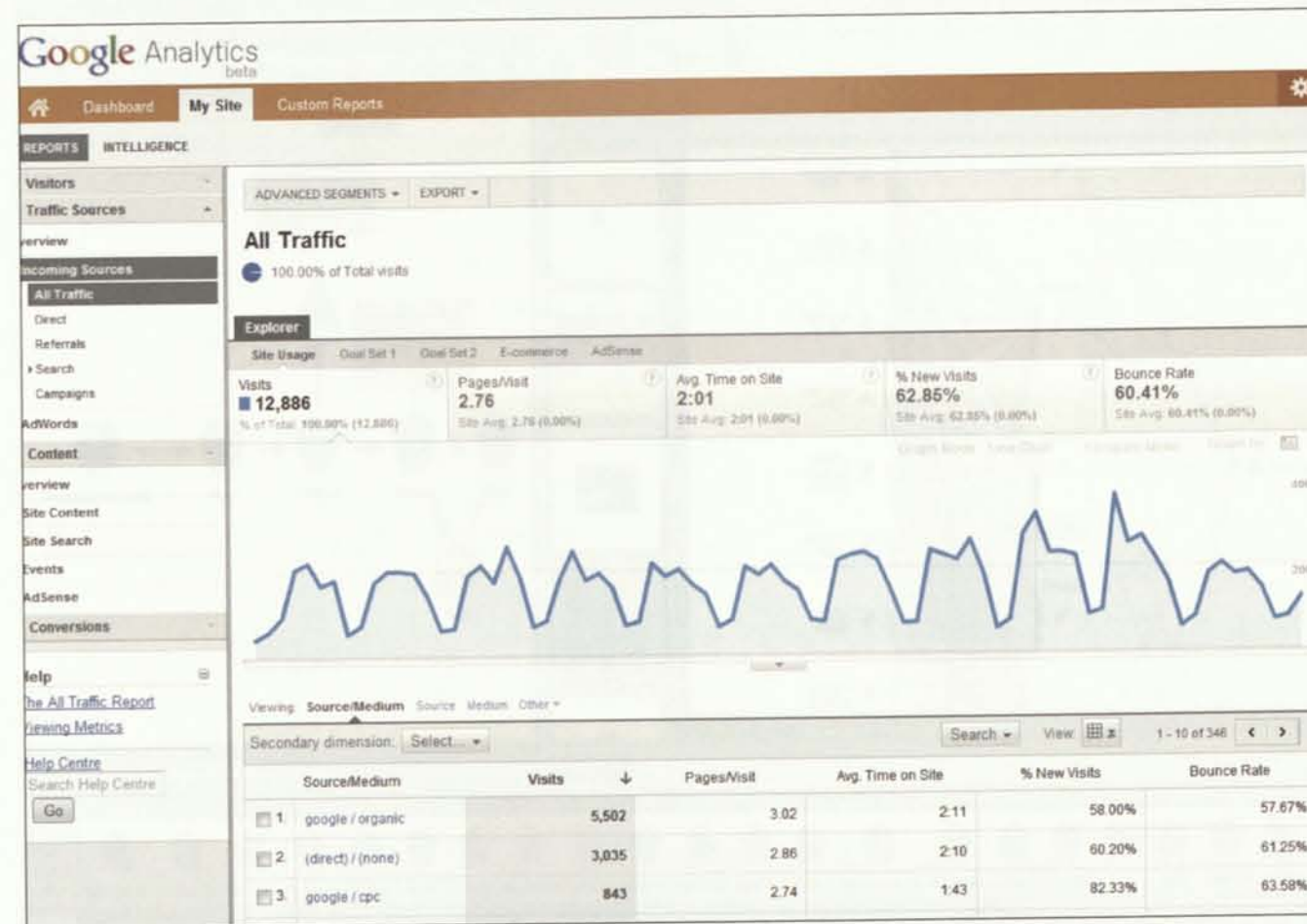
We create and deliver powerful Big Data analytics solutions for industry and government.

The Opera Open... Opens!
It's here: Opera's annual innovation competition, the Opera Open, has begun. "The ideas generated in the Opera Open," says Opera's CEO, Amab Gupta, "have a track record of turning into real business opportunities." Click to read more, and follow the action on

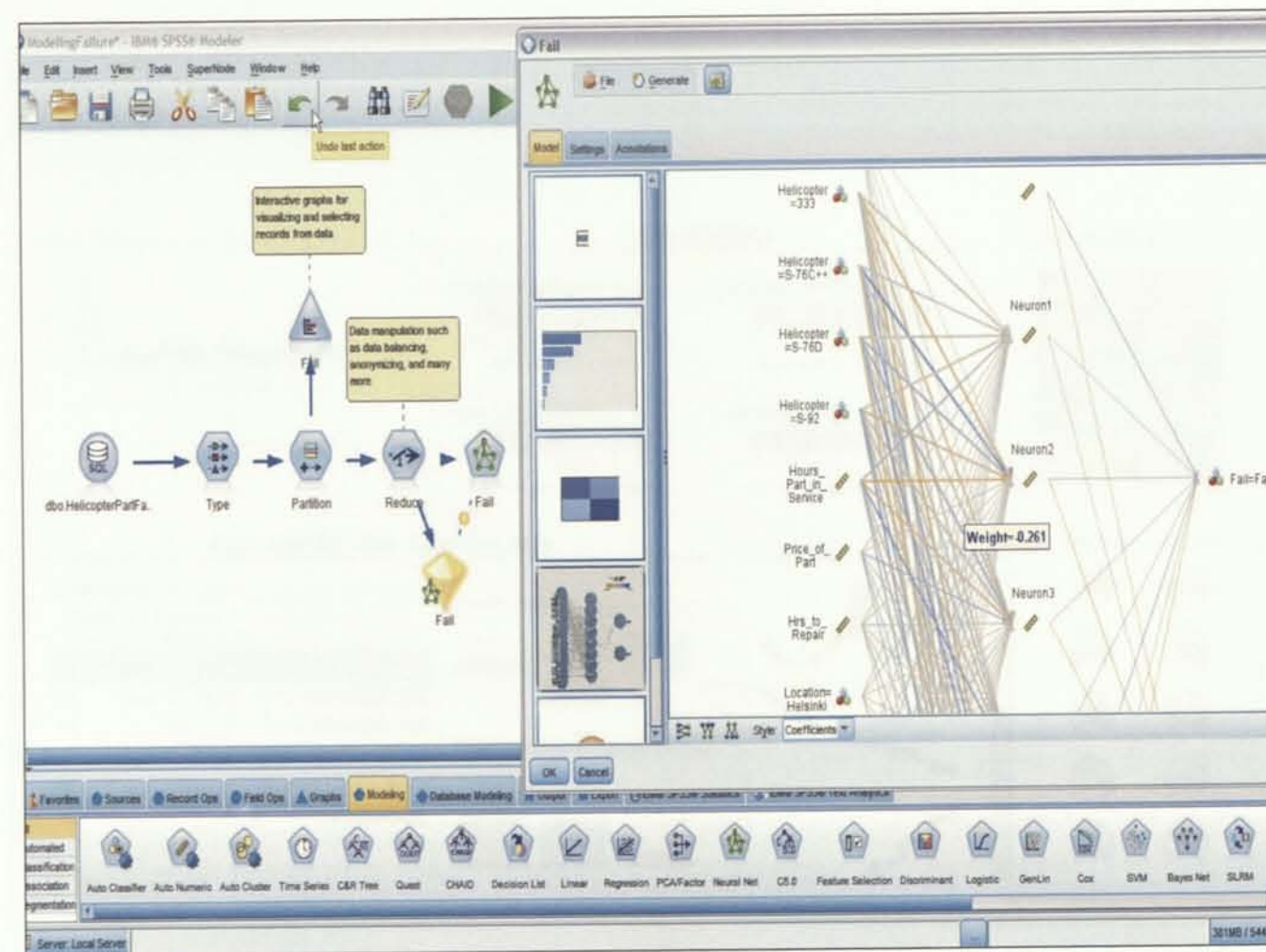
CFO Rob Bothe Joins NJTC Board of Directors
Opera CFO Rob Bothe has been named to the New Jersey Technology Council's Board of Directors. "I look forward to helping NJTC continue to make a positive difference for other tech firms in the state," he says.

Nigel Issa Underscores Need for Supply Chain Visibility
In the September/October issue of Supply Chain Europe Magazine, Opera's European Supply Chain head Nigel Issa outlines the importance of turning supply chain data into predictive, actionable information.

DASHBOARD EXAMPLE: GOOGLE ANALYTICS



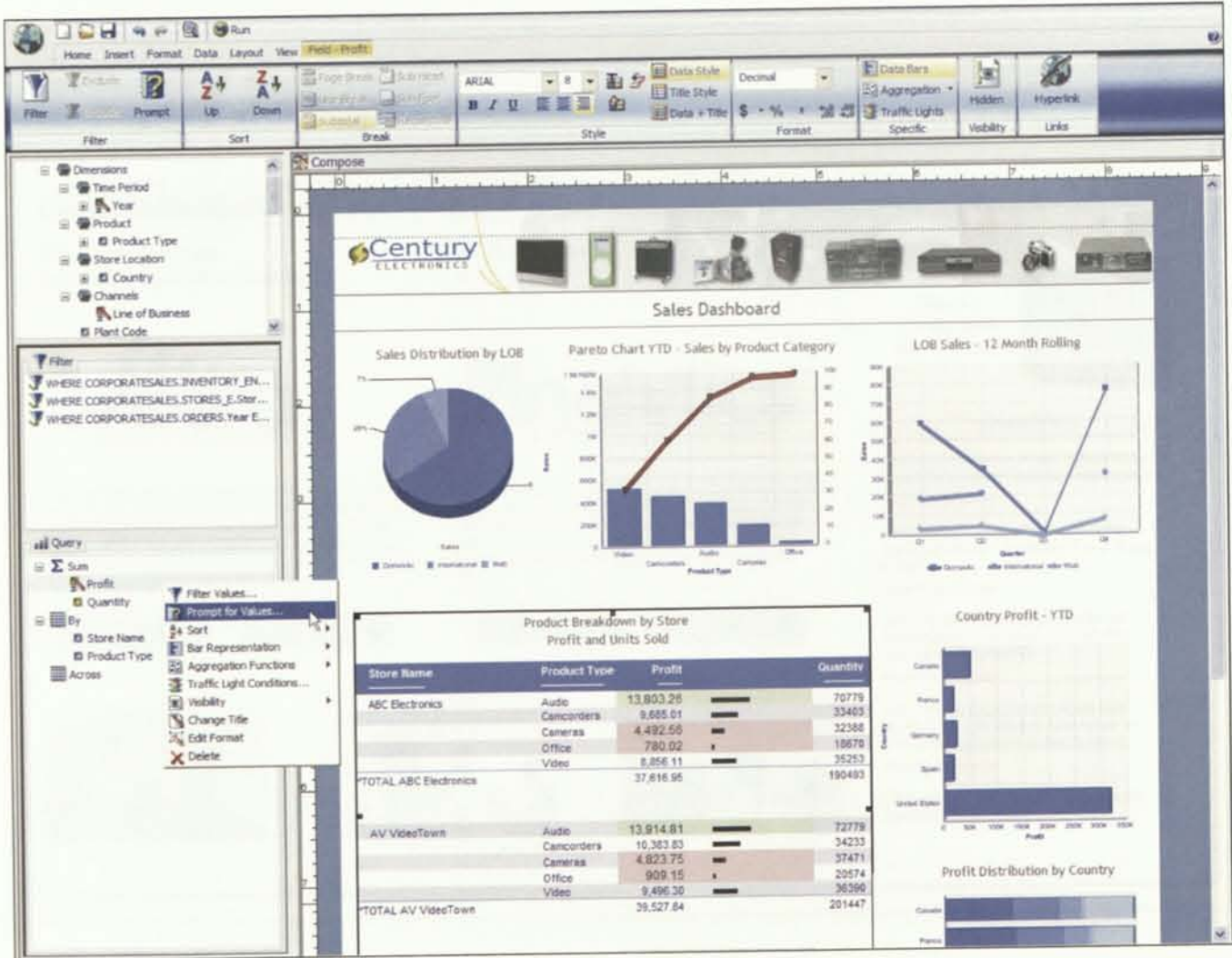
DASHBOARD EXAMPLE: IBM/SPSS



DASHBOARD EXAMPLE: SAS INFORMATION BUILDERS



DASHBOARD EXAMPLE: INFORMATION BUILDERS



DASHBOARD EXAMPLE: RAPID INSIGHT PARTNERS

The screenshot shows the Rapid Insight website dashboard. At the top left is the logo "Rapid Insight" with the tagline "trust your data". To the right of the logo are links for "Buy", "Contact", "Sitemap", and a home icon. Below the logo is a navigation bar with links for "Products", "Solutions", "Customers", "Webinars", "Learning Center", and "About Us".

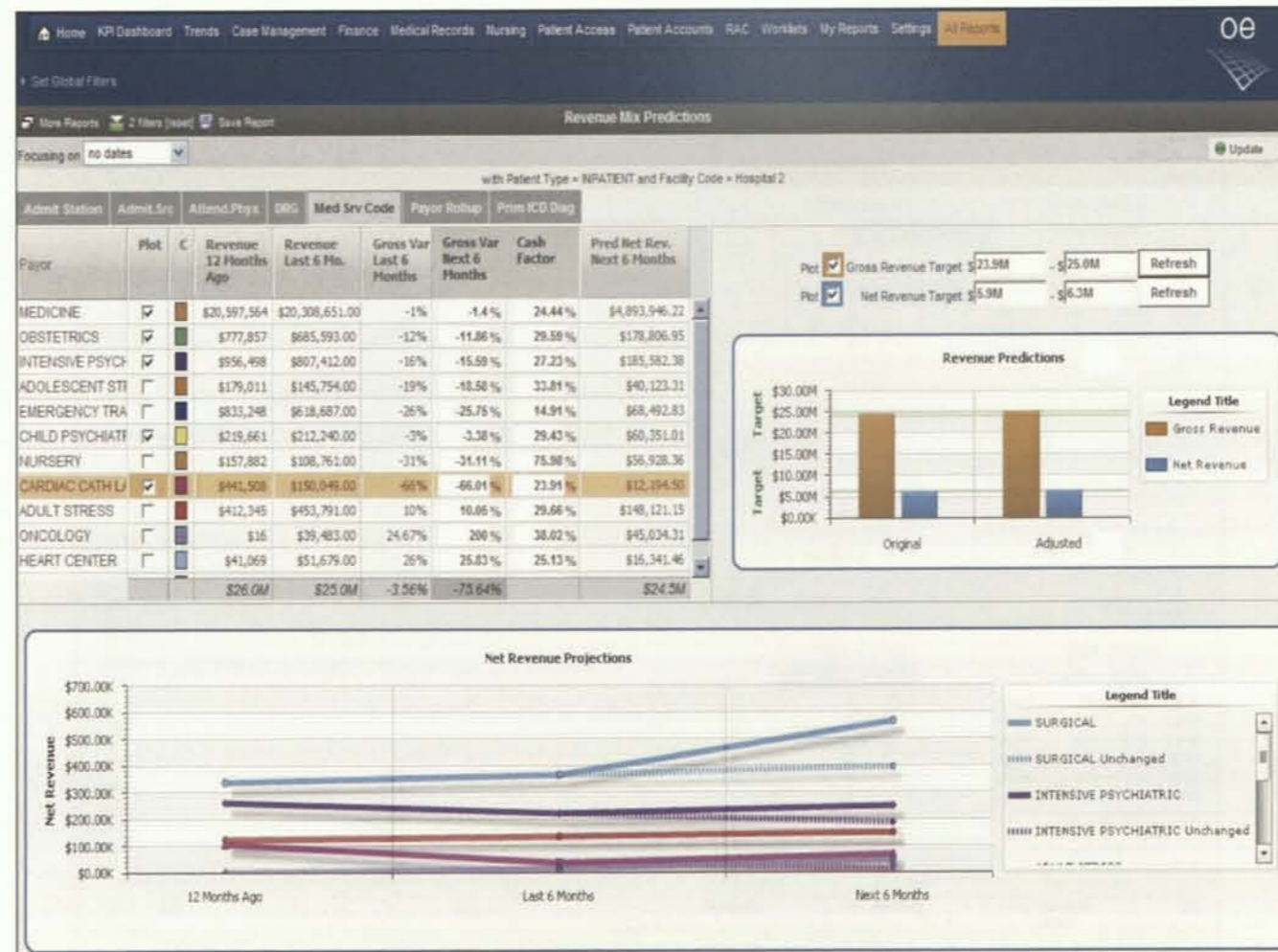
The main content area is divided into two columns. The left column features the "Veera" logo (data intelligence) and the text: "Start with raw data... End with actionable information". Below this is a "View Demo" button and a "Free Trial" button. The right column features the "Analytics" logo (predictive modeling) and the text: "Predict outcomes... Drive decisions". Below this is a "View Demo" button and a "Free Trial" button.

On the right side of the dashboard, there is a section titled "Recent Press" with a list of news items, each with a date and a "Read Press Release" link. The items are:

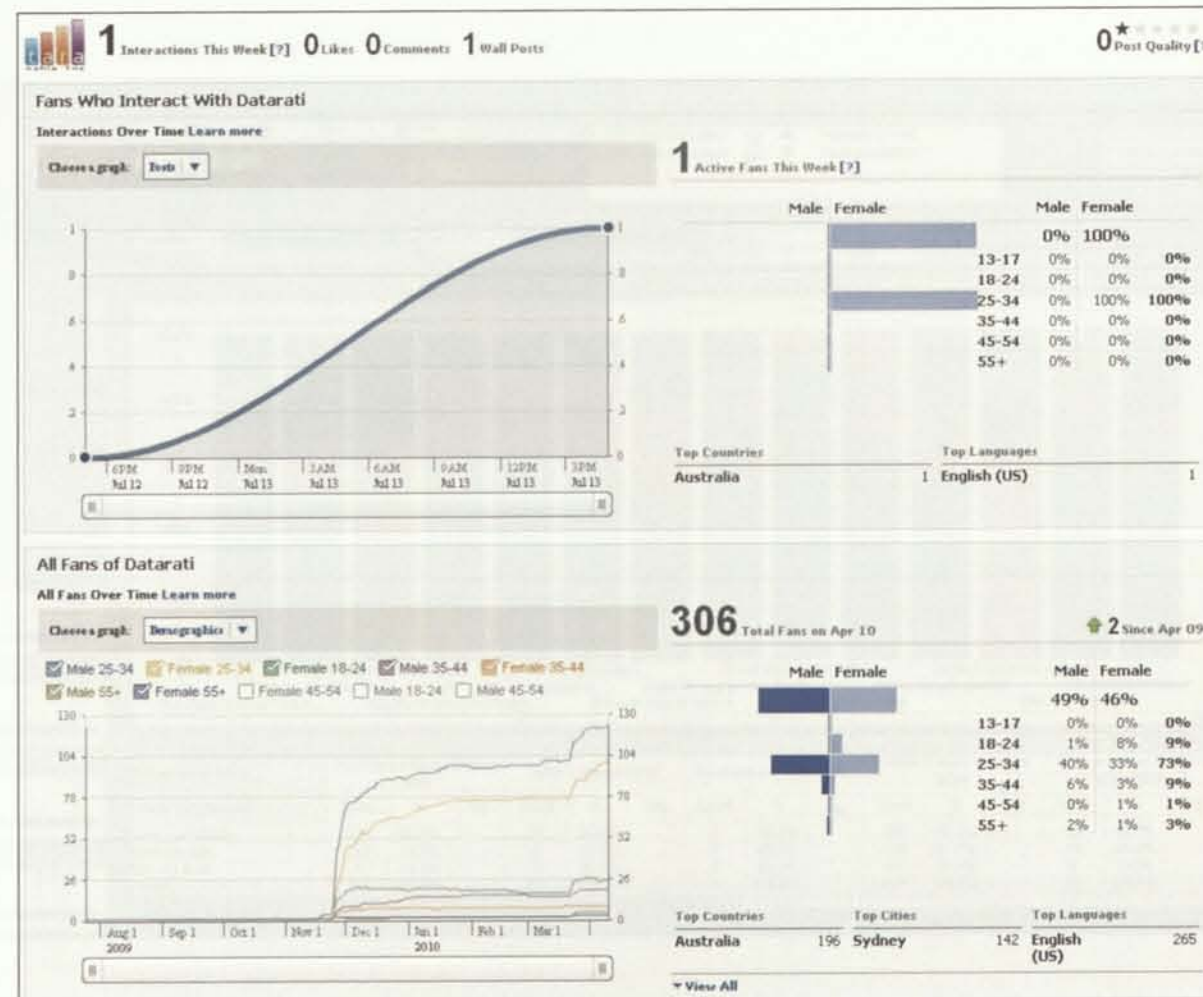
- 2011-09-21: Choice Hotels Selects Rapid Insight for Improved Business Intelligence
- 2011-08-24: Georgia State University Increases Analytic Productivity with Rapid Insight
- 2011-07-06: Rapid Insight and Brown University to Host Predictive Modeling Course for Fundraisers
- 2011-06-09: Rapid Insight Hosts User Conference with Record Attendance of Business Intelligence Software Users
- 2011-06-01: Rapid Insight Releases In-Database Capabilities

At the bottom of the dashboard, there are three categories: "Higher Education", "Healthcare", and "Business", each with a representative image.

DASHBOARD EXAMPLE: INTERPOINT PARTNERS



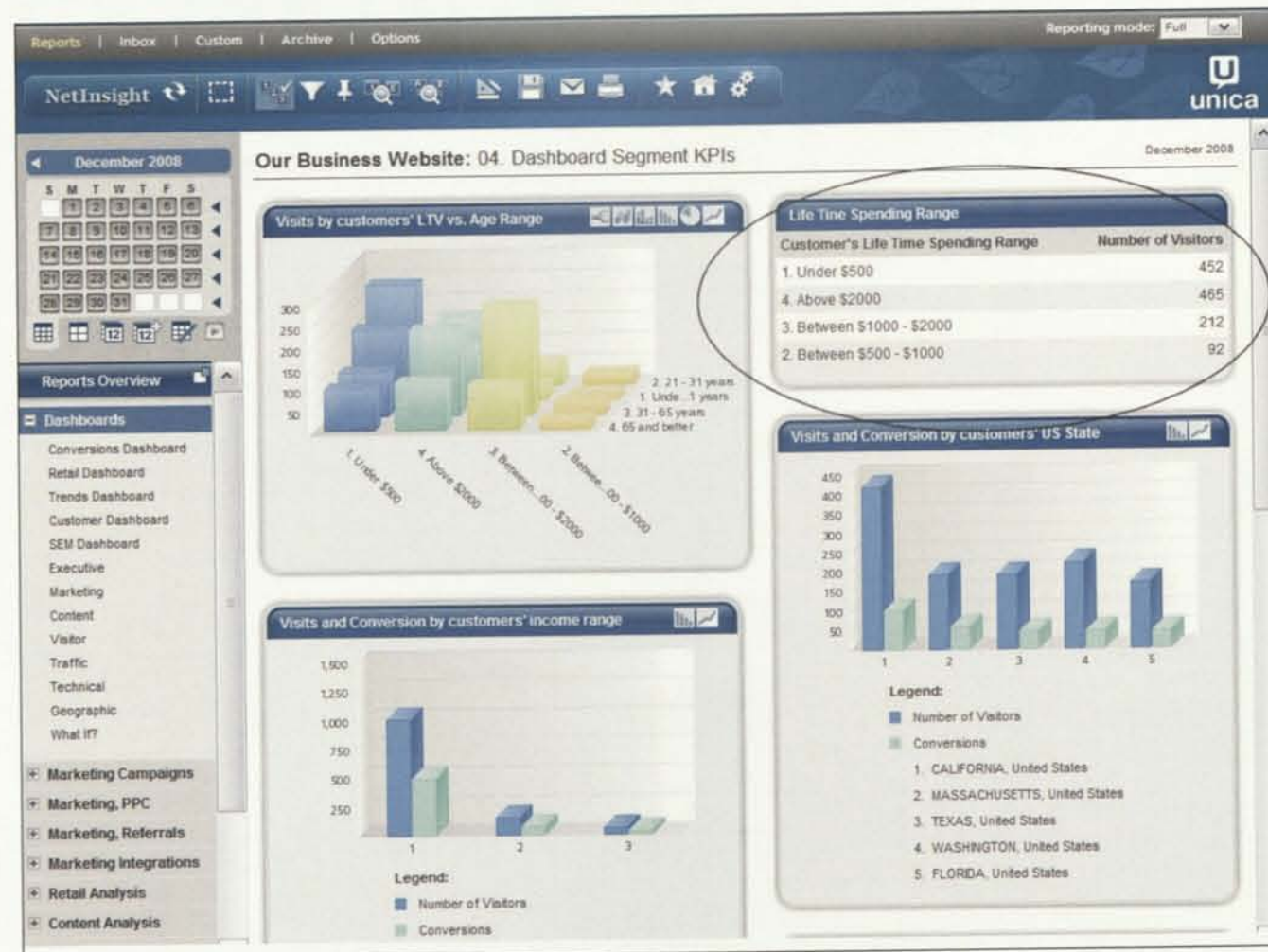
DASHBOARD EXAMPLE: DATARATI IONS



DASHBOARD EXAMPLE: IPERCEPTIONS



DASHBOARD EXAMPLE: NET INSIGHT



option one

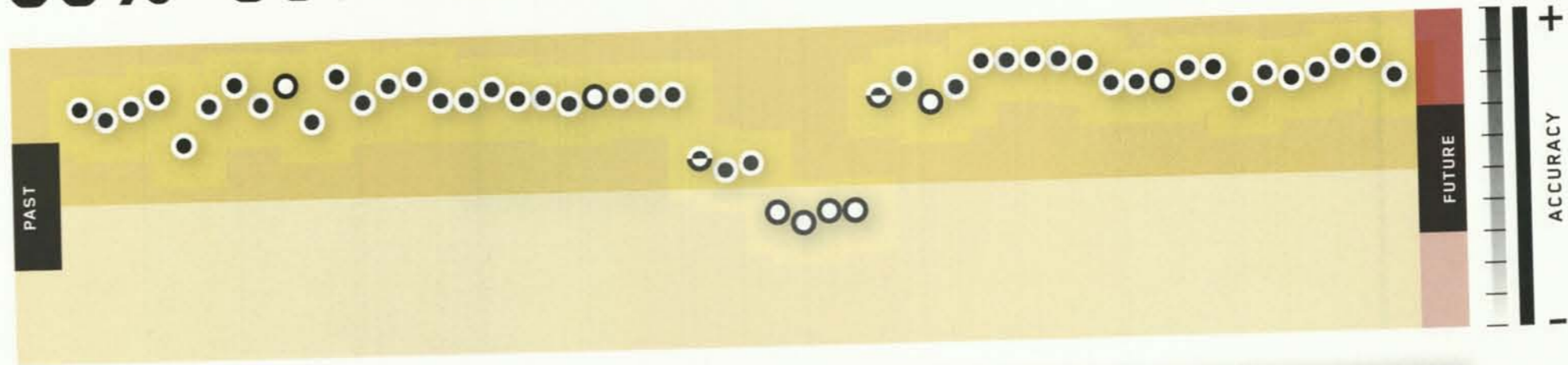
MODEL: **BASIL PRODUCTION**

ANALYSIS: POUNDS / WEEK STATUS: ON

ACCURACY: **89%**

DIFFICULTY: **80%**

● HIGH ○ MEDIUM ○ LOW



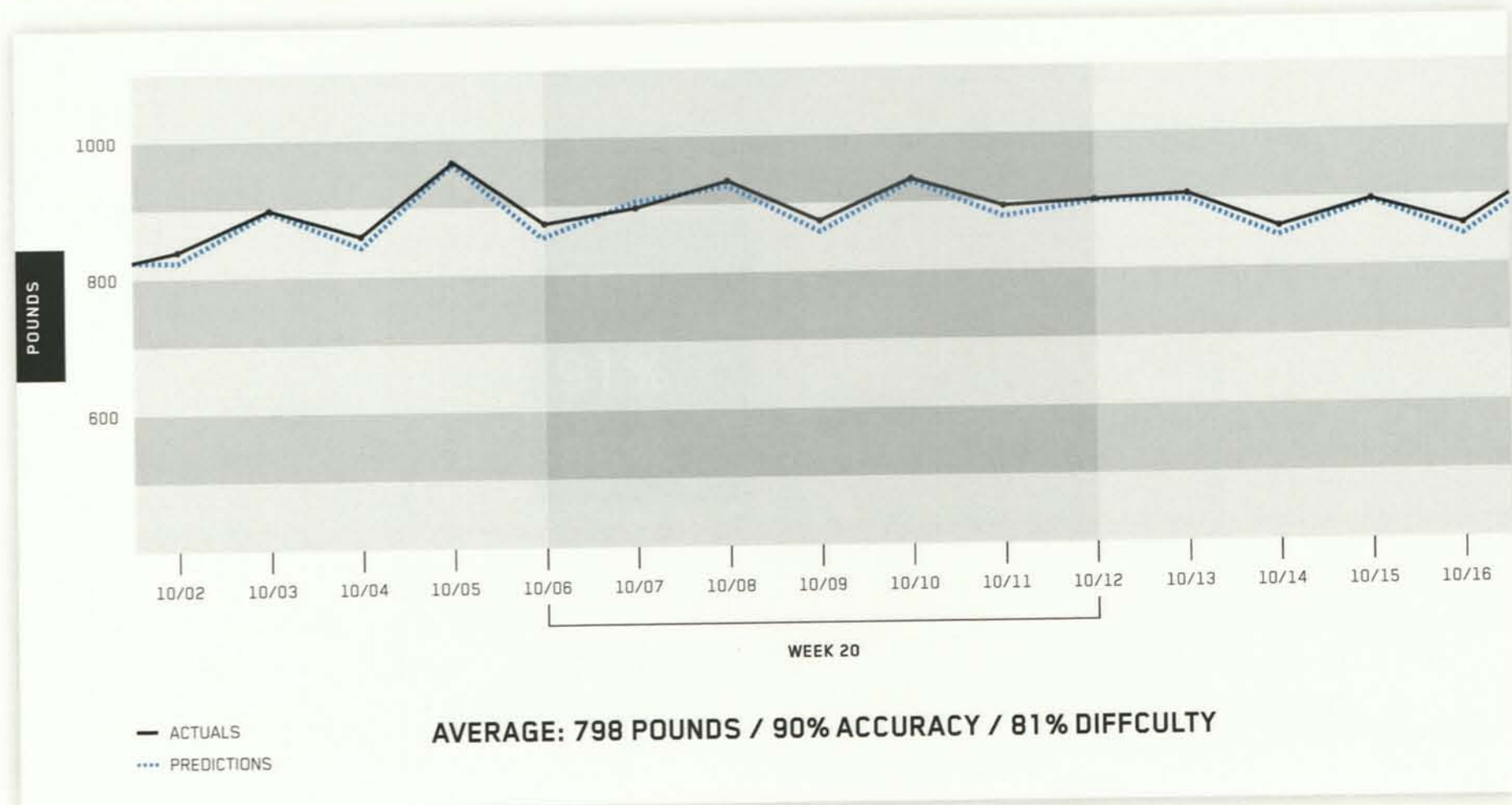
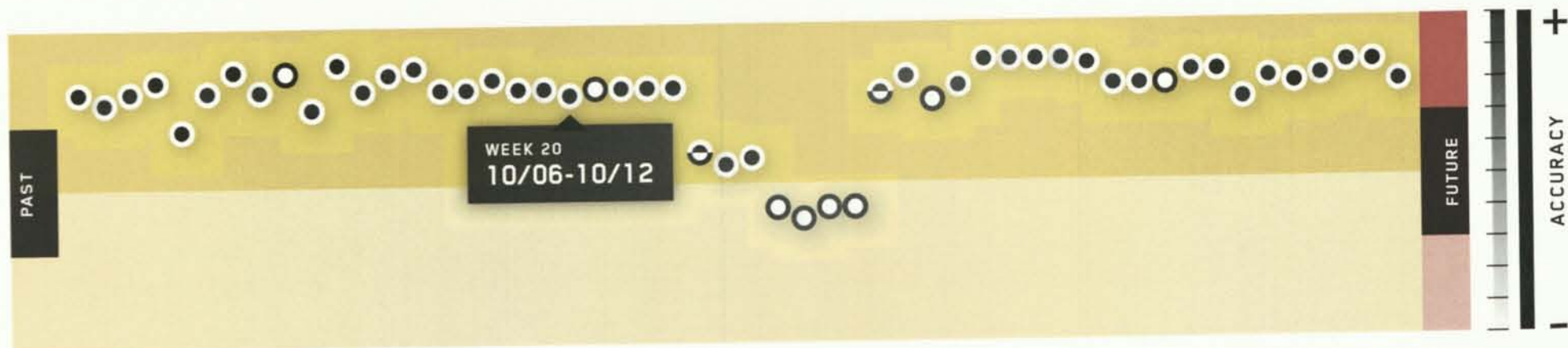
MODEL: **BASIL PRODUCTION**

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HIGH
 MEDIUM
 LOW



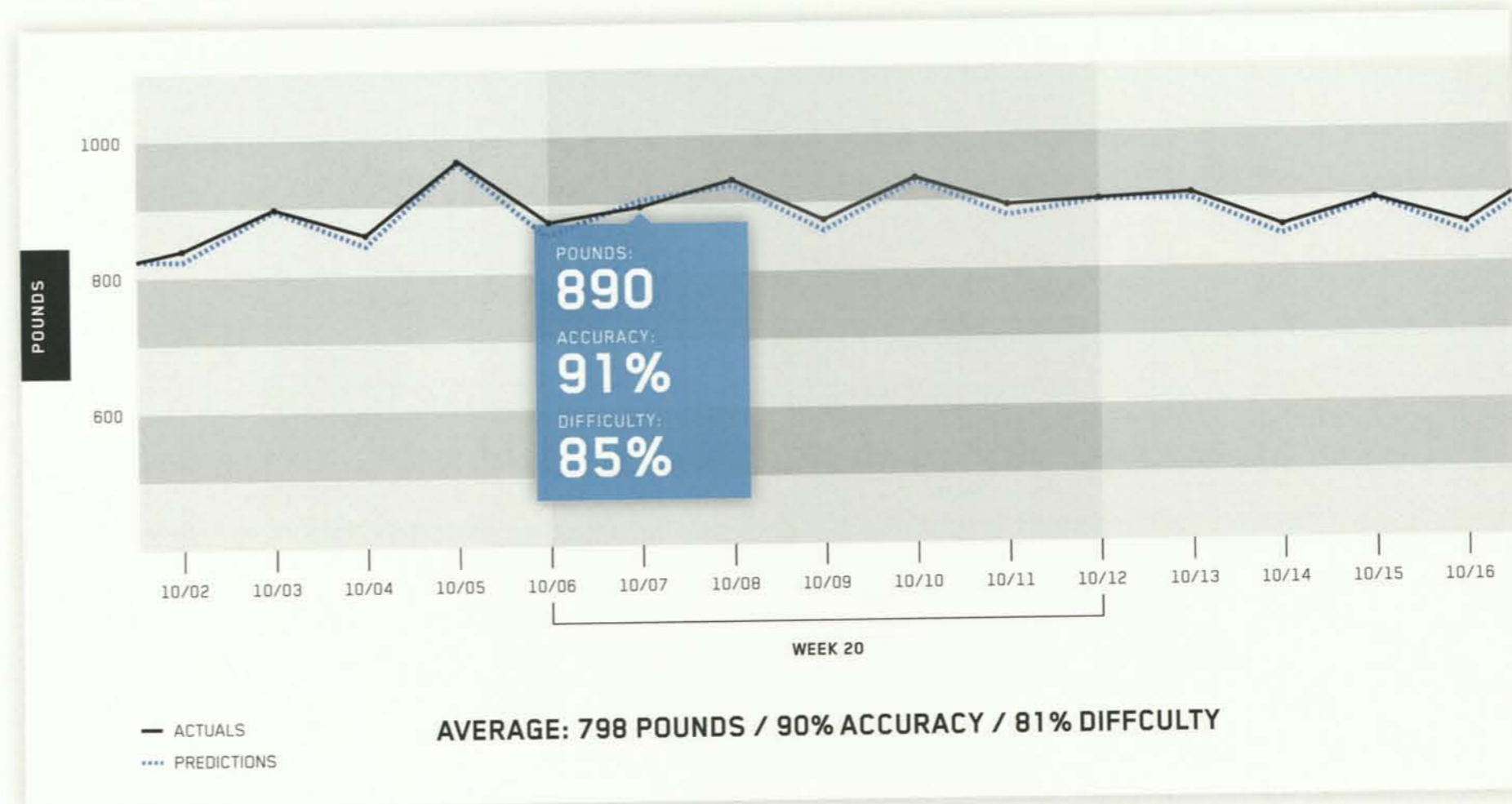
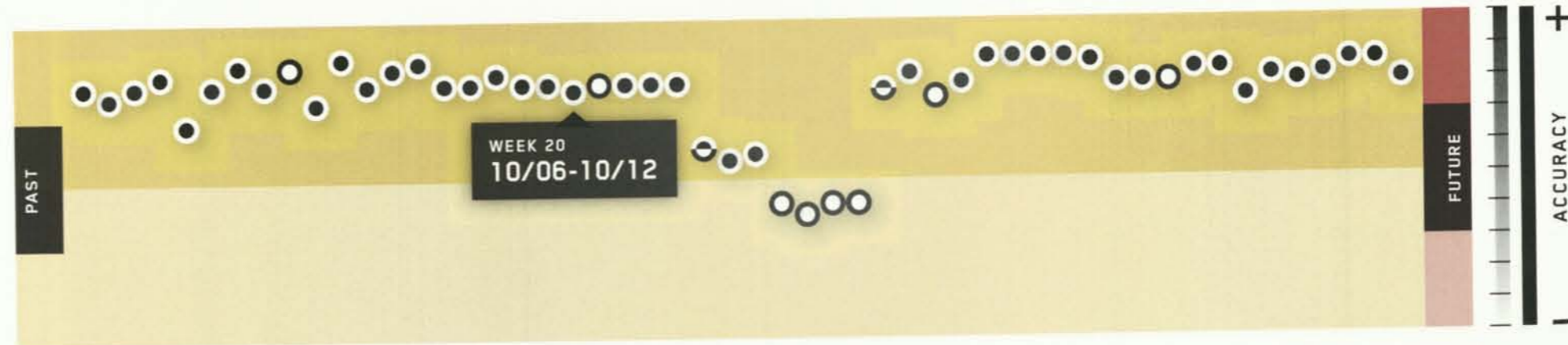
MODEL: BASIL PRODUCTION

ANALYSIS: POUNDS / WEEK STATUS: ON

ACCURACY:
89%

DIFFICULTY:
80%

● HIGH
◐ MEDIUM
○ LOW



MODEL: **BASIL PRODUCTION**

PREDICTING: POUNDS / WEEK STATUS: ON

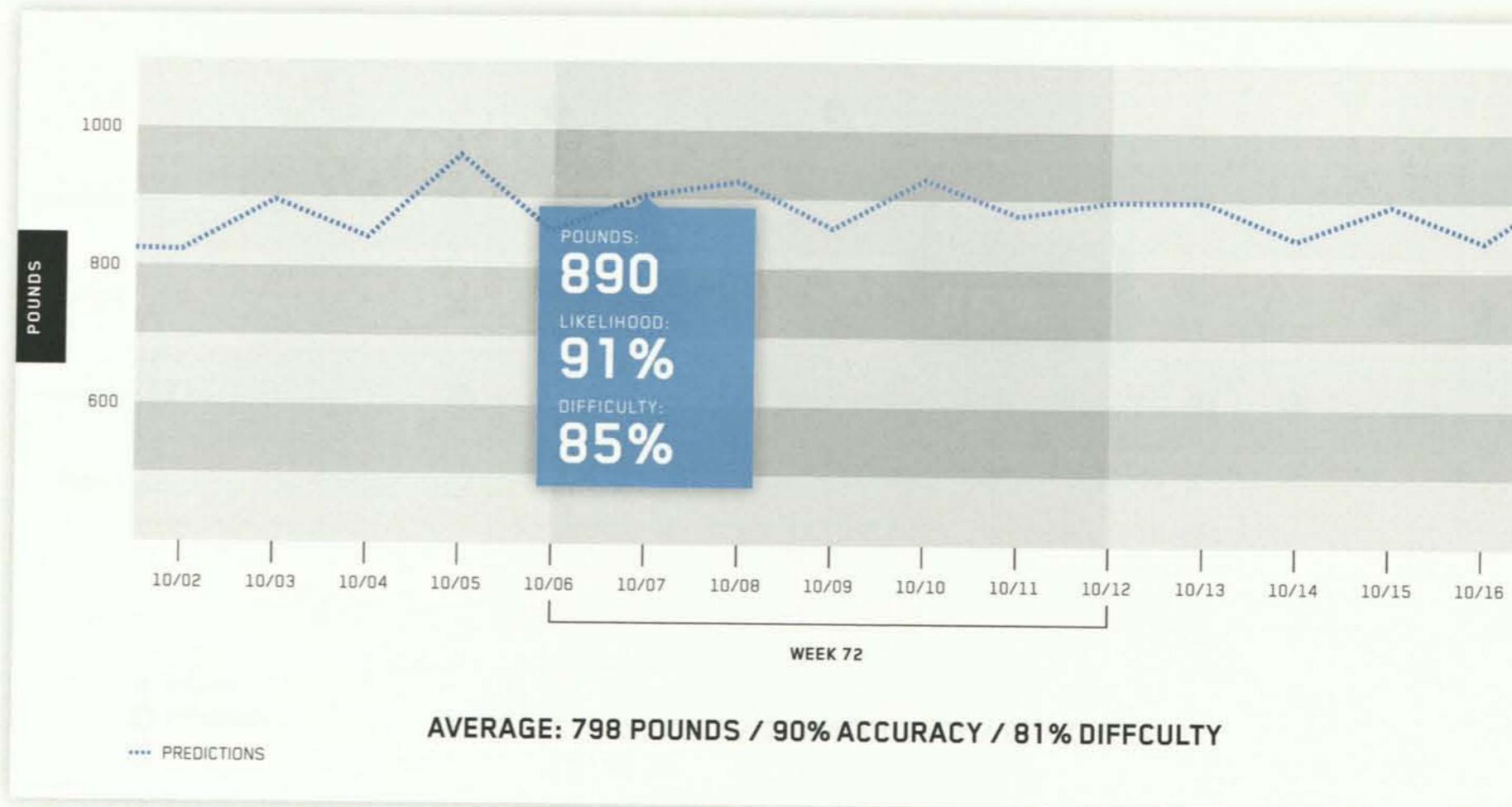
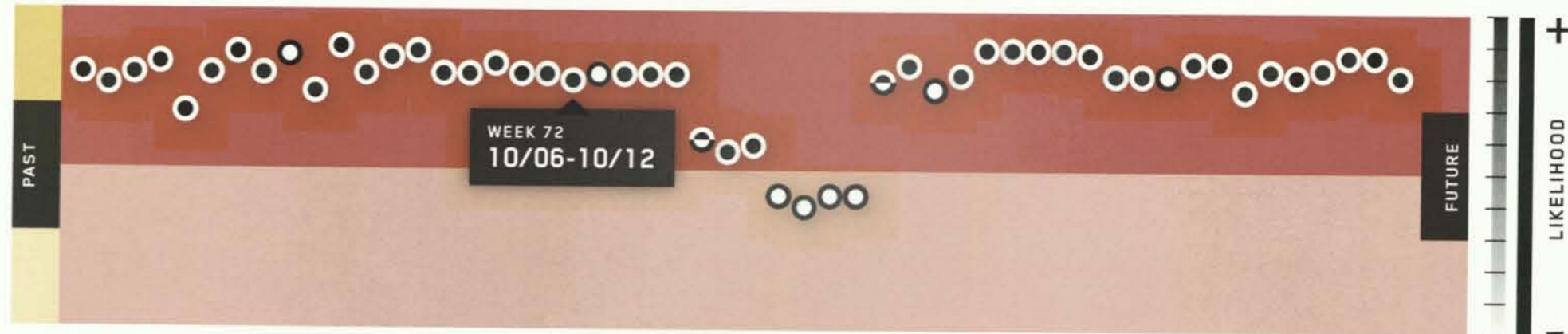
LIKELIHOOD:

89%

DIFFICULTY:

80%

HIGH MEDIUM LOW



MODEL: **BASIL TYPE**

ANALYSIS: TYPE / WEEK STATUS: ON

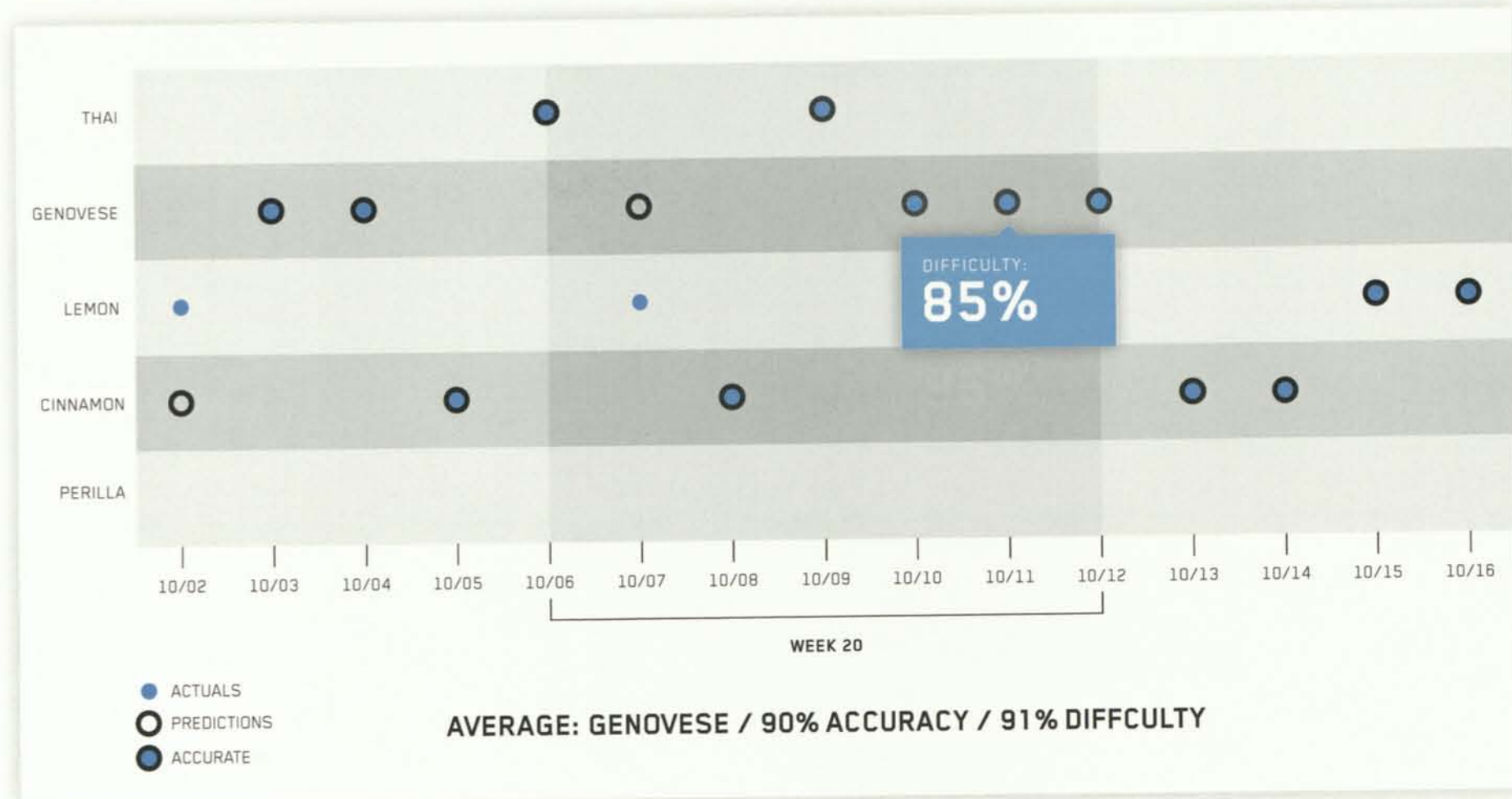
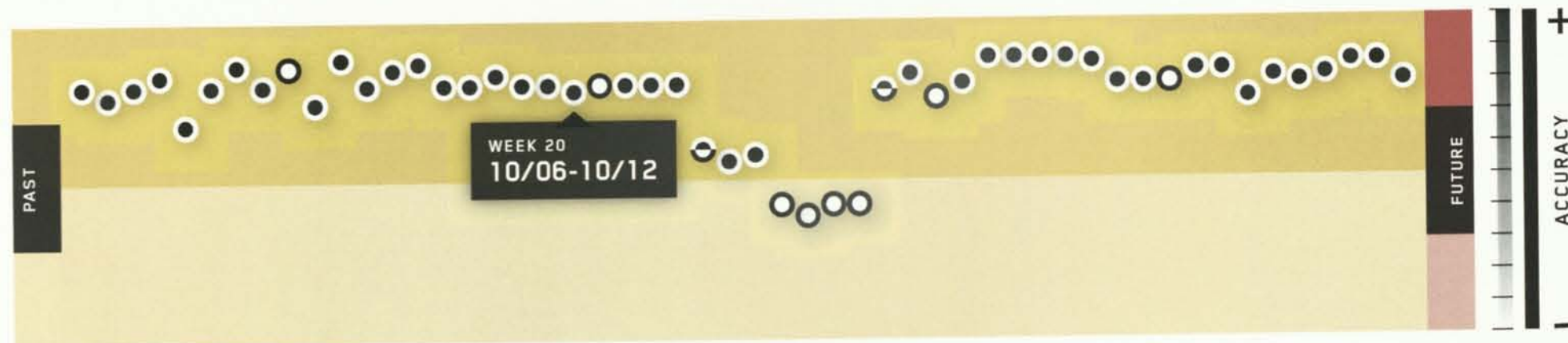
ACCURACY:

89%

DIFFICULTY:

80%

● HIGH ○ MEDIUM ○ LOW



MODEL:

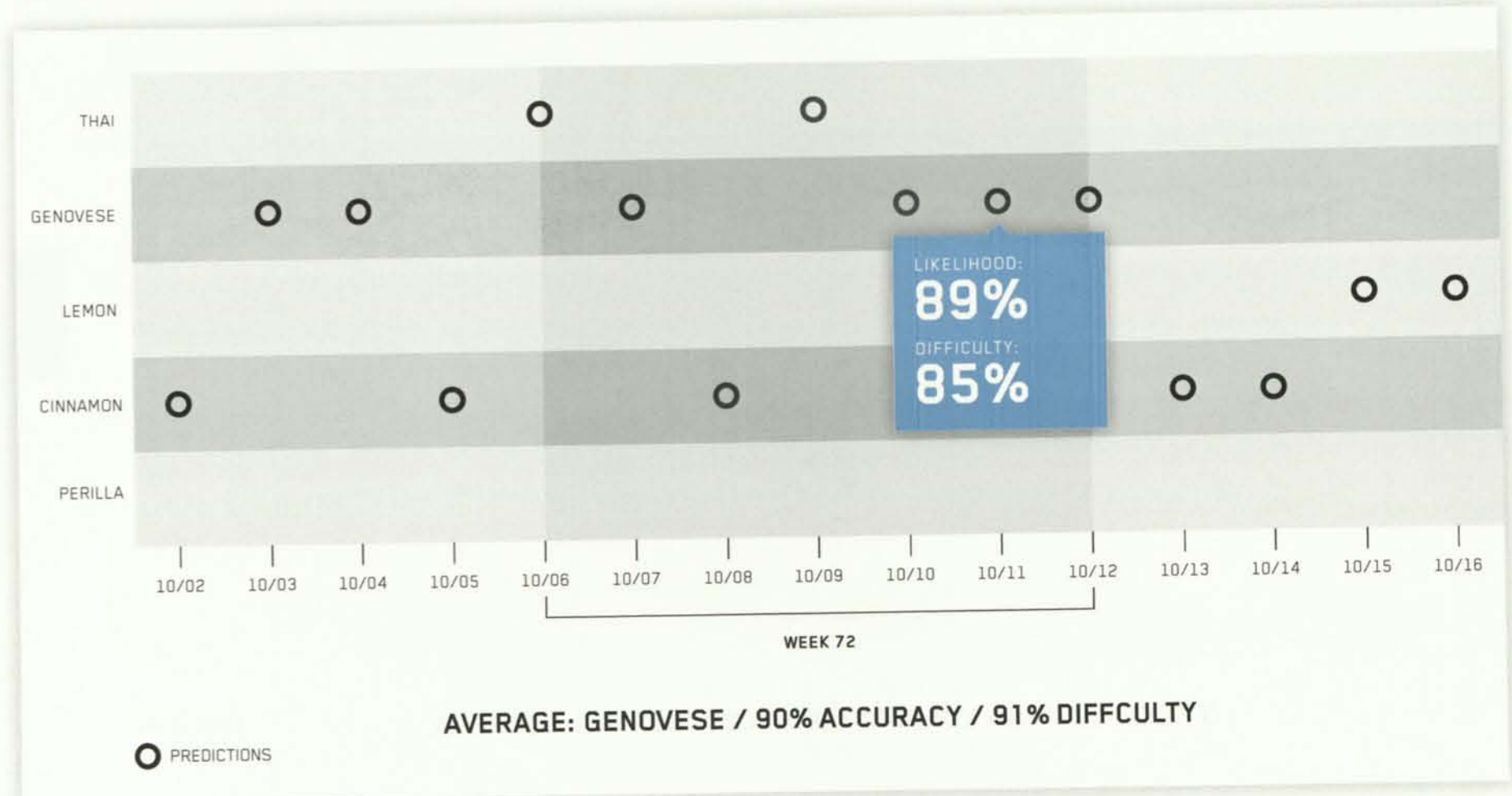
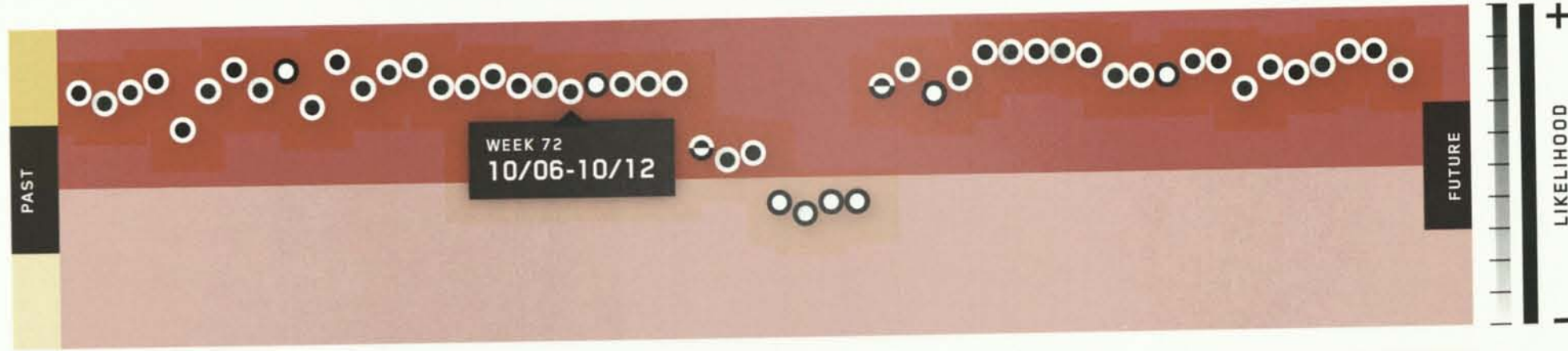
BASIL TYPE PREDICTION

PREDICTING: POUNDS / WEEK STATUS: ON

LIKELIHOOD:
89%

DIFFICULTY:
80%

HIGH
 MEDIUM
 LOW



MODEL:

BASIL PRODUCTION

ANALYSIS: POUNDS / WEEK STATUS: ON

ACCURACY:

89%

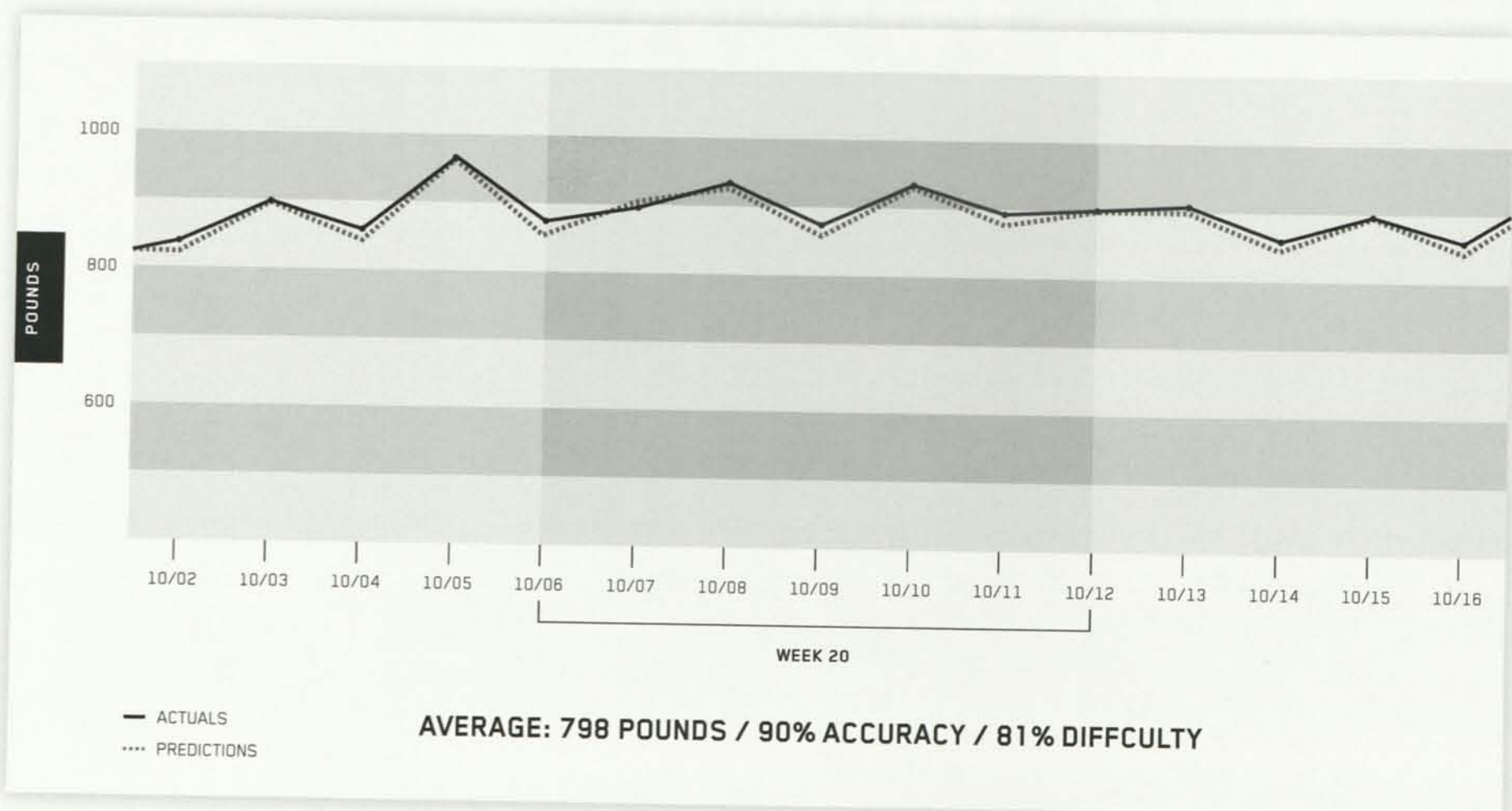
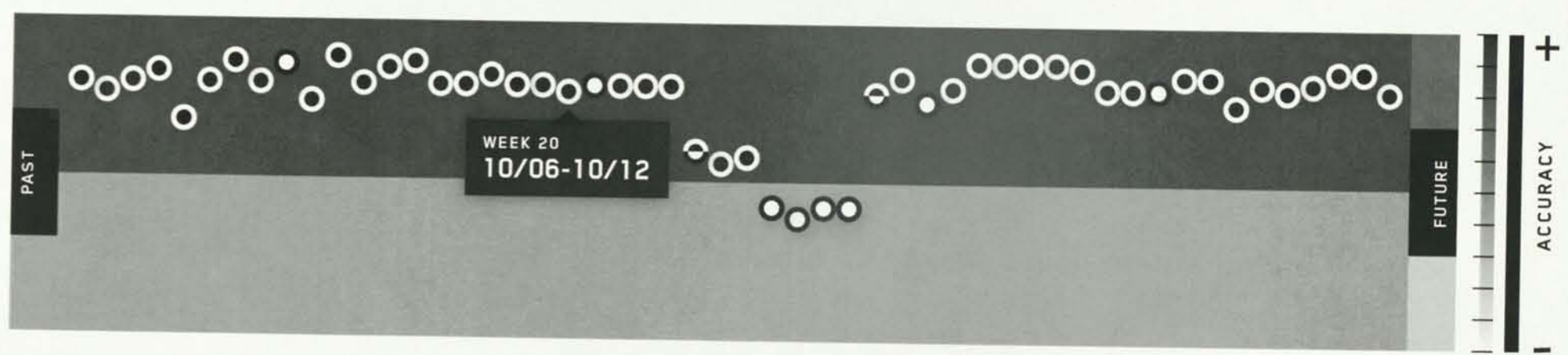
DIFFICULTY:

80%

HIGH

MEDIUM

LOW



optiontwo

Grok Visualization

Right / Wrong



Basic unit of time is divided into 5% increments

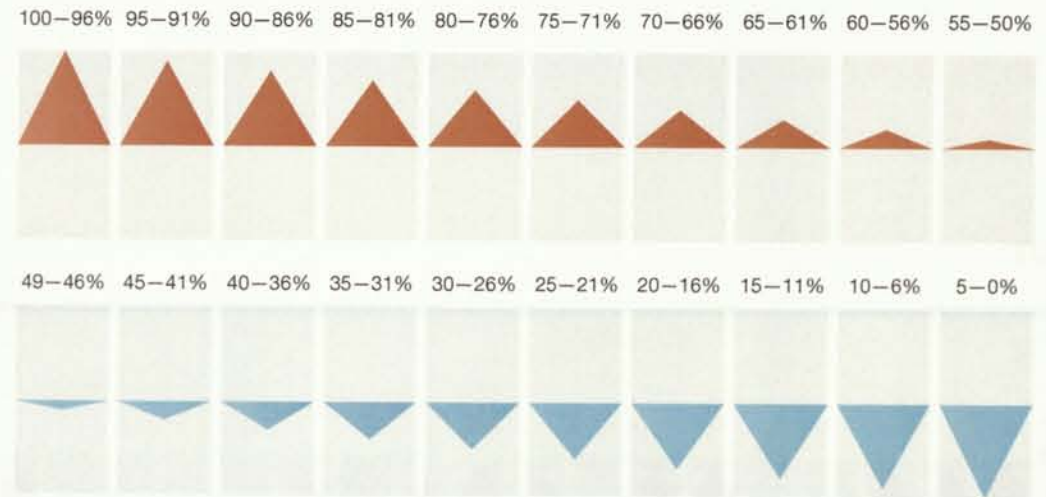


Predictions between 50% and 100% face up and are orange (warm)



Predictions between 49% and 0% face down and are blue (cool)

How Right / How Wrong:



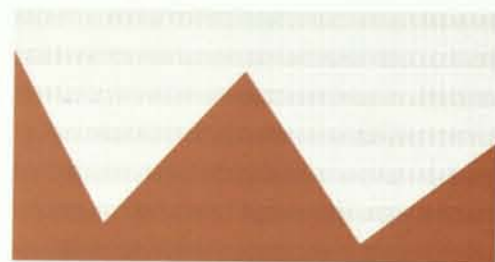
Predictions measured on a scale from 100% (most right) to 0% (least right).

Grok's Usefulness:

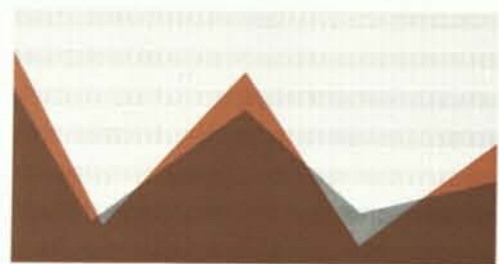
Grok's usefulness is graded on a scale from 100% (most useful) to 0% (least useful). When Grok's usefulness drops below a certain percentage, it is denoted by hash marks through the prediction.



Showing Numerical Data:

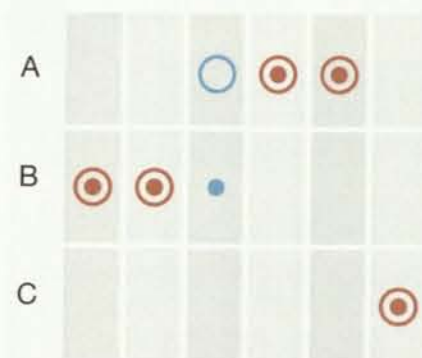


Prediction Only



Prediction and Actual Data

Showing Categorical Data:



- Prediction
- Actual
- Correct

Full Color:



Grayscale:



PAST

FUTURE

11/05/11



PREDICTION: Color Preference

○ prediction ● actual ● correct prediction

DETAILED VIEW →
predicted yellow
75% likelihood
80% Grok

06/05/11
ACTUAL: Color Preference

predicting
yellow

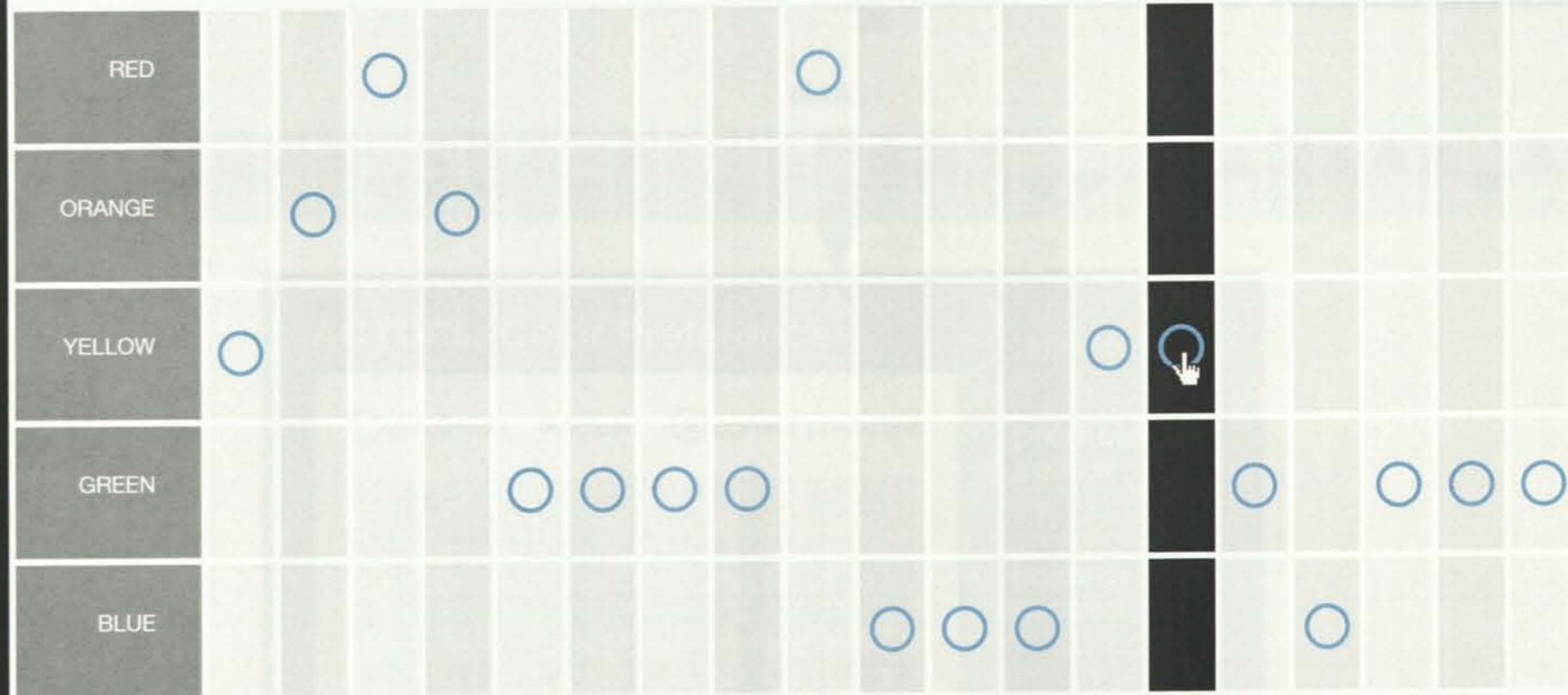
75%
likelihood

80%
Grok

PAST

FUTURE

○ prediction ● actual ○ correct prediction



EACH COLUMN REPRESENTS A UNIT OF TIME FROM LEFT TO RIGHT

PAST

FUTURE

06/05/11

ACTUAL: Color Preference

DETAILED VIEW →

○ prediction ● actual ⊙ correct prediction



predicted yellow

correct prediction

80% Grok

06/05/11
ACTUAL: Color Preference

predicted
yellow

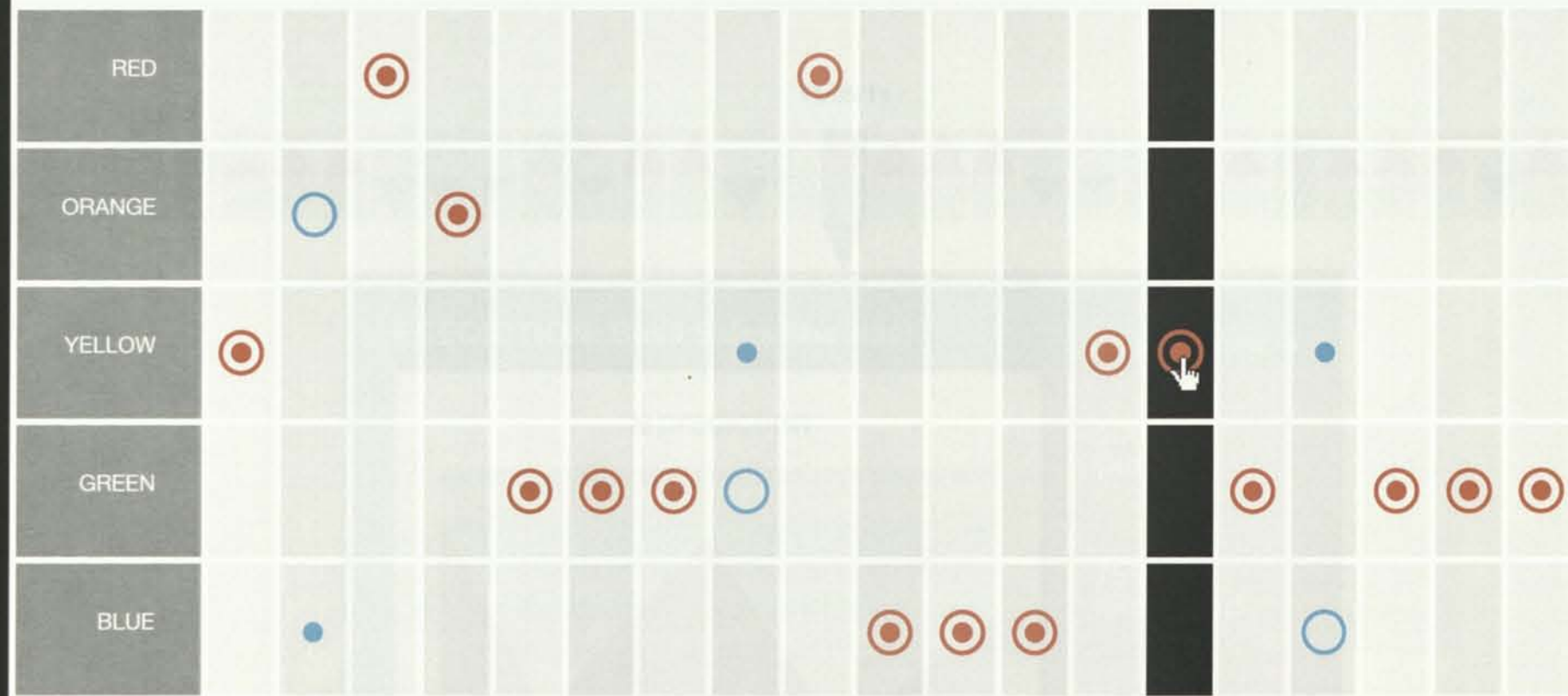
correct
prediction

80%
Grok

PAST

FUTURE

○ prediction ● actual ○ correct prediction



EACH COLUMN REPRESENTS A UNIT OF TIME FROM LEFT TO RIGHT

PAST

FUTURE

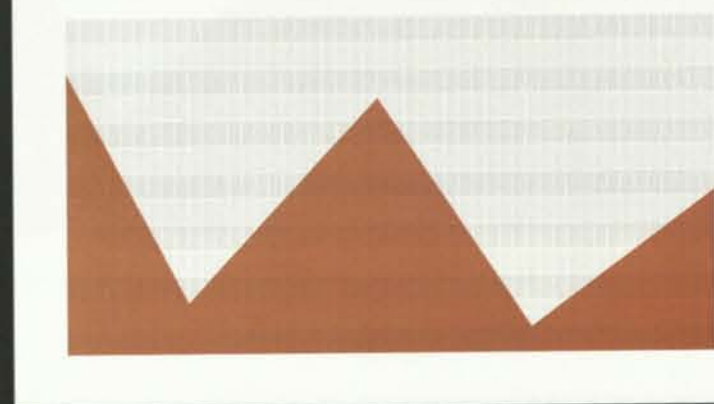
11/05/11



PREDICTION: Basil Sales (lbs/day)

DETAILED VIEW →

■ prediction



500LBS
per day

75%
likelihood

80%
Grok

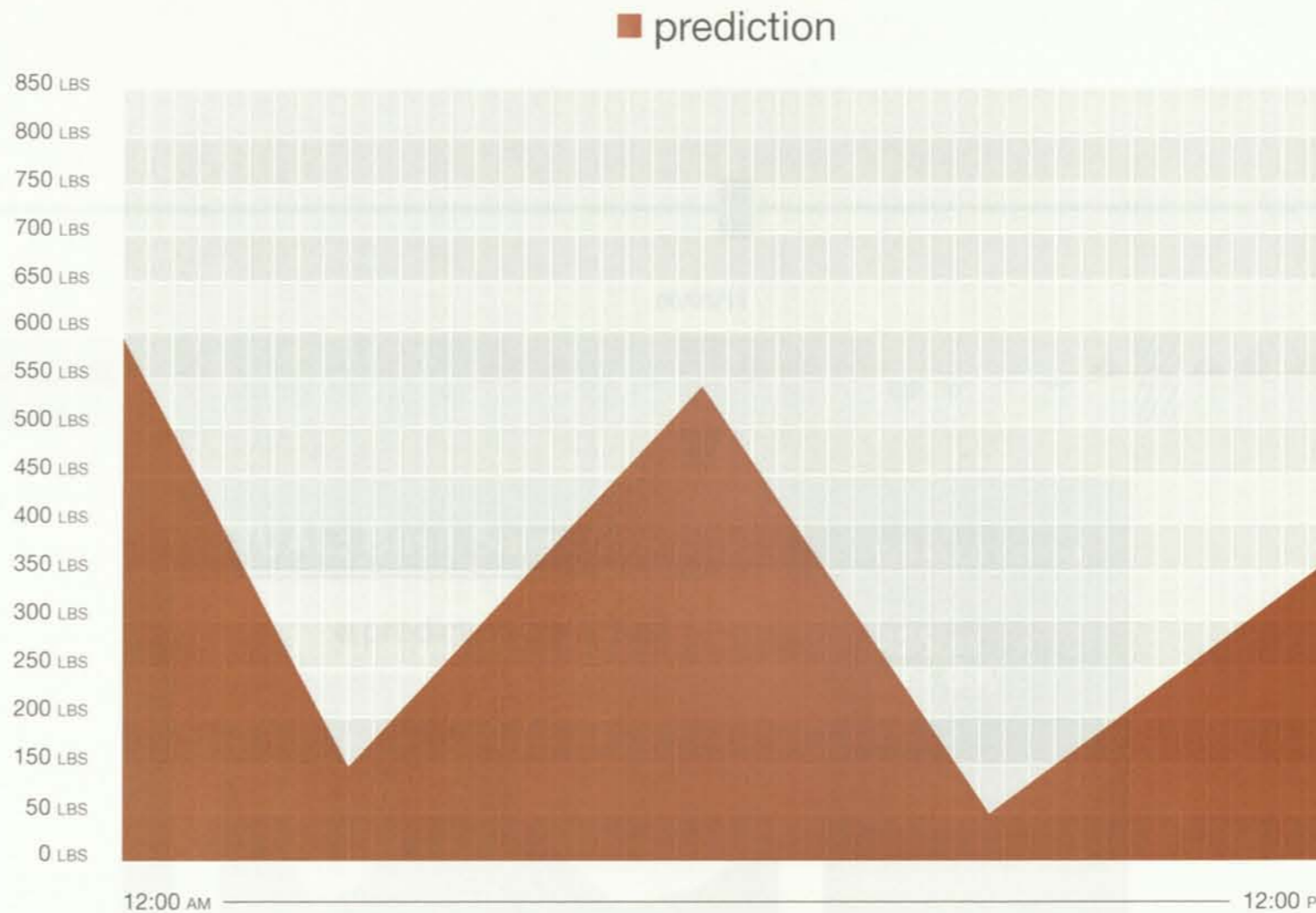
06/05/11
ACTUAL: Basil Sales (lbs/day)

500LBS
per day

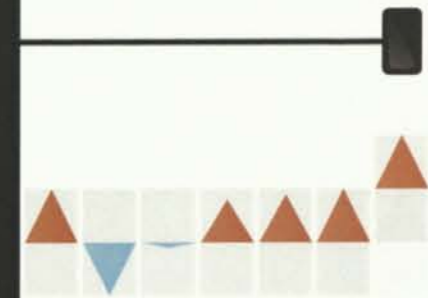
75%
likelihood

80%
Grok

PAST



FUTURE



12:00 AM

12:00 PM

EACH COLUMN REPRESENTS A 30 MINUTE PERIOD

PAST

FUTURE

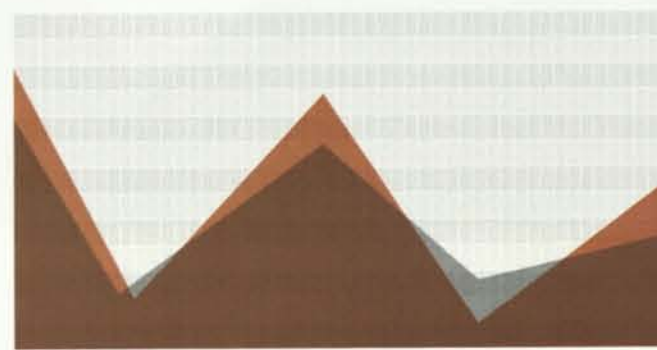
06/05/11



ACTUAL: Basil Sales (lbs/day)

DETAILED VIEW →

■ prediction ■ actual



425LBS
per day

-15%
difference

80%
Grok

06/05/11
ACTUAL: Basil Sales (lbs/day)

425LBS
per day

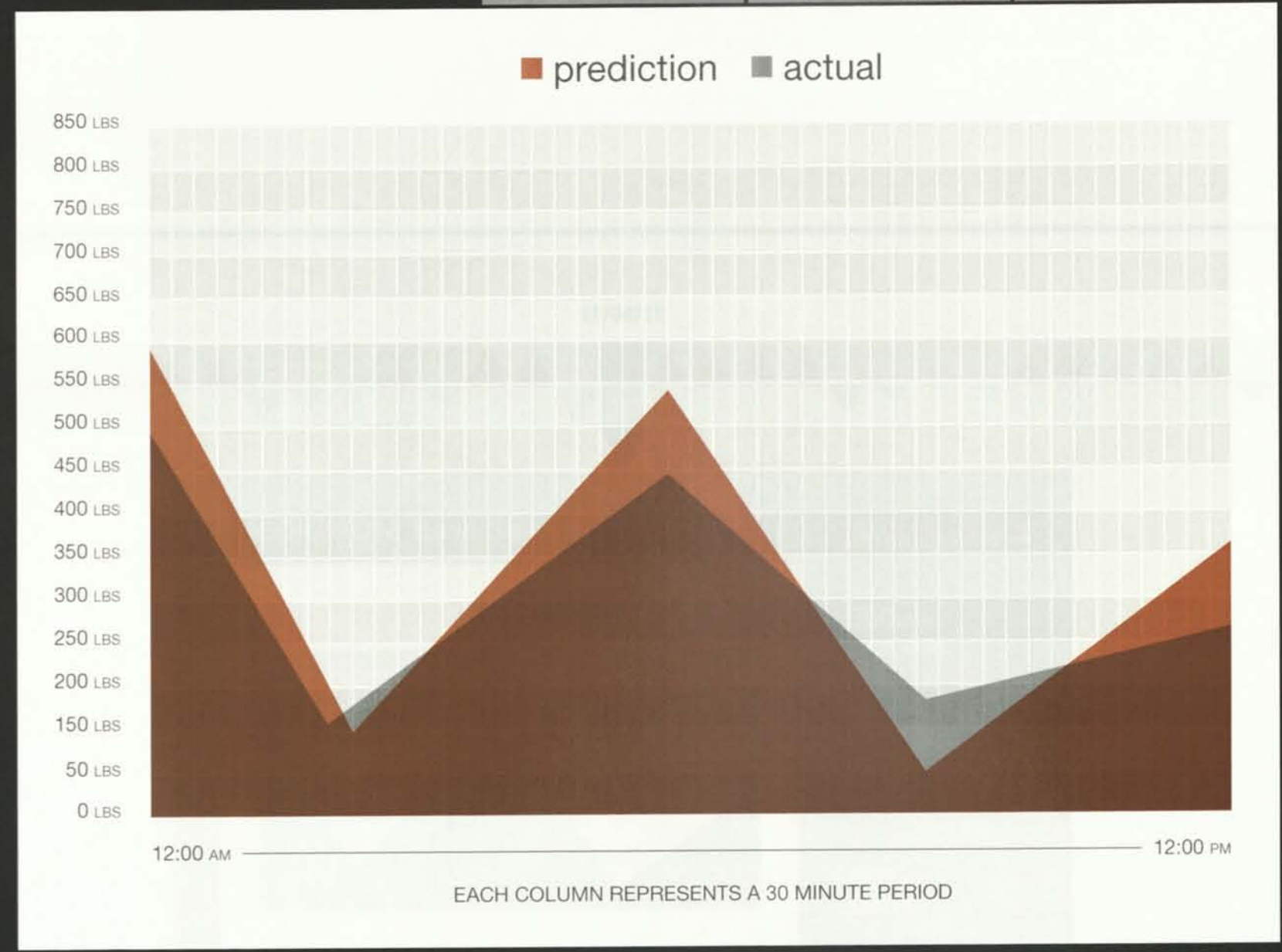
-15%
difference

80%
Grok

PAST



FUTURE



EACH COLUMN REPRESENTS A 30 MINUTE PERIOD

PAST

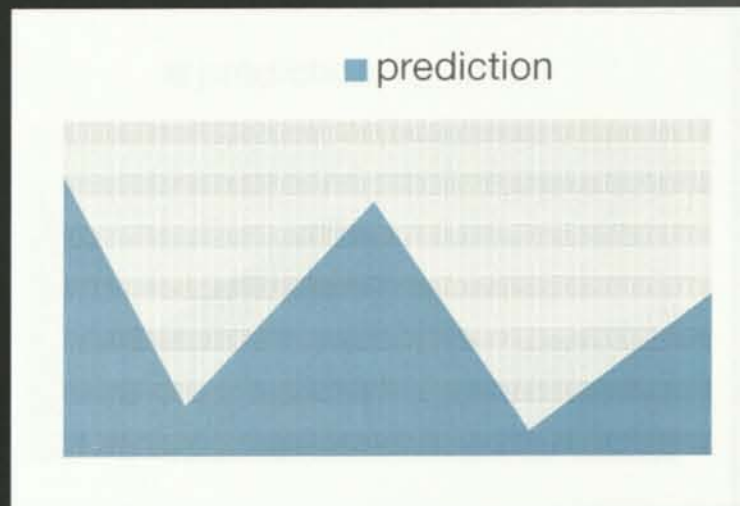
FUTURE



11/04/11

PREDICTION: Basil Sales (lbs/day)

DETAILED VIEW →



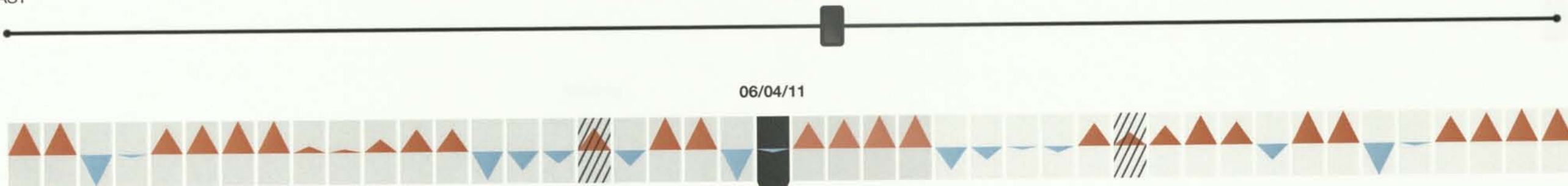
500LBS
per day

45%
likelihood

80%
Grok

PAST

FUTURE



ACTUAL: Basil Sales (lbs/day)

DETAILED VIEW →

■ prediction ■ actual



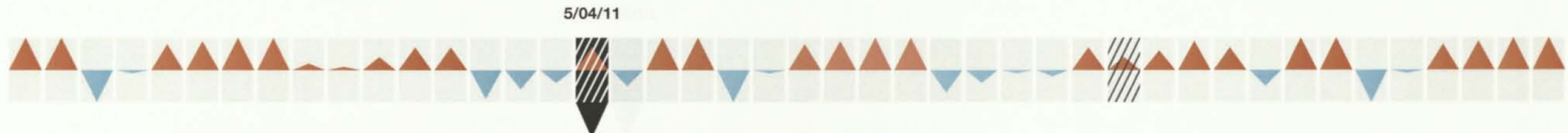
425LBS
per day

-65%
difference

80%
Grok

PAST

FUTURE



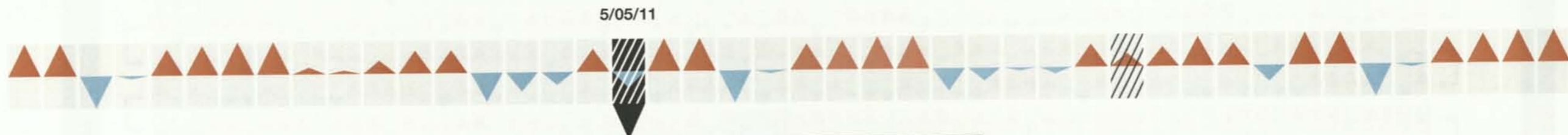
PREDICTION: Basil Sales (lbs/day)

■ prediction

DETAILED VIEW →	
500LBS per day	
75% likelihood	
10% Grok	

PAST

FUTURE



PREDICTION: Basil Sales (lbs/day)

■ prediction

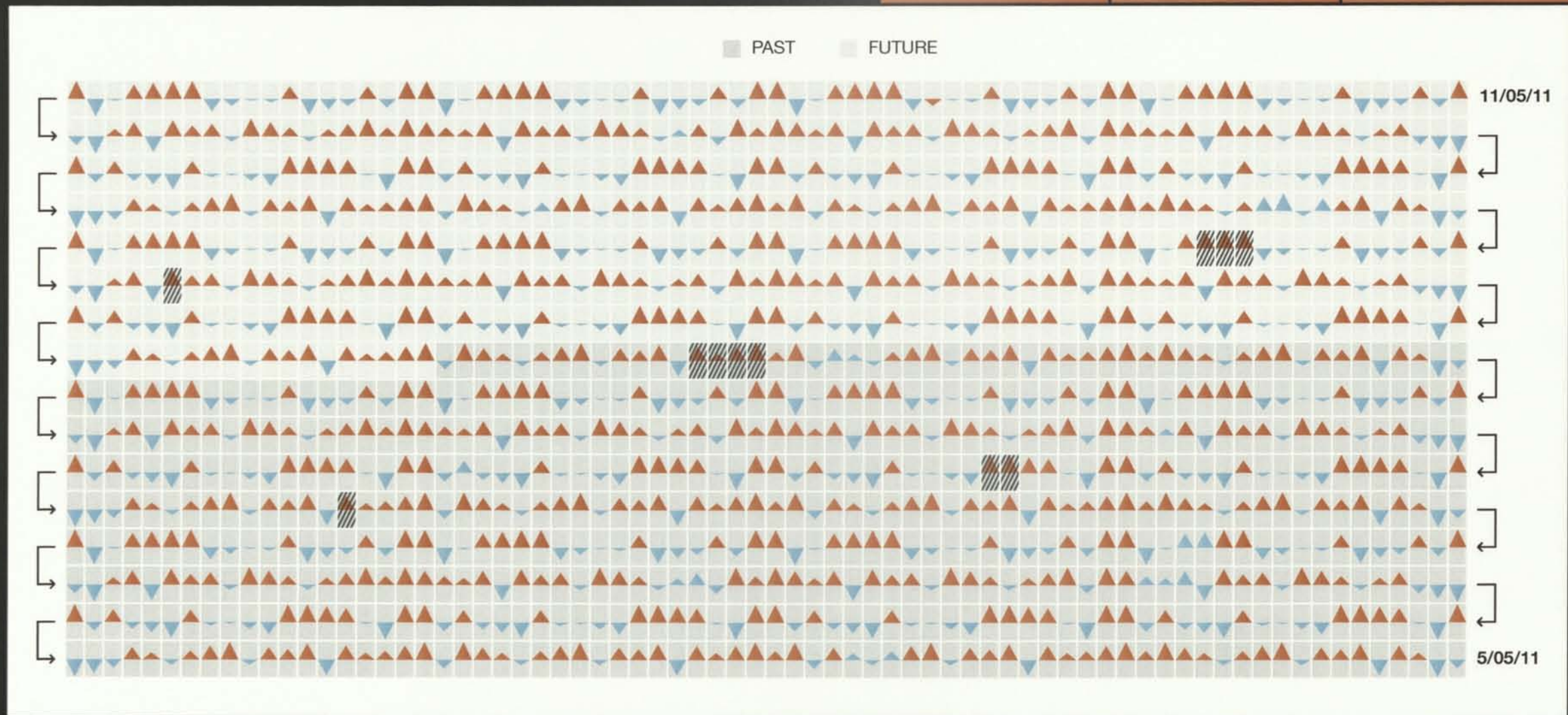
DETAILED VIEW →
500LBS per day
75% likelihood
10% Grok

05/05/11—11/05/11
Basil Sales (lbs/day)

500LBS
per day

75%
likelihood

80%
Grok

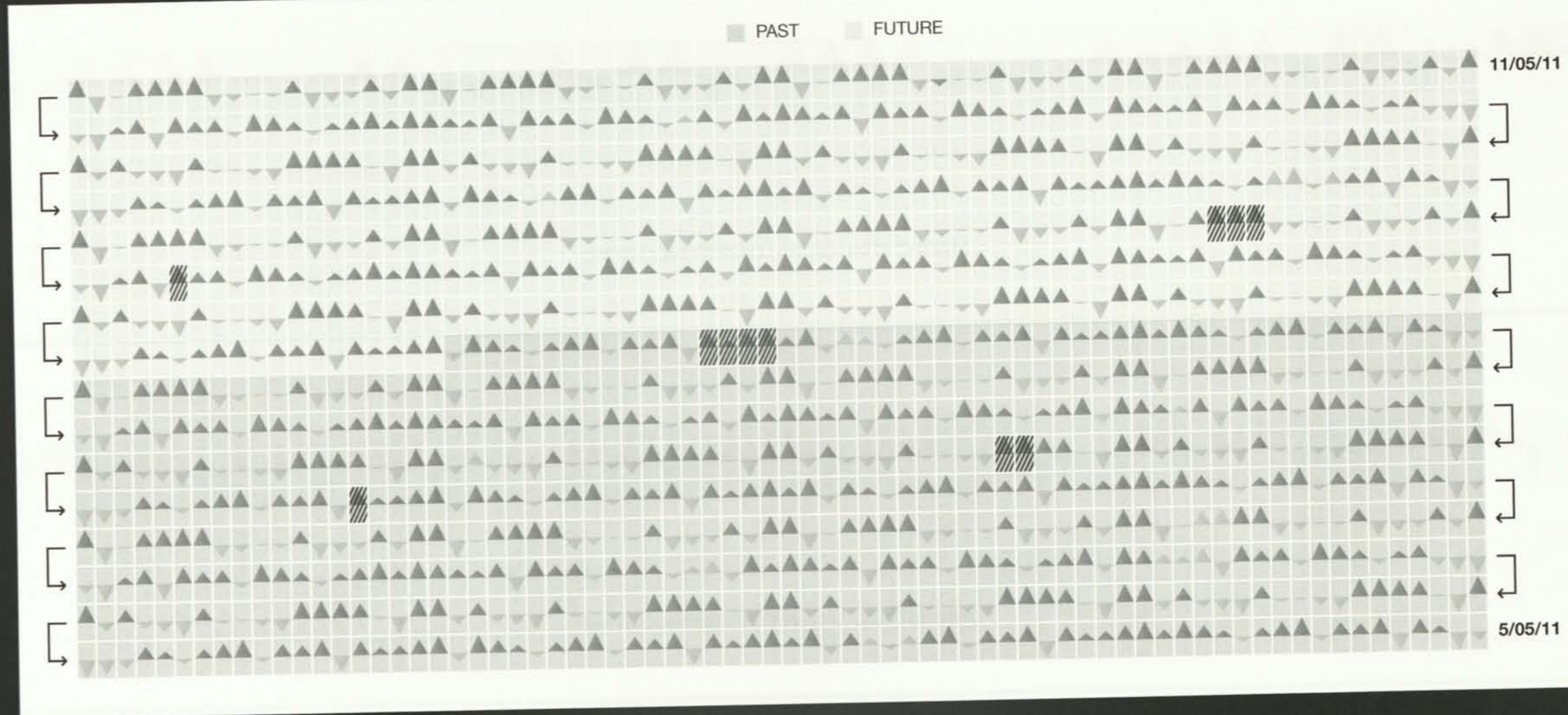


05/05/11—11/05/11
Basil Sales (lbs/day)

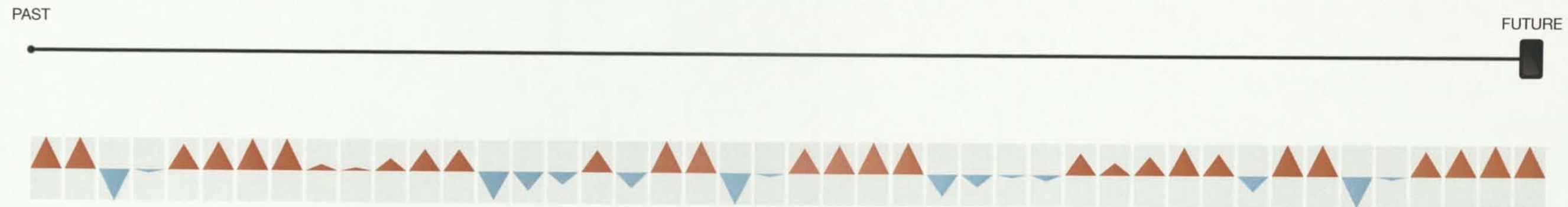
500LBS
per day

75%
likelihood

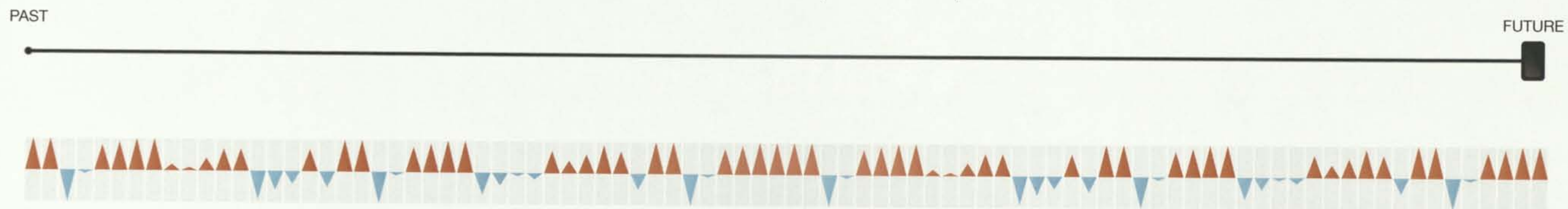
80%
Grok



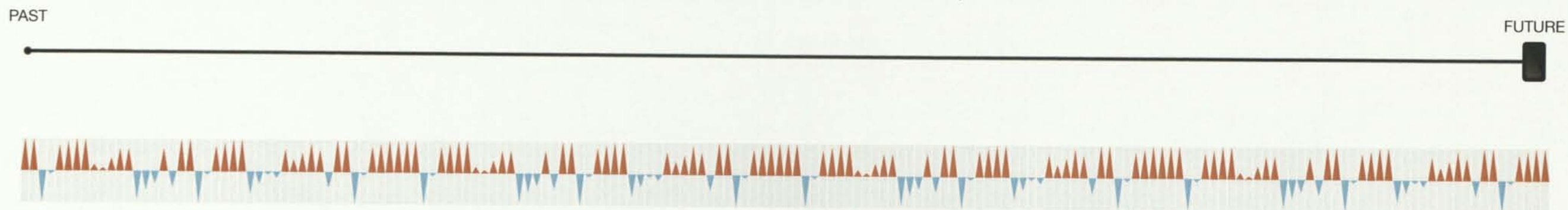
STANDARD UNITS (44 UNITS SHOWN)



UNITS COMPRESSED 50% (88 UNITS SHOWN)



UNITS COMPRESSED 75% (132 UNITS SHOWN)



UNIT WIDTH CAN BE COMPRESSED TO SHOW MORE UNITS IN THE PREDICTION STREAM AT ONCE

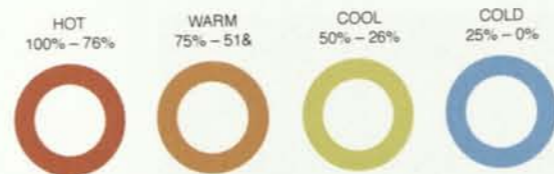
optionthree

Grok Visualization

Right / Wrong



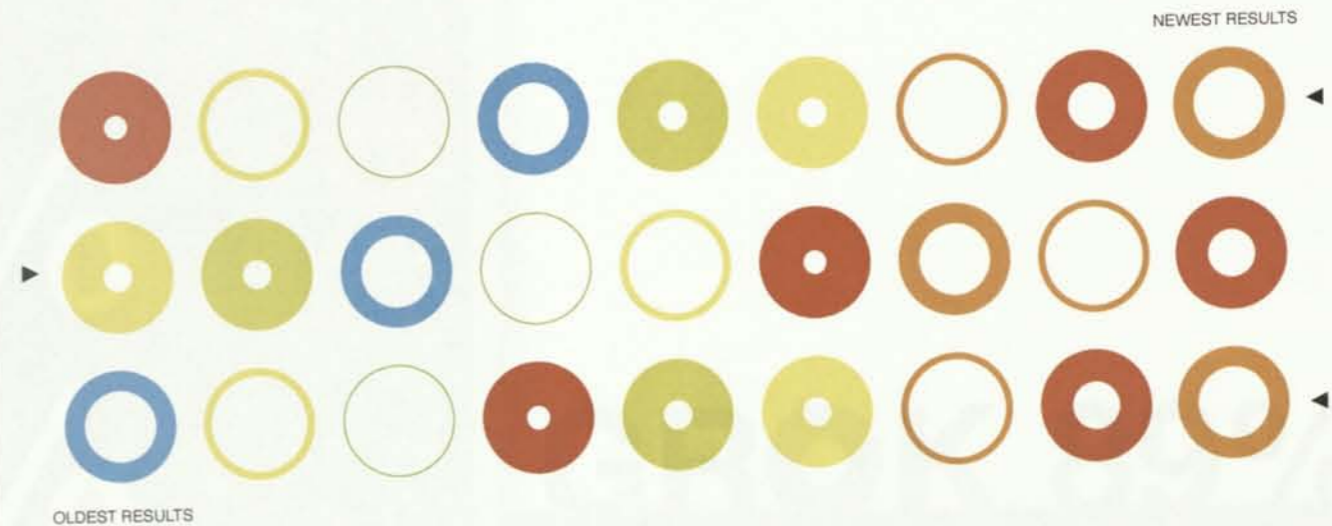
Basic unit of time is represented by circles arranged on a horizontal



Predictions between 100% and 51% are red (hot) or orange (warm)

Predictions between 50% and 0% are green (cool) or blue (cold)

How Right / How Wrong:



As the user scans the time period, hot and cold spots representing accuracy and usefulness are apparent. Thick red circles are very accurate and very useful, while thinner lines and cooler colors represent low accuracy and usefulness. The user may quickly locate high accuracy by color, and high usefulness by thick outlines.

Grok's Usefulness:

Grok's usefulness is graded on a scale from "extremely useful" to "not very useful". This measure is represented by the thickness of the outline of the circle.

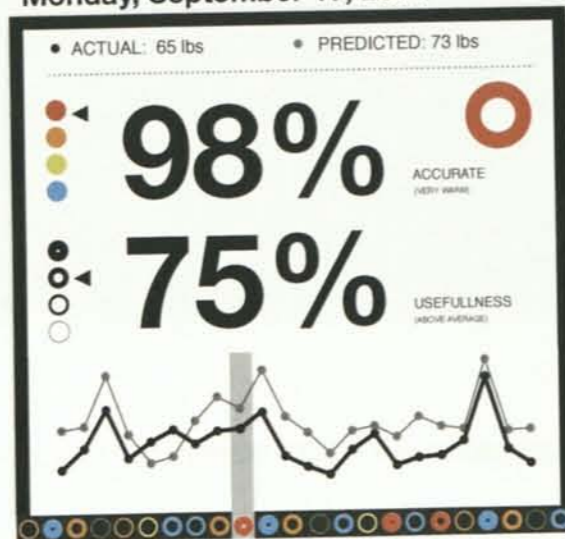


EXTREMELY USEFUL

NOT VERY USEFUL

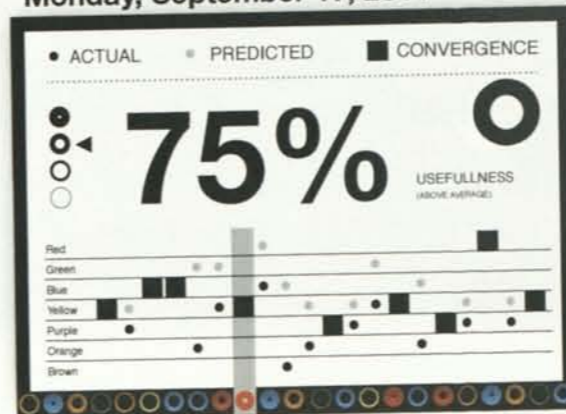
Showing Numerical Data:

Monday, September 17, 2011

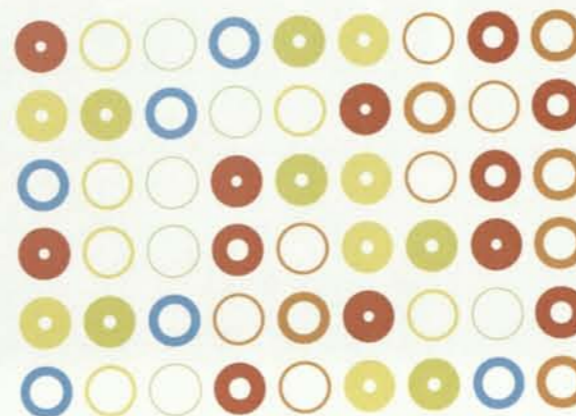


Showing Categorical Data:

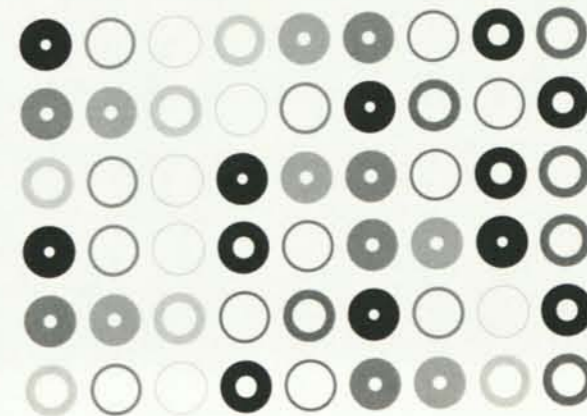
Monday, September 17, 2011



Full Color:



Grayscale:



Monday, September 17, 2011

● ACTUAL: 65 lbs

● PREDICTED: 73 lbs



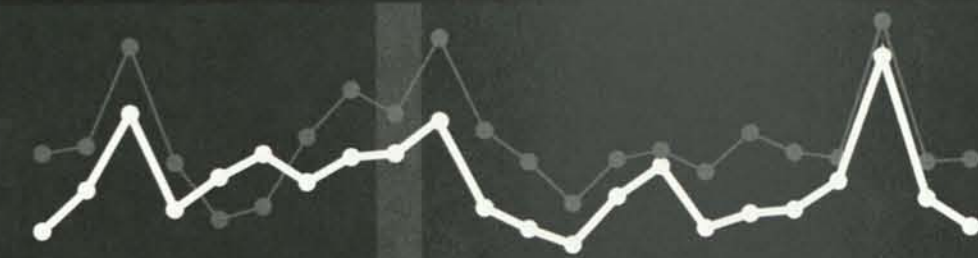
98%

ACCURATE
(VERY WARM)

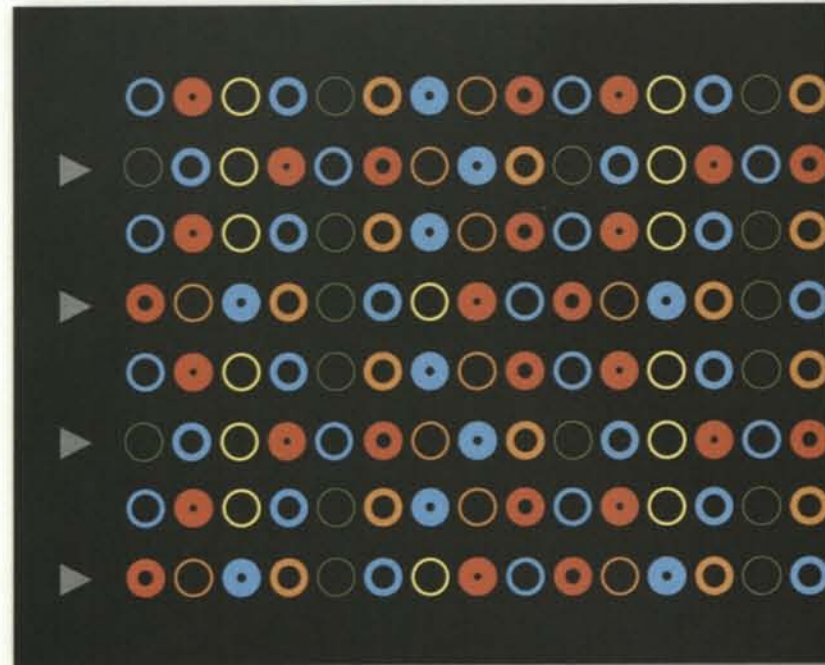


75%

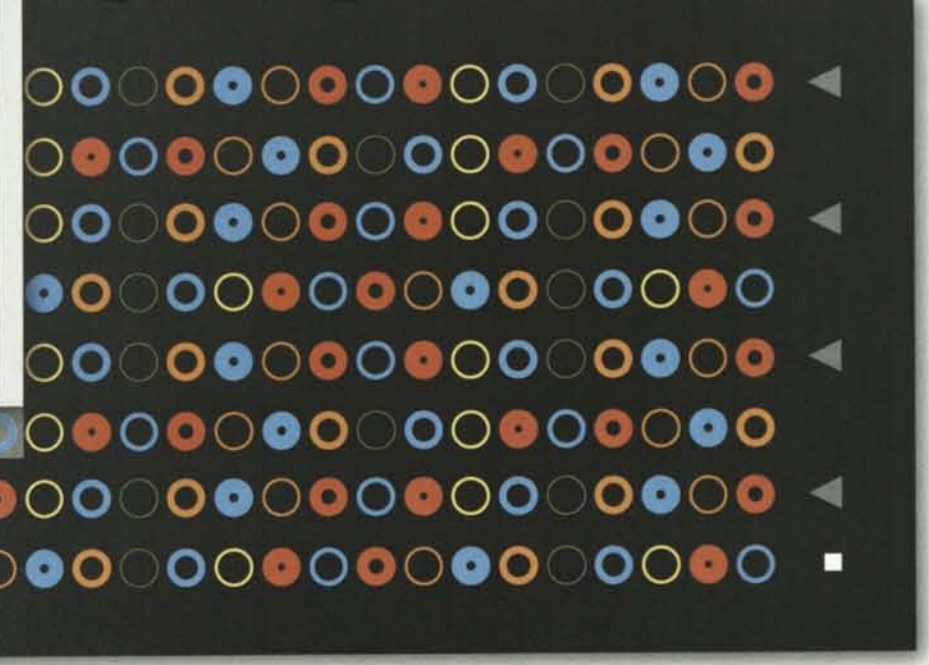
USEFULNESS
(ABOVE AVERAGE)



Pounds per Day



GROK 89%



Monday, September 17, 2011

• ACTUAL: 65 lbs

• PREDICTED: 73 lbs



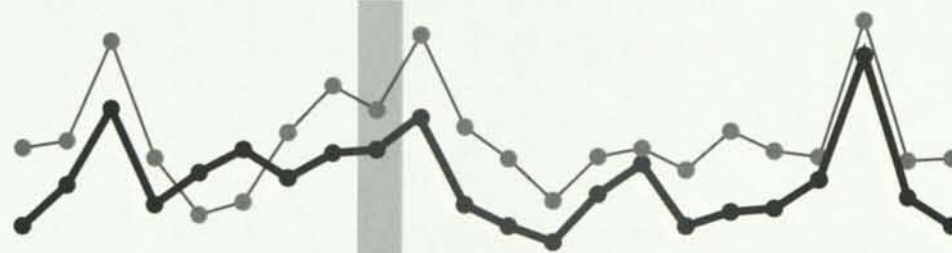
98%

ACCURATE
(VERY WARM)



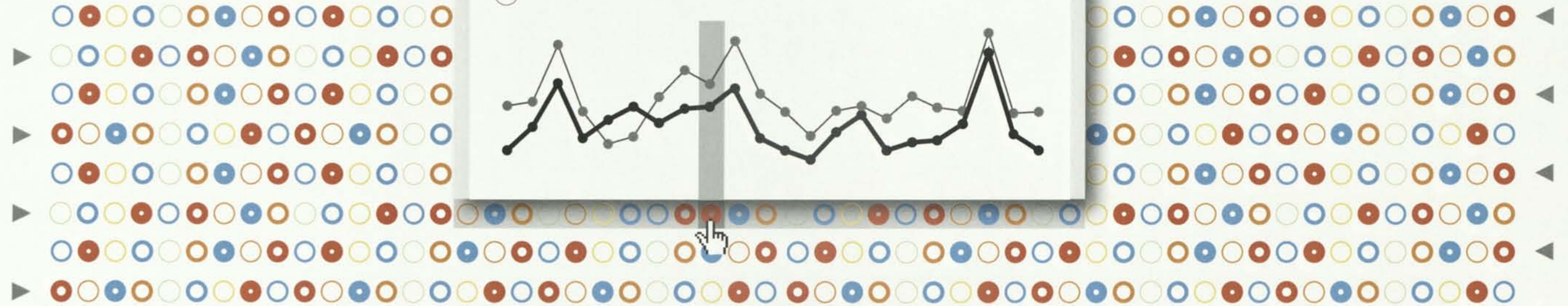
75%

USEFULNESS
(ABOVE AVERAGE)



GROK 89%

Pounds per Day



Monday, September 17, 2011

• ACTUAL: 65 lbs

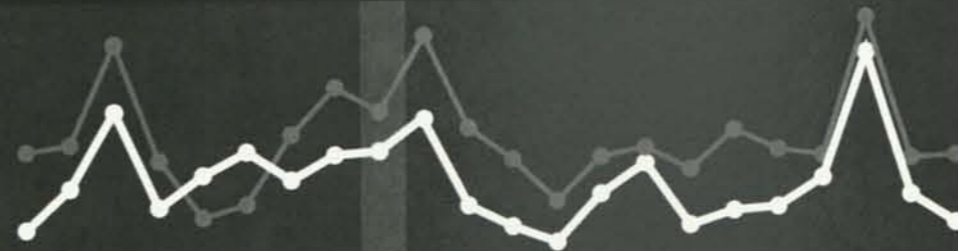
• PREDICTED: 73 lbs

98%

ACCURATE
(VERY WARM)

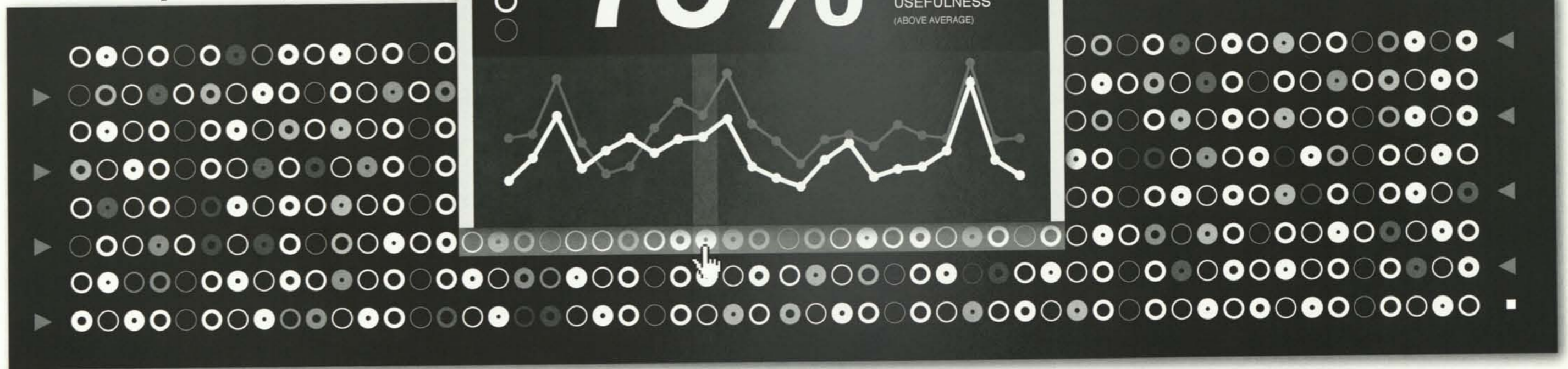
75%

USEFULNESS
(ABOVE AVERAGE)



GROK 89%

Pounds per Day



3: NUMERICAL DATA: GRAYSCALE WITH BLACK BACKGROUND

Monday, September 17, 2011

• ACTUAL: 65 lbs

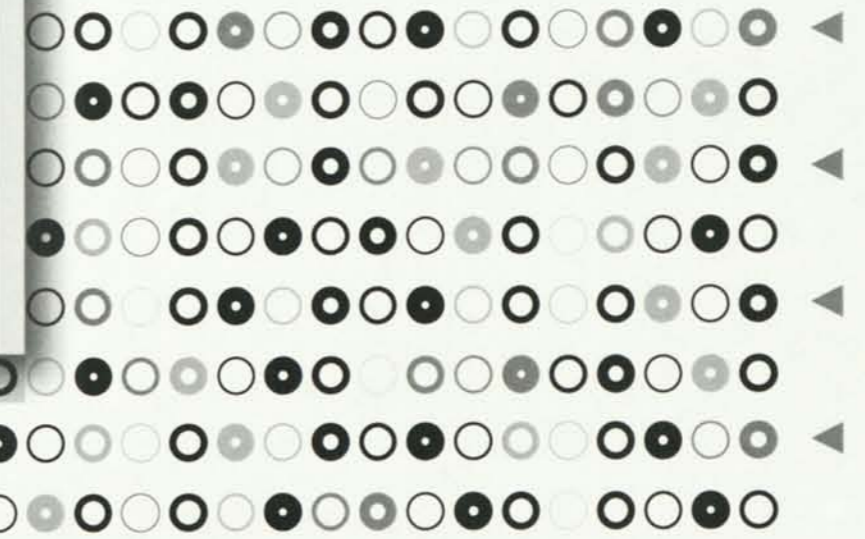
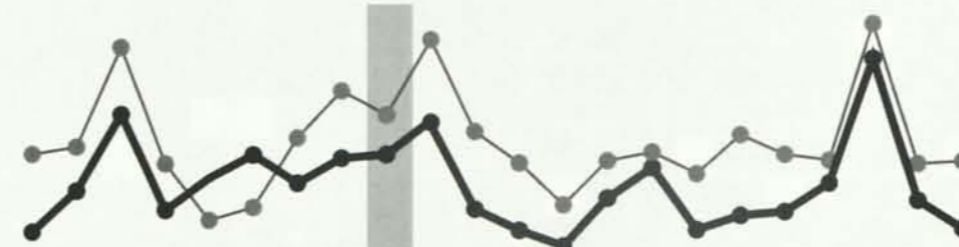
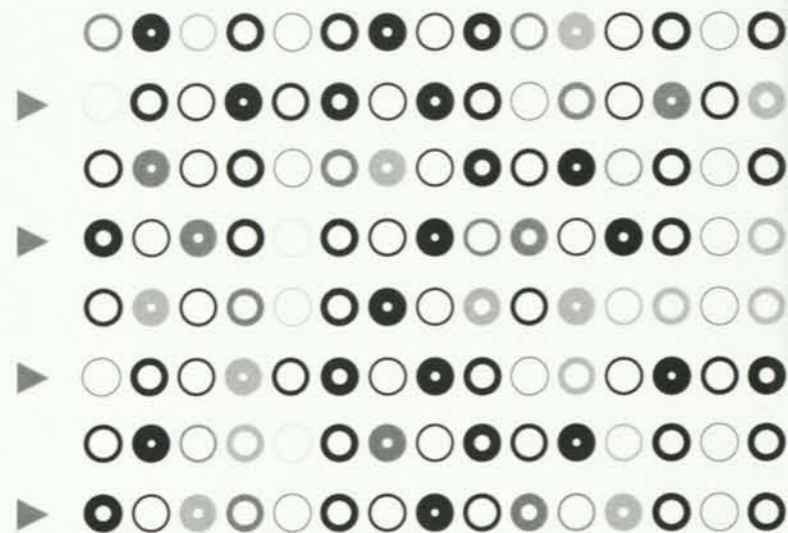
• PREDICTED: 73 lbs

98% ACCURATE
(VERY WARM)

75% USEFULNESS
(ABOVE AVERAGE)

GROK 89%

Pounds per Day



Monday, September 17, 2011

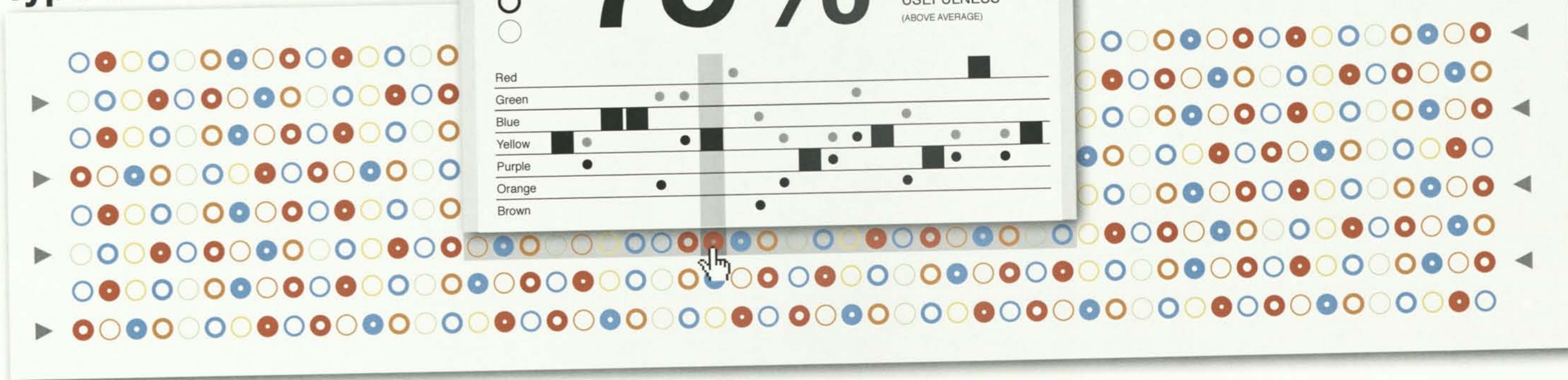
Type of Basil



5: CATEGORICAL DATA: FULL COLOR WITH BLACK BACKGROUND

Monday, September 17, 2011

Type of Basil



6: CATEGORICAL DATA: FULL COLOR WITH WHITE BACKGROUND

Monday, September 17, 2011

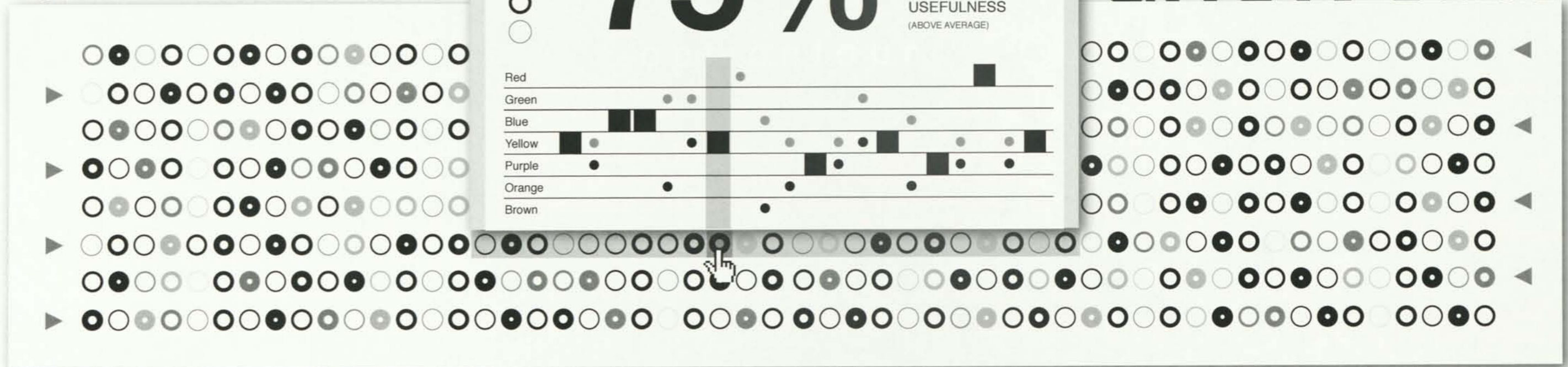
Type of Basil



7: CATEGORICAL DATA: GRAYSCALE WITH BLACK BACKGROUND

Monday, September 17, 2011

Type of Basil



optionfour

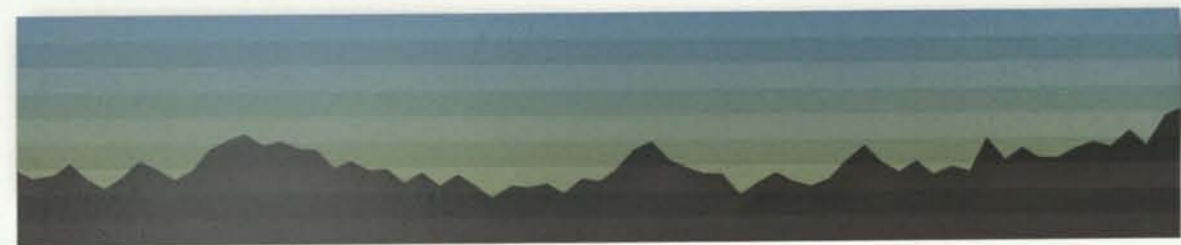
Grok Visualization

How Right / How Wrong:



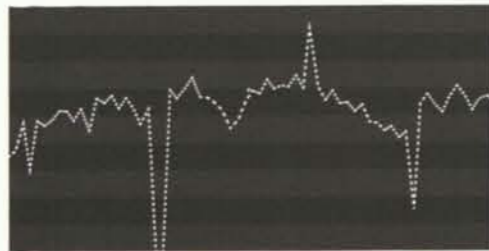
Right or wrong is measured on a scale from 100% (most right) at the top to 0% (least right) at the center.

Grok's Usefulness:

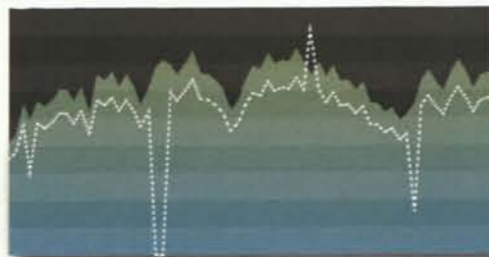


Grok usefulness is measured on a scale from 100% (most useful) at the bottom to 0% (least useful) at the center.

Showing Numerical Data:

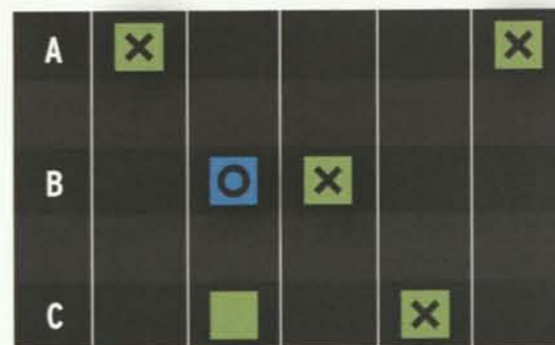


Prediction Only



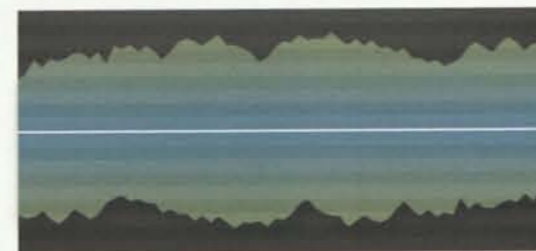
Prediction and Actual Data

Showing Categorical Data:

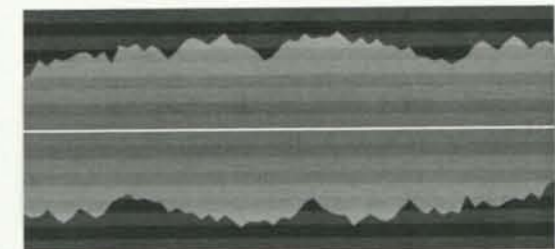


- X CORRECT PREDICTION
- O INITIAL PREDICTION
- ACTUAL RESULT

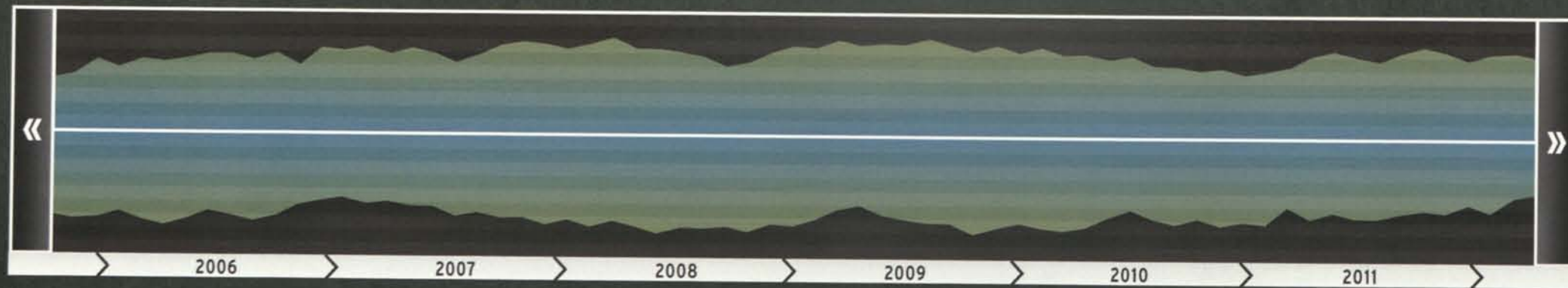
Full Color:



Grayscale:



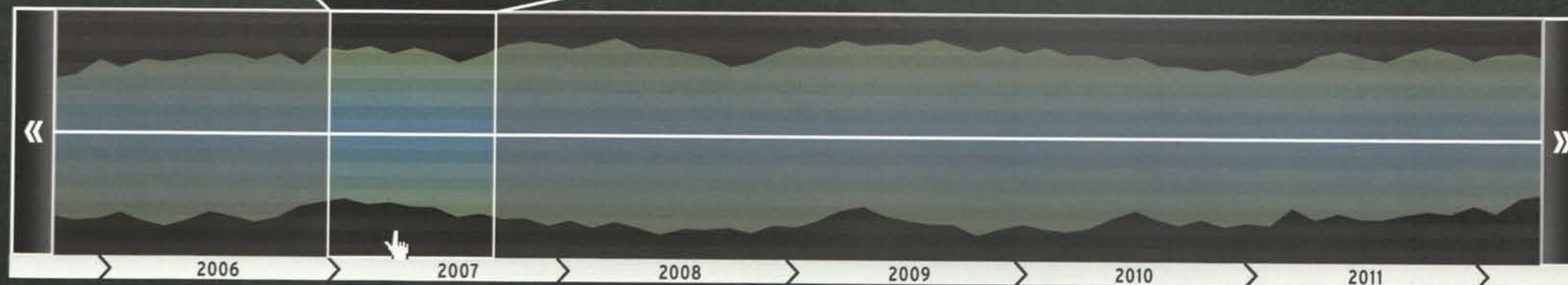
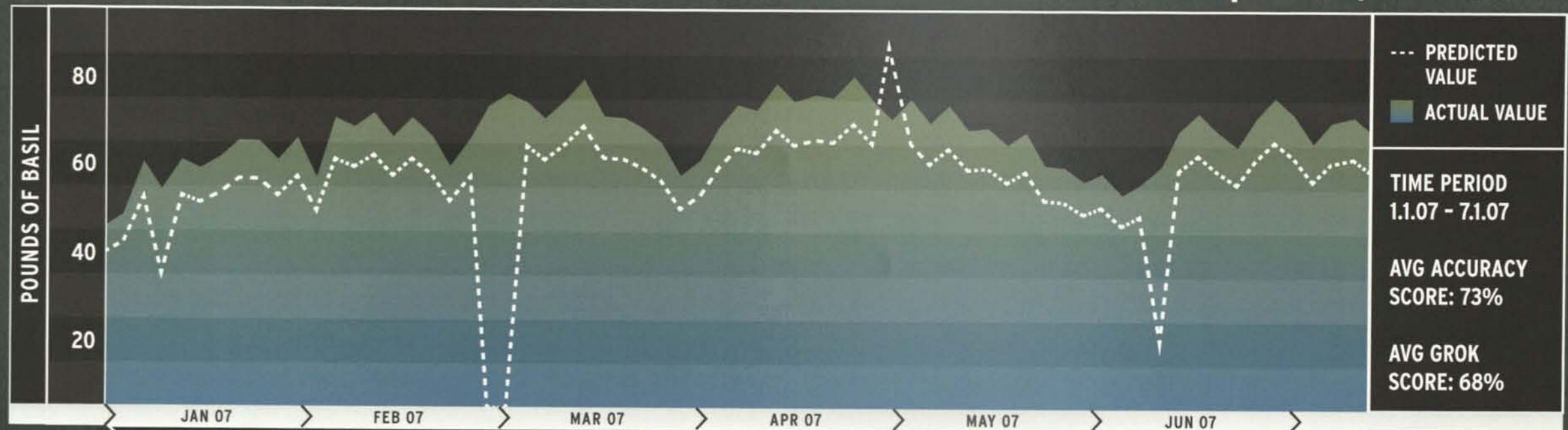
GROK DASHBOARD



GROK DASHBOARD INITIAL VIEW

GROK DASHBOARD

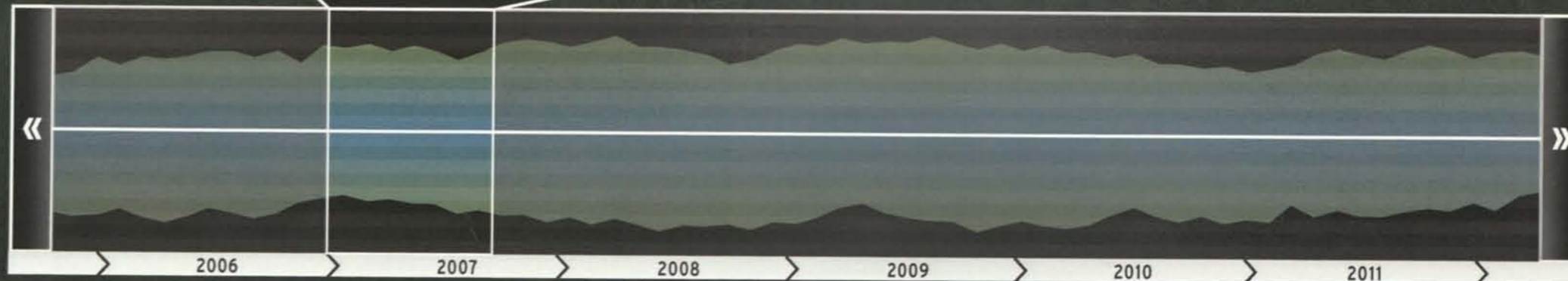
BASIL PRODUCTION VIEW BY: MONTH | DAY



GROK DASHBOARD SHOWING NUMERICAL DATA

GROK DASHBOARD

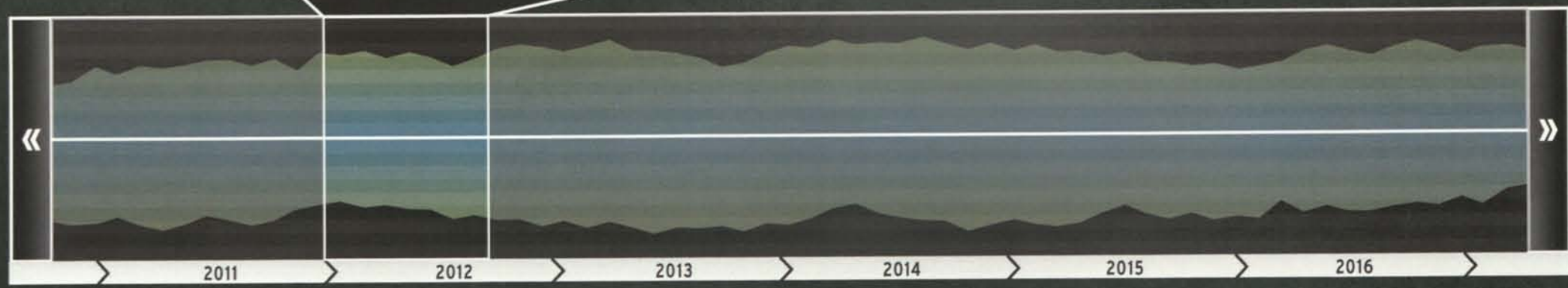
BASIL PRODUCTION VIEW BY: MONTH | DAY



GROK DASHBOARD SHOWING NUMERICAL DATA WITH MOUSEOVER

GROK DASHBOARD

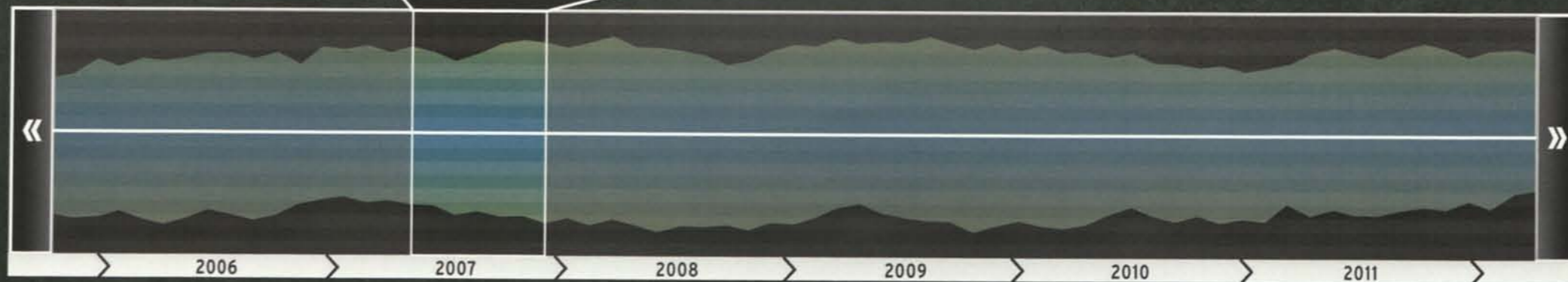
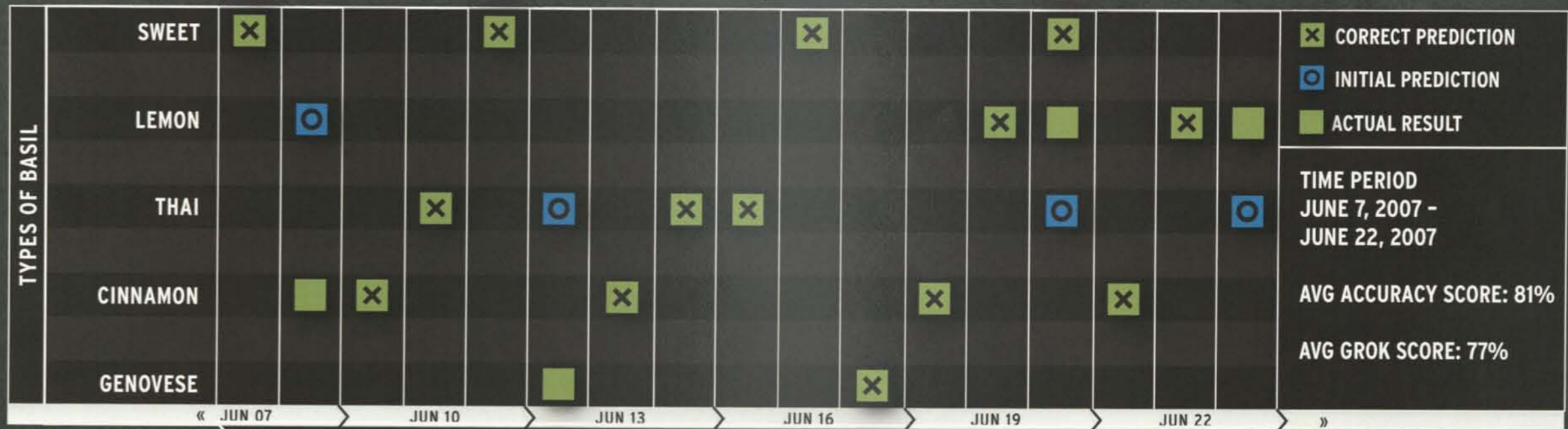
BASIL PRODUCTION VIEW BY: MONTH | DAY



GROK DASHBOARD SHOWING NUMERICAL DATA (FUTURE)

GROK DASHBOARD

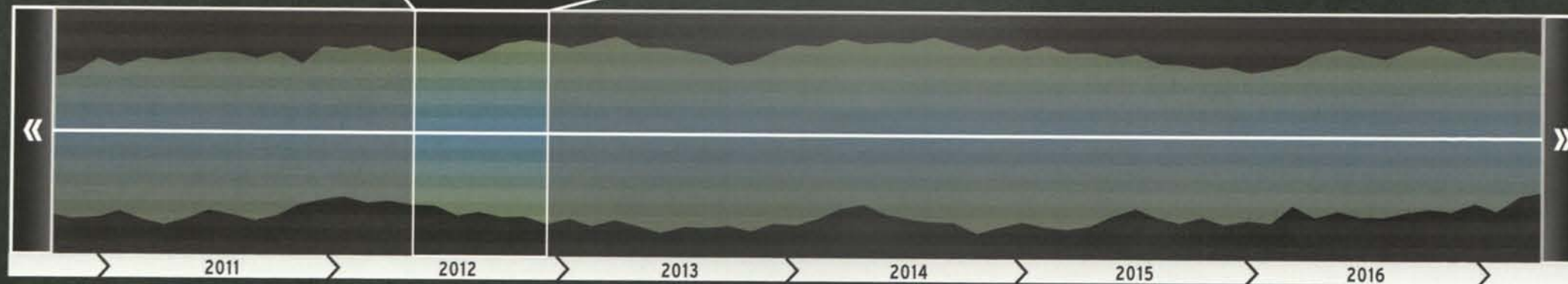
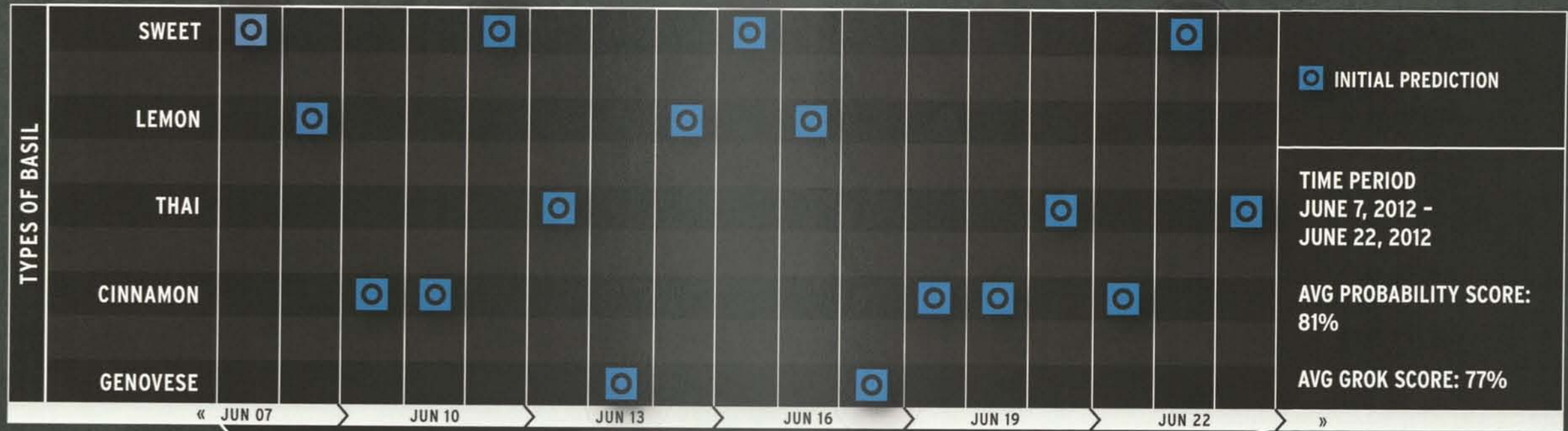
BASIL TYPE BY CATEGORY VIEW BY: MONTH | DAY



GROK DASHBOARD SHOWING CATEGORICAL DATA

GROK DASHBOARD

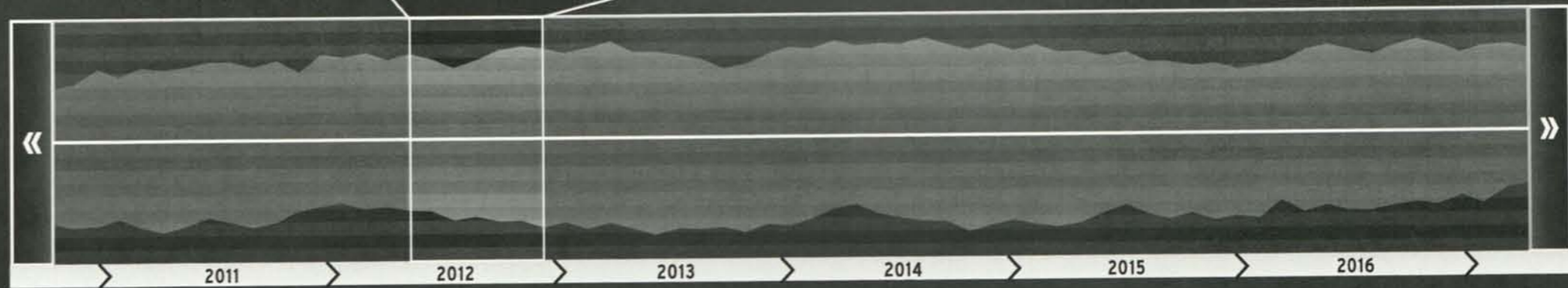
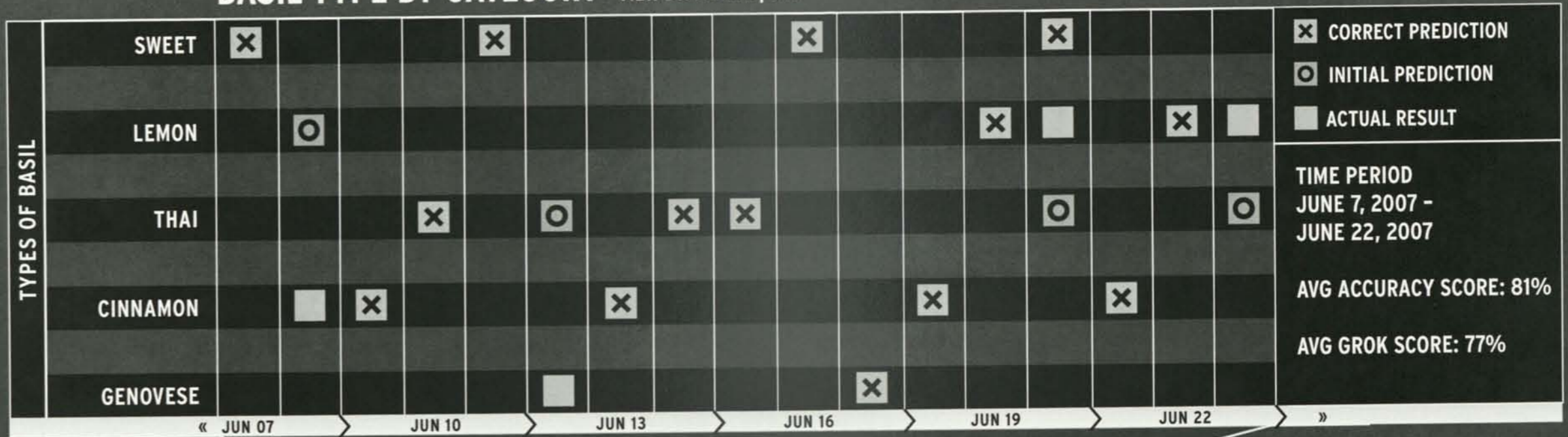
BASIL TYPE BY CATEGORY VIEW BY: MONTH | DAY



GROK DASHBOARD SHOWING CATEGORICAL DATA (FUTURE)

GROK DASHBOARD

BASIL TYPE BY CATEGORY VIEW BY: MONTH | DAY



GROK DASHBOARD SHOWING CATEGORICAL DATA (GRAYSCALE VERSION)

option five

Grok Visualization

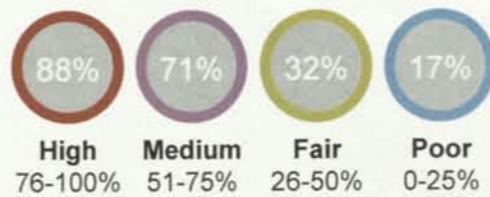
How Right / How Wrong:

Historical



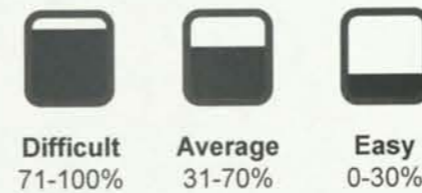
Right or wrong is measured on a scale from 100% (most right) to 0% (least right). The scale of right or wrong is divided into 4 levels represented by color and size of disc. The larger the disc, the higher the percentage. Red denotes a high level, purple is medium, green is fair and blue is poor.

Predicted



On a future prediction, right or wrong is shown with a gray disc and a colored ring.

Grok's Usefulness:

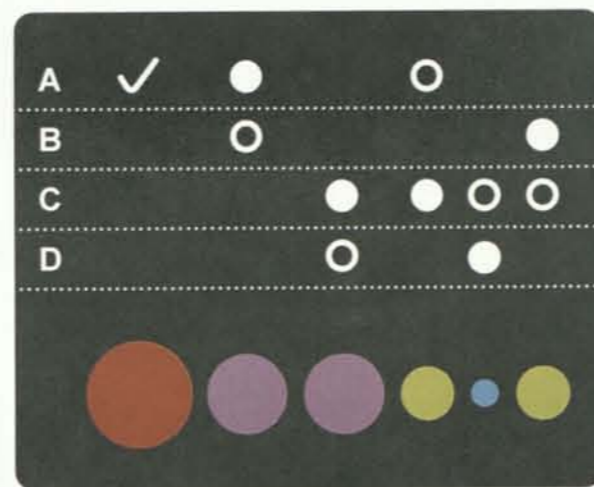


Grok usefulness is measured on a scale from 100% (most useful) to 0% (least useful). The scale of usefulness is divided into 3 levels represented by an icon.

Showing Numerical Data:



Showing Categorical Data:

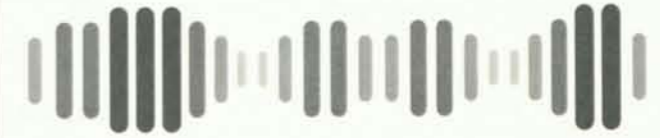


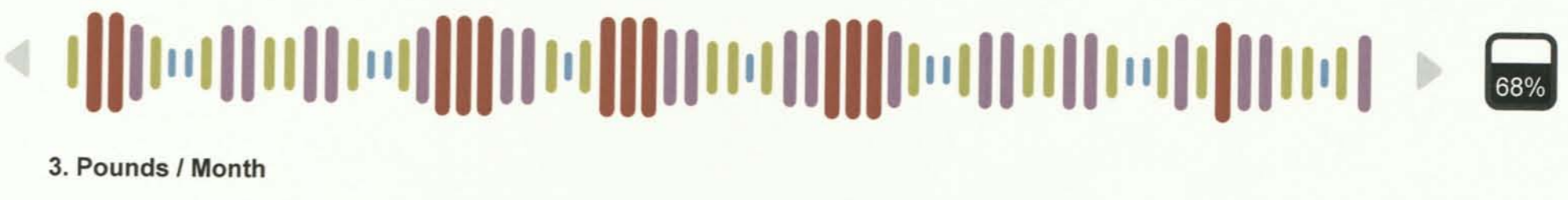
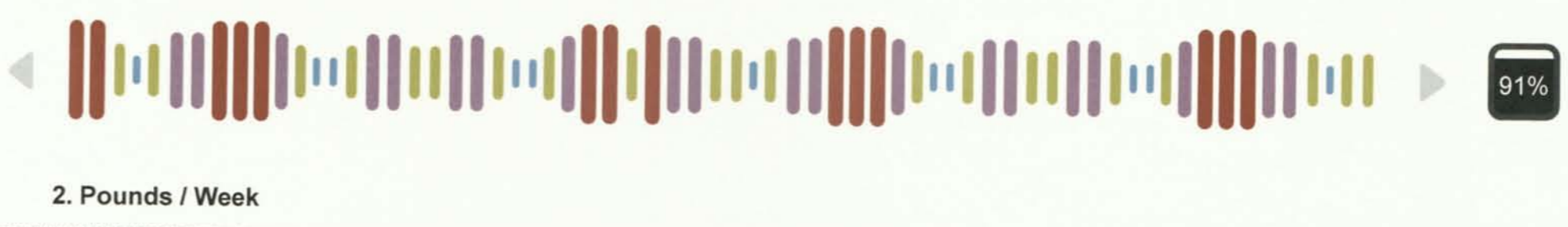
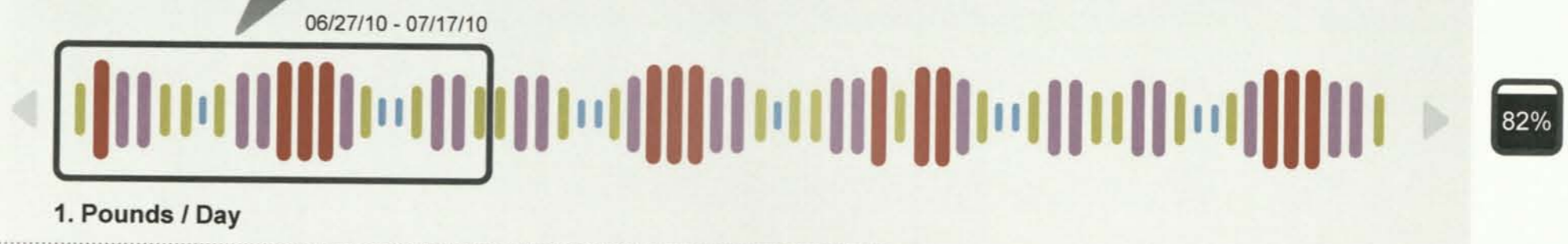
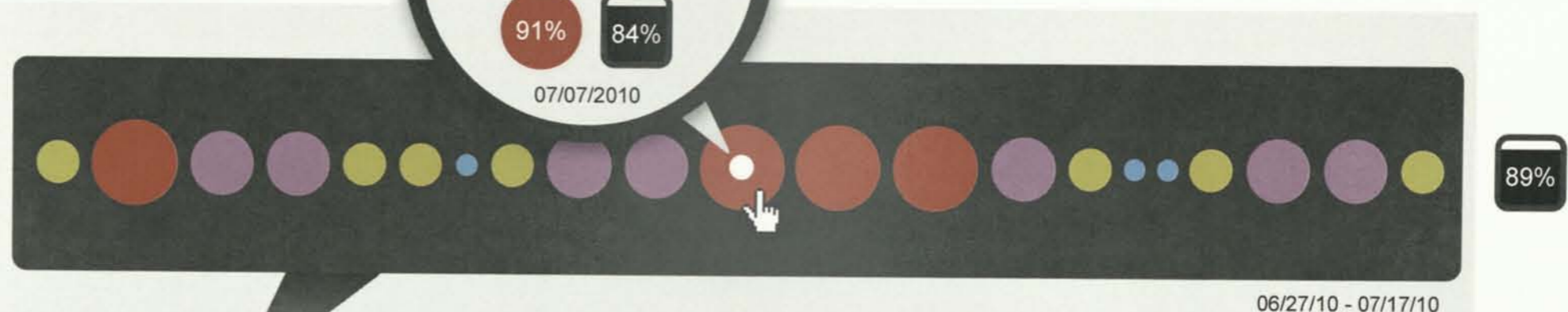
○ ● ✓
Predicted Actual Correct

Full Color:



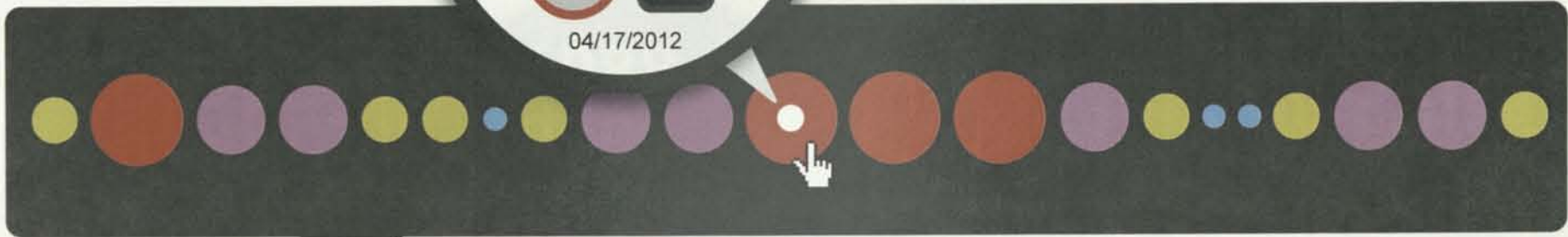
Grayscale:







04/17/2012



89%

04/07/12 - 04/27/12

04/07/12 - 04/27/12



82%

1. Pounds / Day



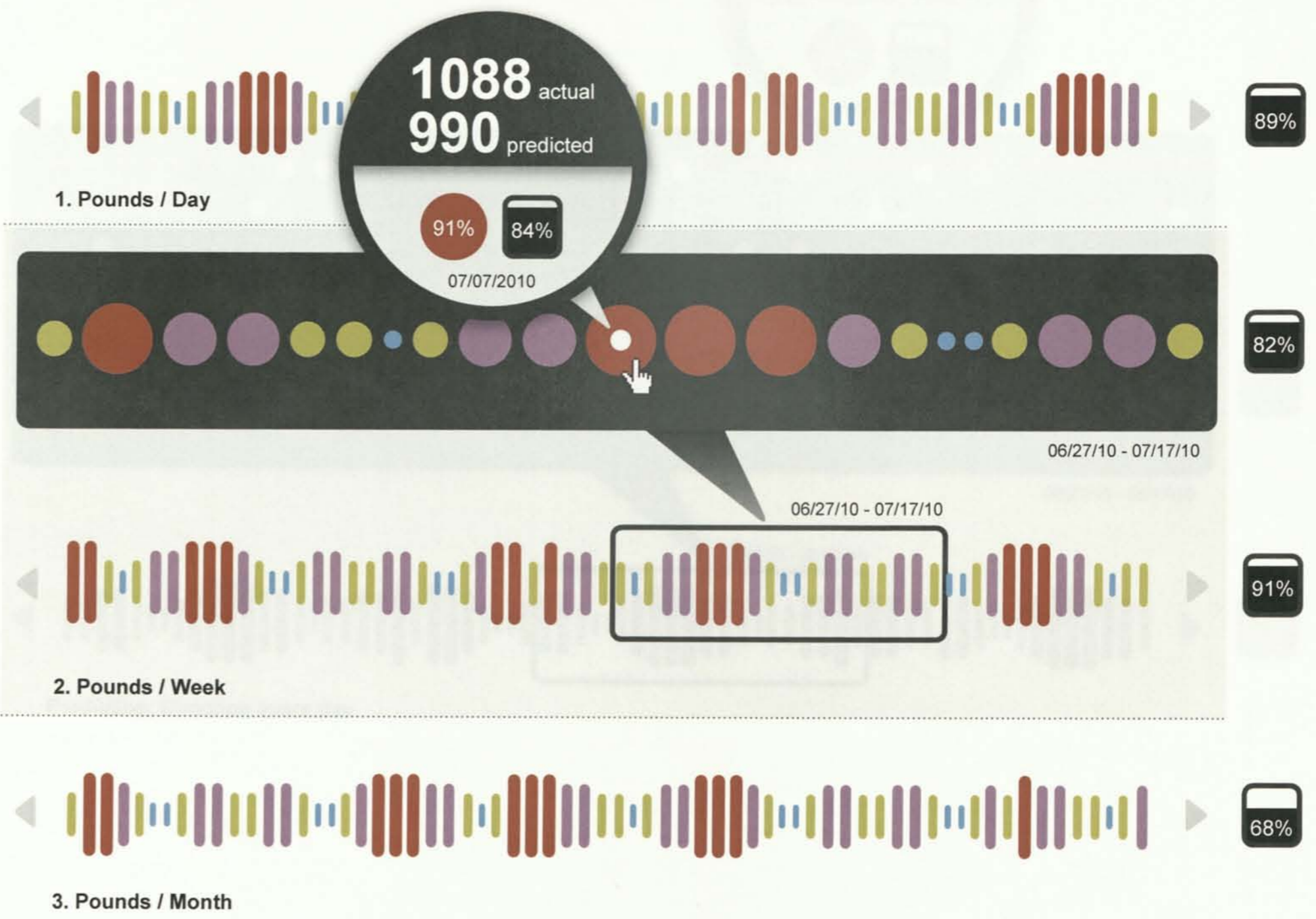
91%

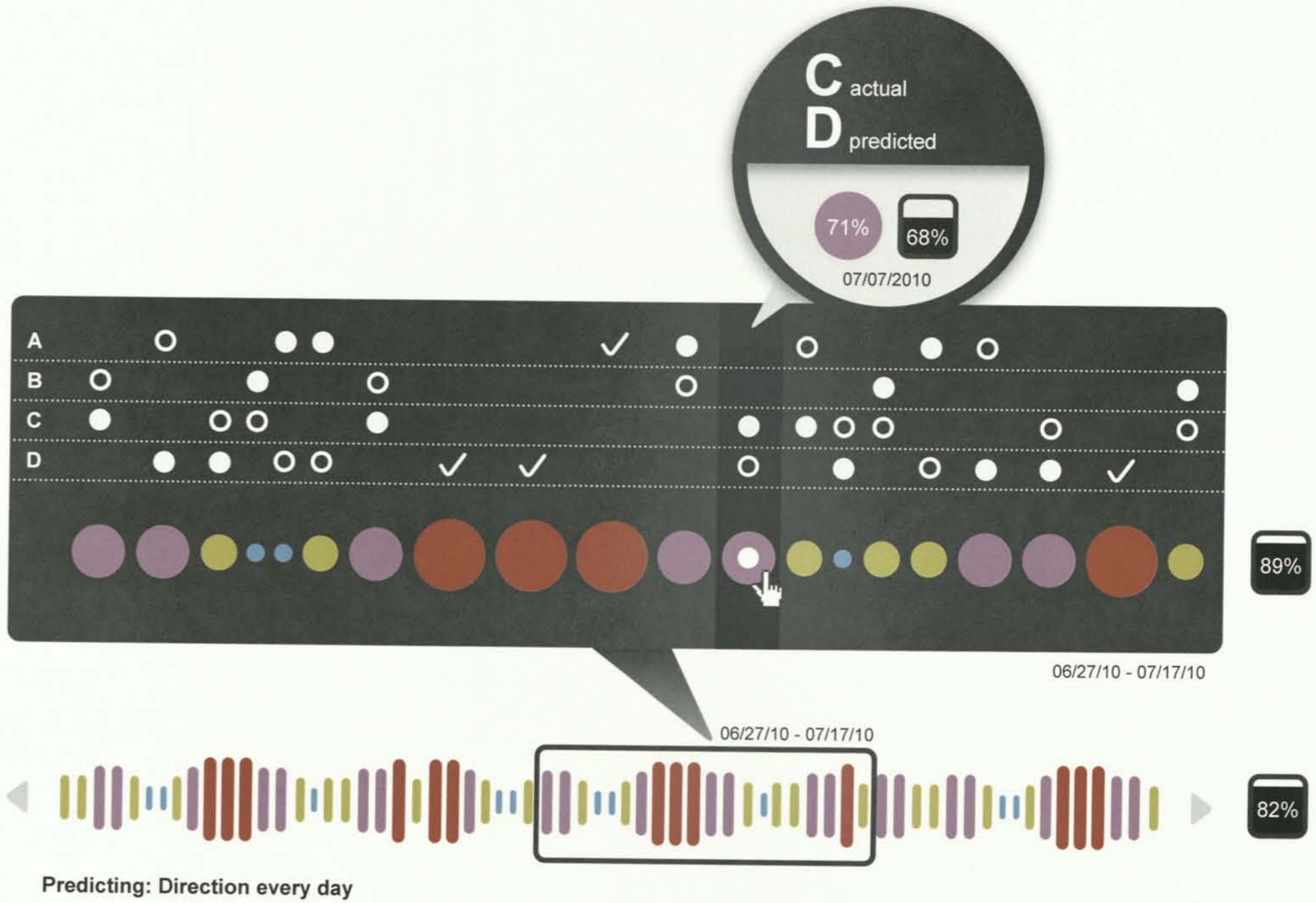
2. Pounds / Week

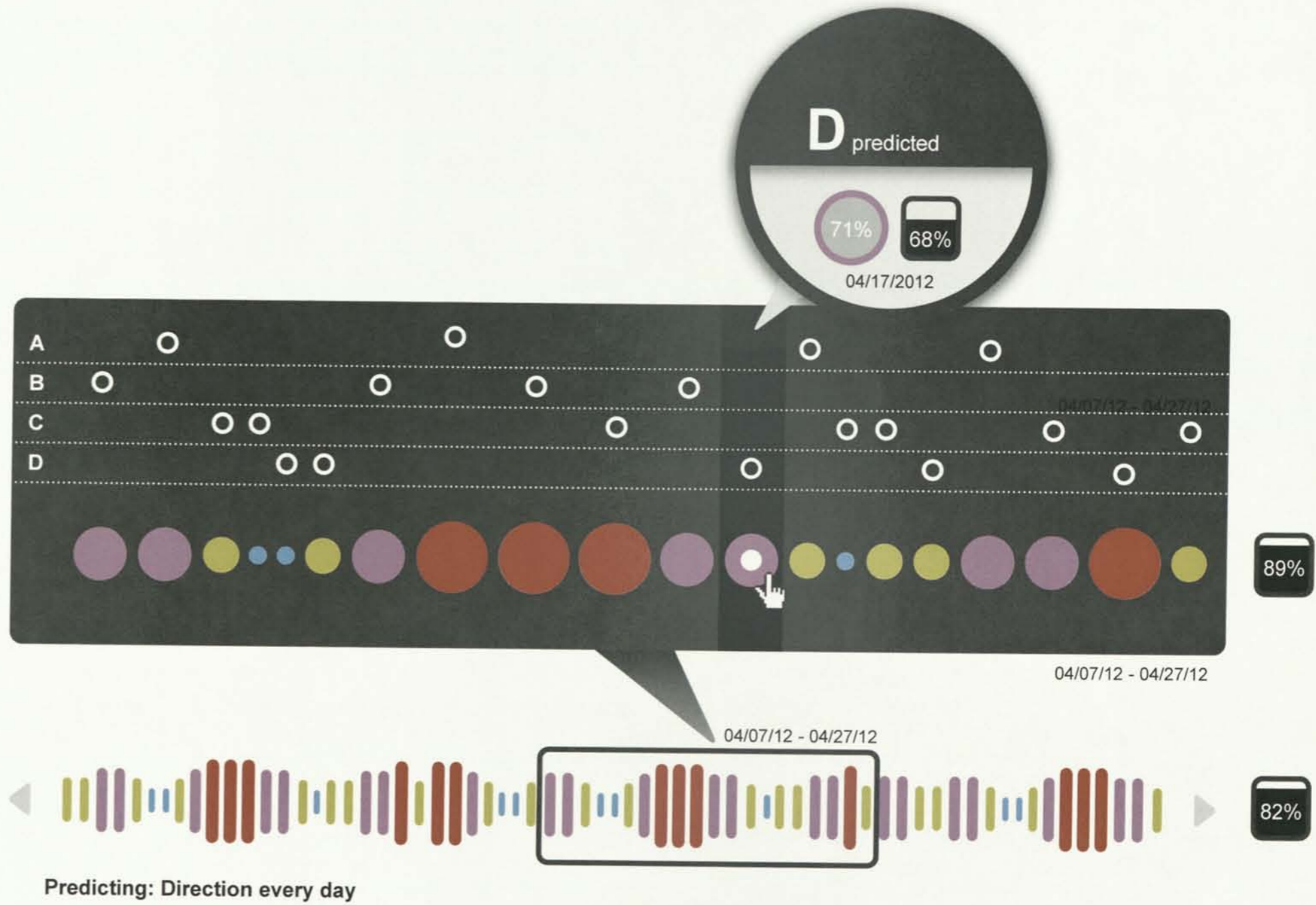


68%

3. Pounds / Month







optionsix

Grok Visualization

Right / Wrong:

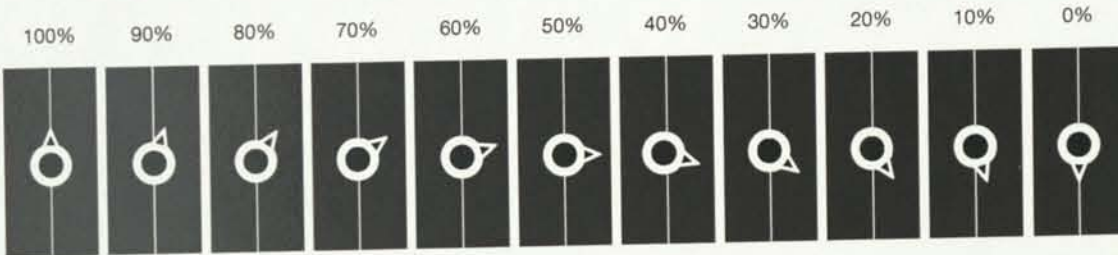


Accuracy is divided into 10% increments and determined by the degree of rotation of the Grok icon.



A Grok icon with the arrow pointing straight up means 100% accuracy while straight down means 0% accuracy.

How Right / How Wrong:



Predictions are measured on a scale from 100% (top position) to 0% (bottom position).

Grok's Usefulness:

Grok's usefulness or difficulty score is divided into three ranges: high, medium, and low. Each is represented by the color of the inner circle.

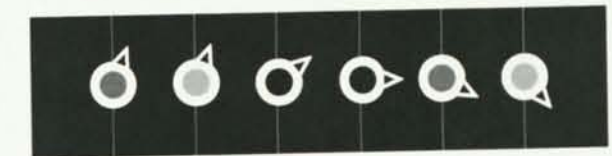
- High
- Medium
- Low



Full Color:



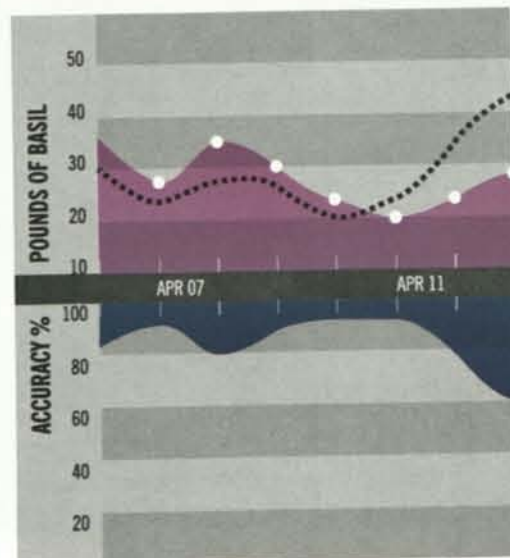
Grayscale:



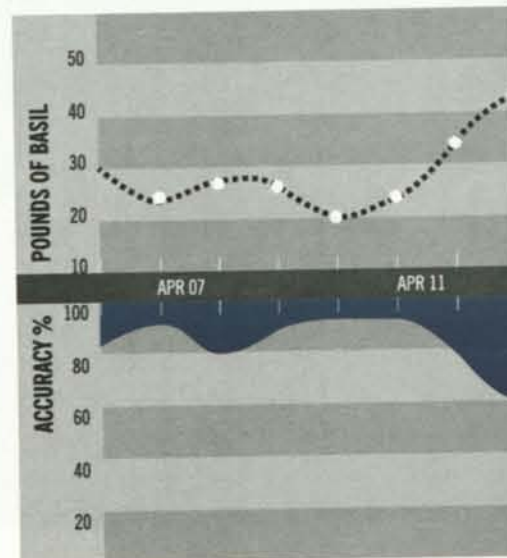
Showing Numerical Data:

The top portion of the numerical graph shows the quantitative values and predicted values while the lower portion of the graph shows the accuracy percentage. The more blue below the x-axis, the less accurate the data. Ideally, there would be no graph in the lower half to indicate 100% accuracy.

PREDICTION AND ACTUAL DATA



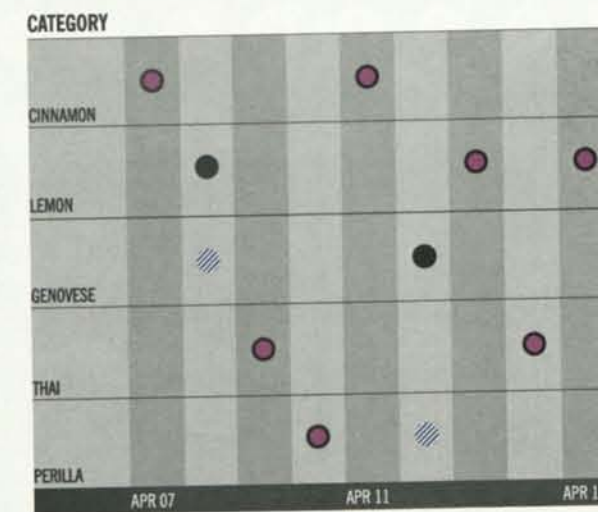
PREDICTION ONLY



- Predicted value
- ▲ Real value
- ▲ Accuracy score

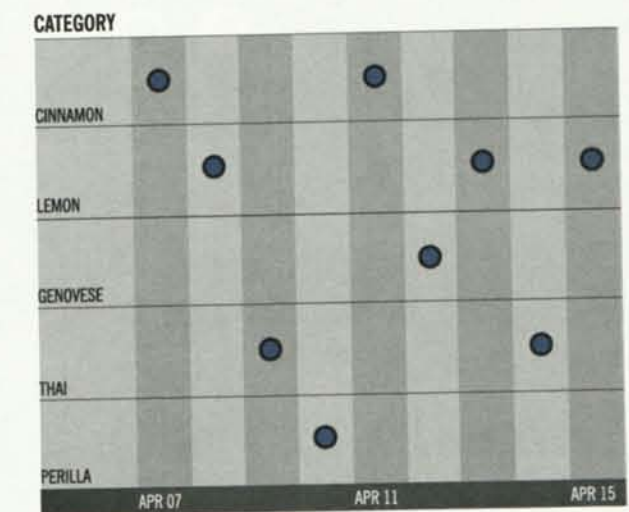
Showing Categorical Data:

PREDICTION AND ACTUAL DATA



- Correct prediction
- Incorrect prediction
- ▨ Actual result
- Prediction

PREDICTION ONLY



GROK ANALYSIS DASHBOARD

BASIL PRODUCTION

VIEW POUNDS/DAY **POUNDS/WEEK** POUNDS/MONTH

POUNDS/WEEK



MAR 01, 2011
JUL 01, 2011
PERIOD

74%
ACCURACY SCORE

88%
DIFFICULTY SCORE

KEY

● HIGH
● MEDIUM
● LOW
DIFFCULTY

100
0
ACCURACY %

GROK PREDICTION DASHBOARD

BASIL PRODUCTION

VIEW POUNDS/DAY **POUNDS/WEEK** POUNDS/MONTH

POUNDS/WEEK



MAR 01, 2011
JUL 01, 2011
PERIOD

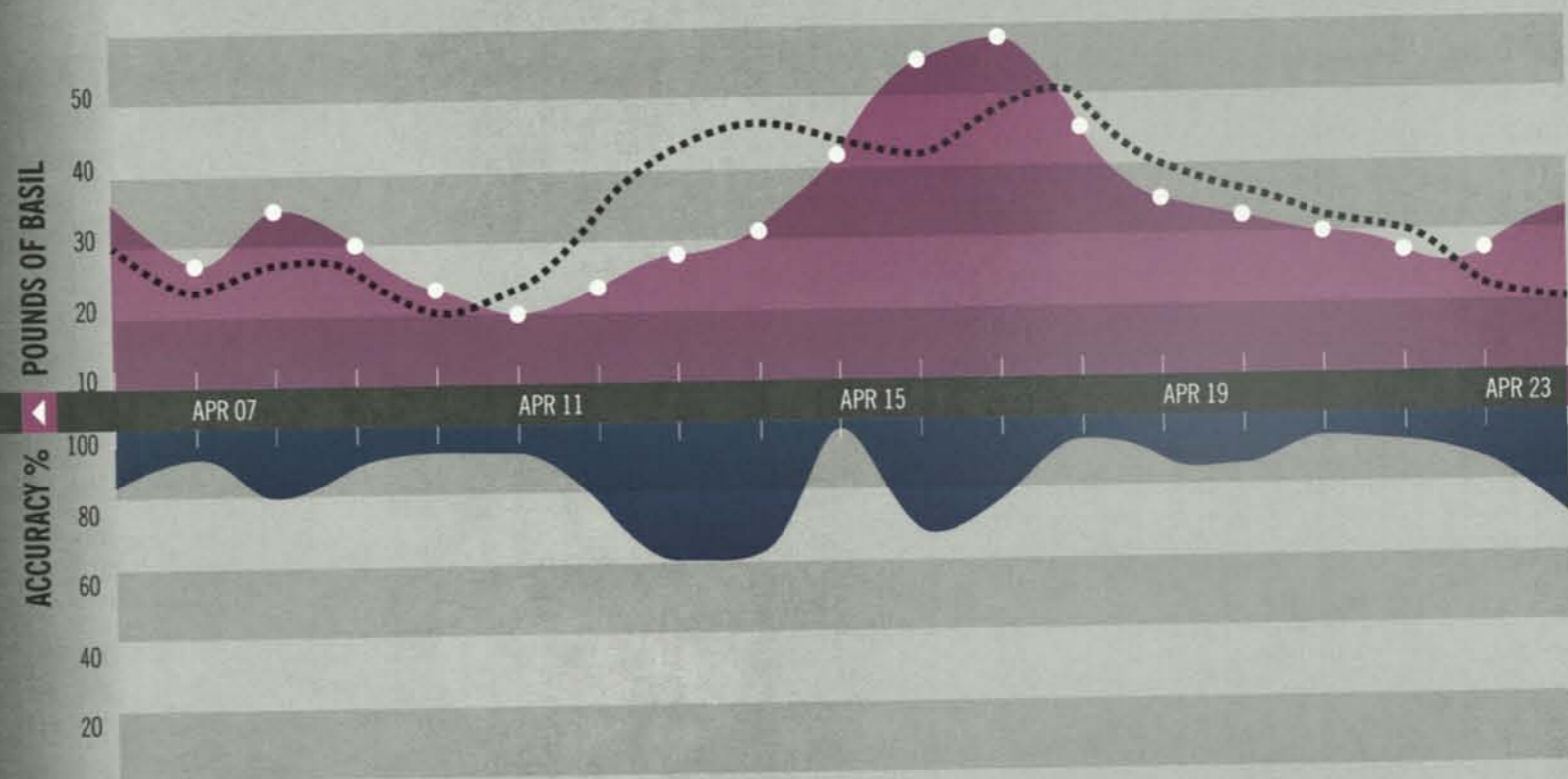
77%
ACCURACY SCORE

86%
DIFFICULTY SCORE

KEY
● HIGH
● MEDIUM
● LOW
DIFFICULTY
100
0
ACCURACY %

GROK ANALYSIS DASHBOARD

CLOSE X



BASIL PRODUCTION

- PREDICTED VALUE
- ▲ REAL VALUE
- ▲ ACCURACY SCORE

APR 07, 2011
APR 23, 2011
PERIOD

88%
ACCURACY SCORE

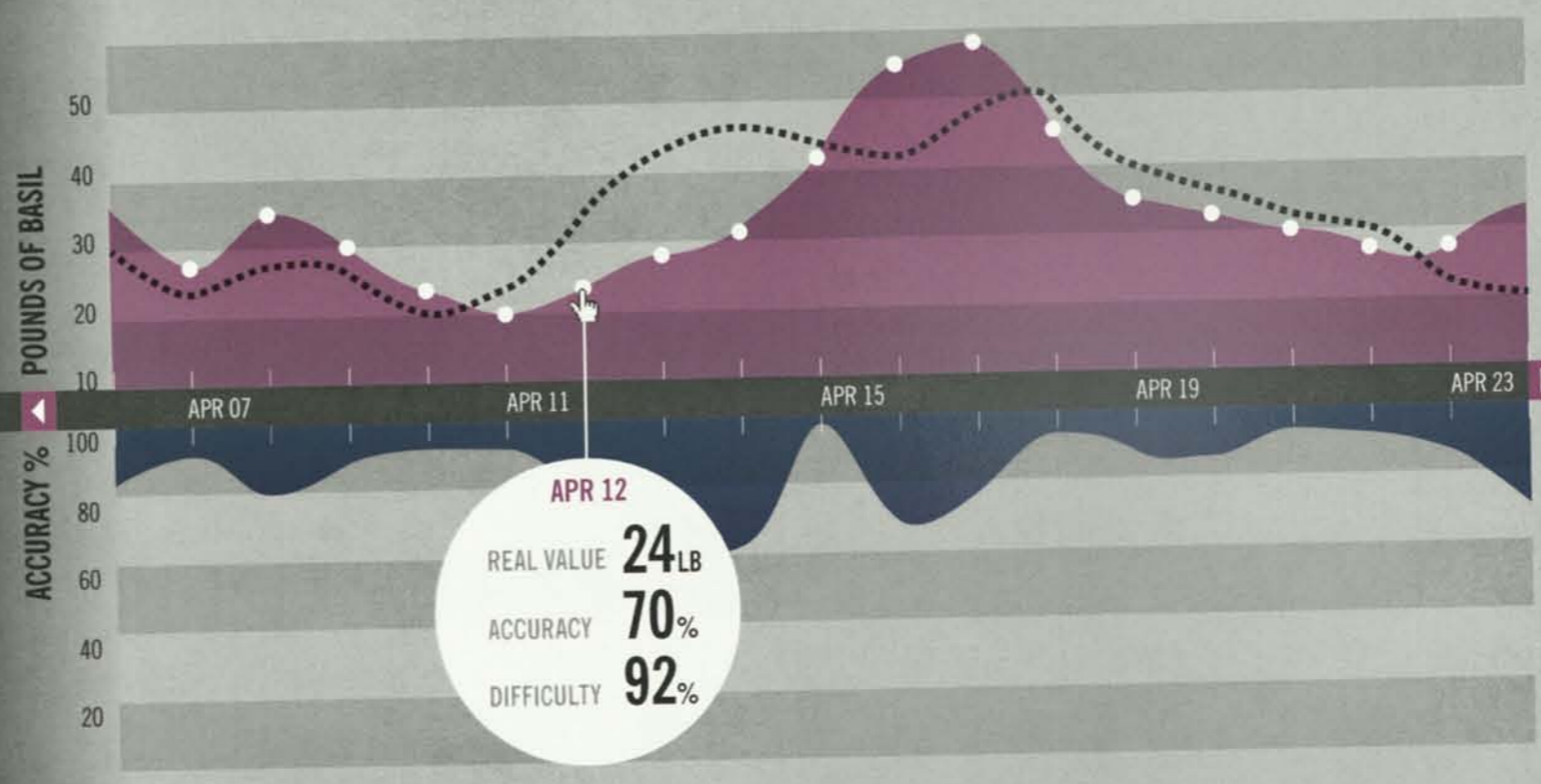
94%
DIFFICULTY SCORE



MAR 01, 2011 74% 88%

GROK ANALYSIS DASHBOARD

CLOSE X



BASIL PRODUCTION

- PREDICTED VALUE
- ▲ REAL VALUE
- ▲ ACCURACY SCORE

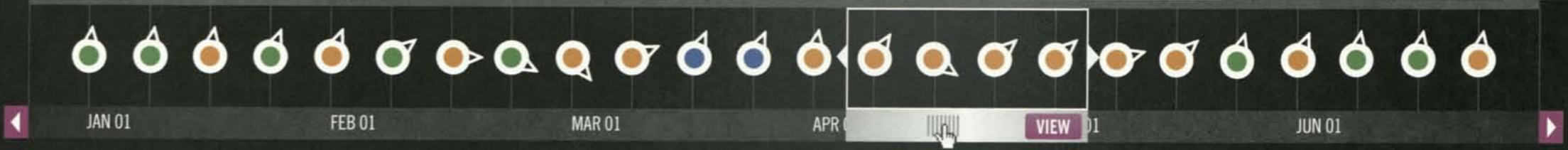
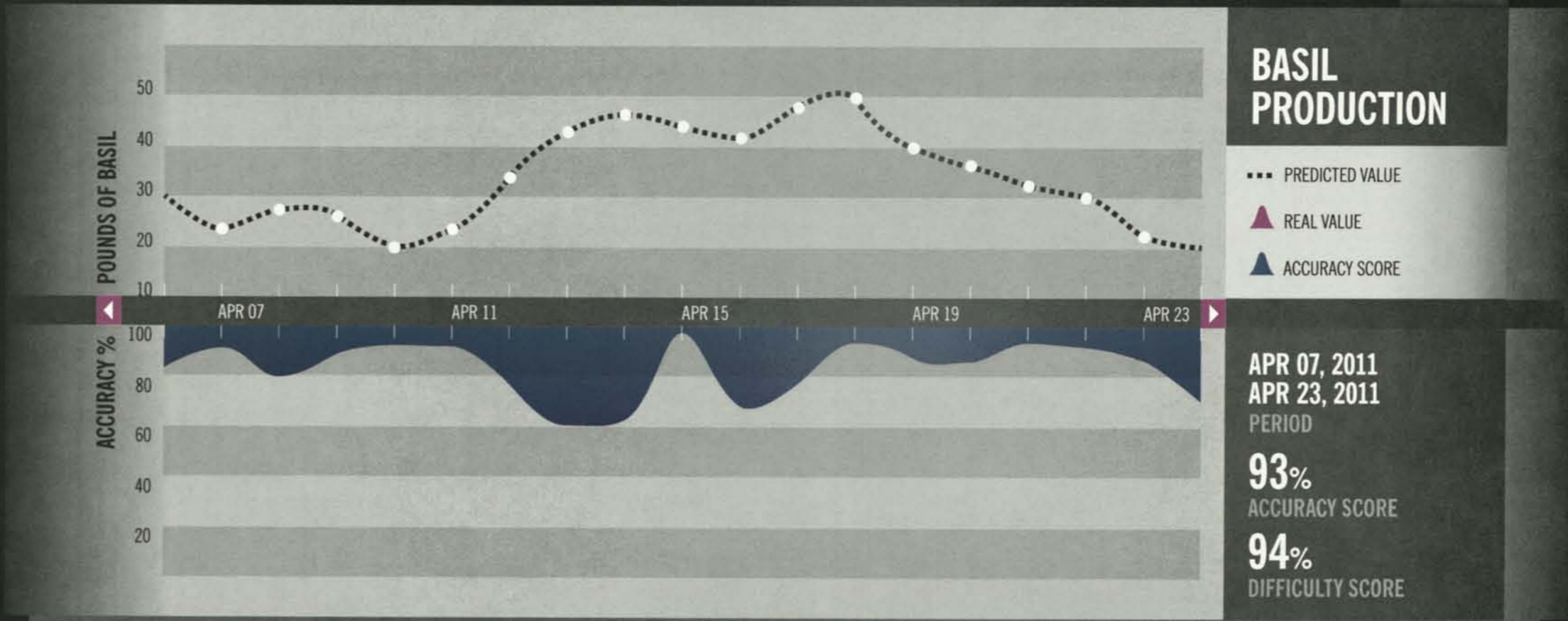
APR 07, 2011
APR 23, 2011
PERIOD
88%
ACCURACY SCORE
94%
DIFFICULTY SCORE



MAR 01, 2011 - 74% 88%
JUL 01, 2011
PERIOD

GROK PREDICTION DASHBOARD

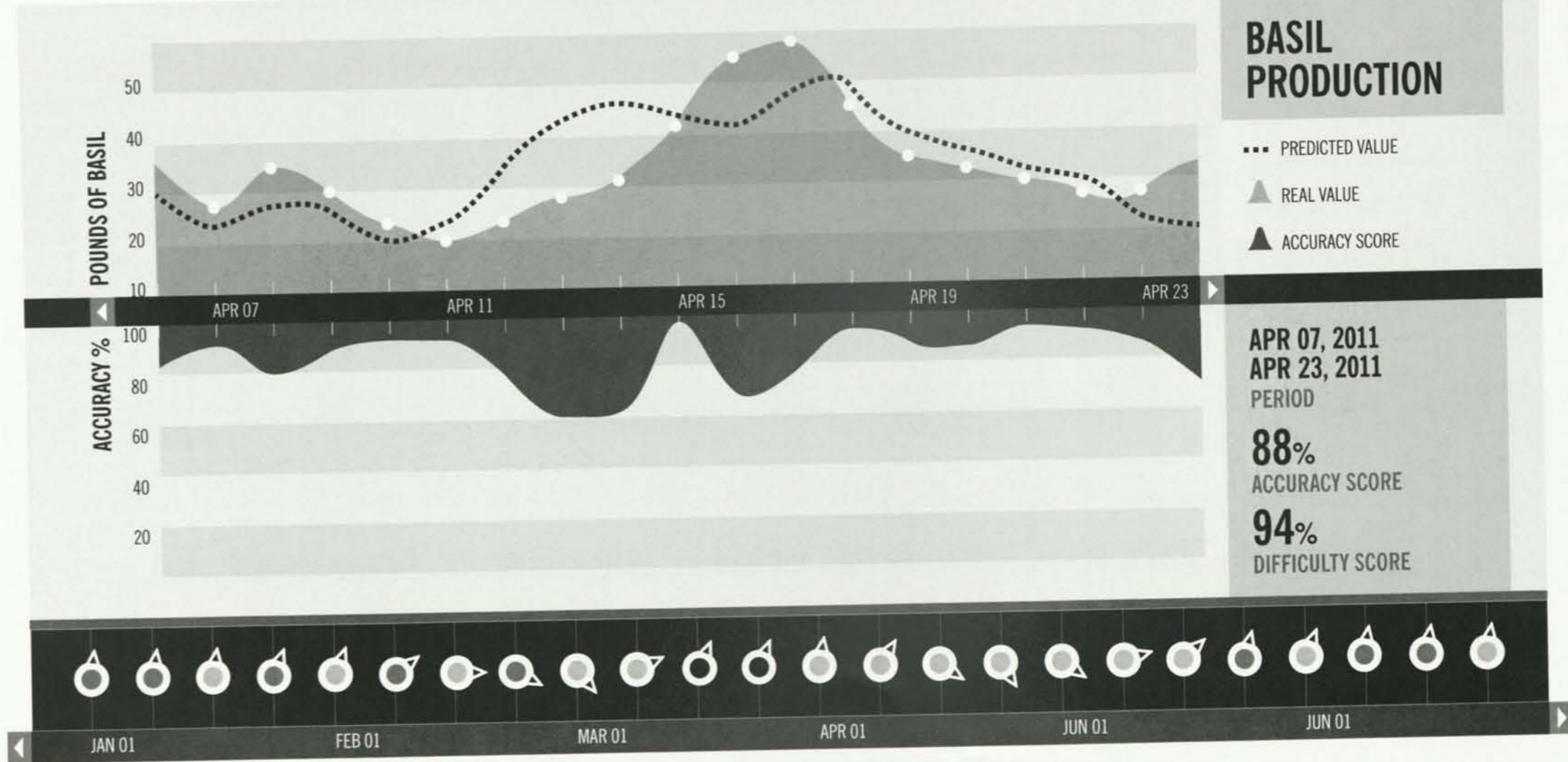
CLOSE X



MAR 01, 2011 74% 88%

JUL 01, 2011

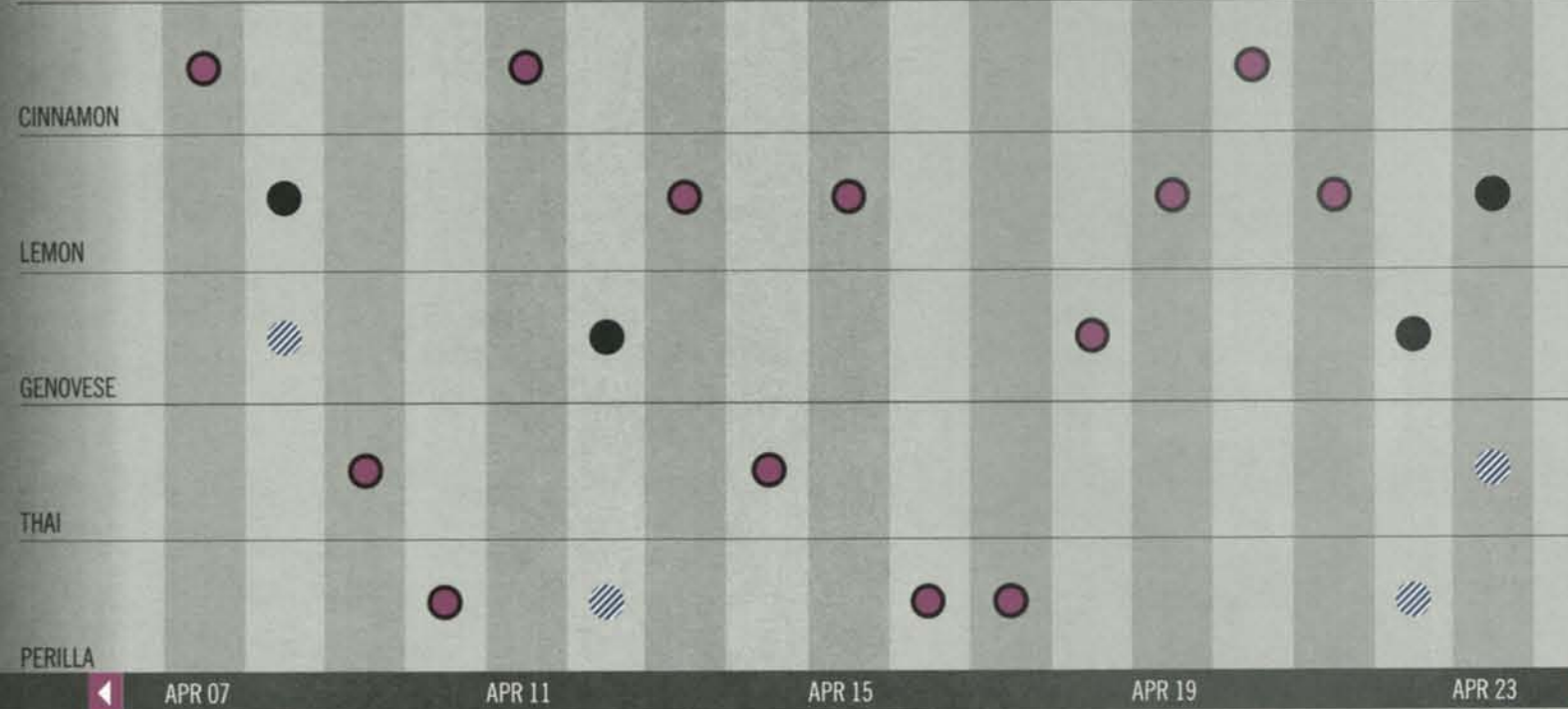
GROK ANALYSIS DASHBOARD



GROK ANALYSIS DASHBOARD

CLOSE X

CATEGORY



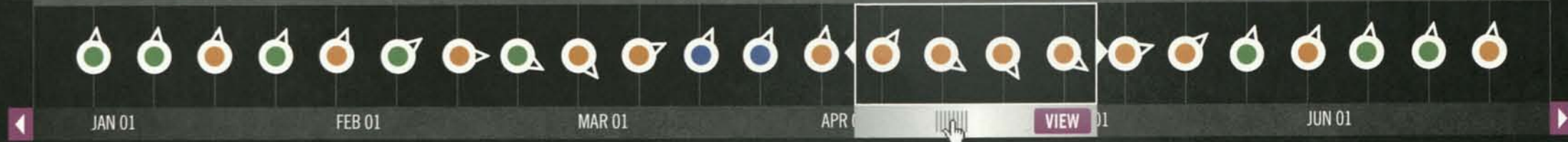
BASIL TYPE

- CORRECT PREDICTION
- INCORRECT PREDICTION
- ▨ ACTUAL RESULT

APR 07, 2011
APR 23, 2011
PERIOD

88%
ACCURACY SCORE

65%
DIFFICULTY SCORE



MAR 01, 2011
JUL 01, 2011

74%

88%

GROK ANALYSIS DASHBOARD

CLOSE X

CATEGORY

CINNAMON




LEMON

GENOVESE

THAI

PERILLA

BASIL TYPE

-  CORRECT PREDICTION
-  INCORRECT PREDICTION
-  ACTUAL RESULT

APR 07, 2011
APR 23, 2011
PERIOD

88%
ACCURACY SCORE

65%
DIFFICULTY SCORE

APR 20
ACCURACY **YES**
DIFFICULTY **92%**

APR 07

APR 11

APR 15

APR 19

APR 23



JAN 01

FEB 01

MAR 01

APR 01

VIEW

JUN 01

MAR 01, 2011
JUL 01, 2011

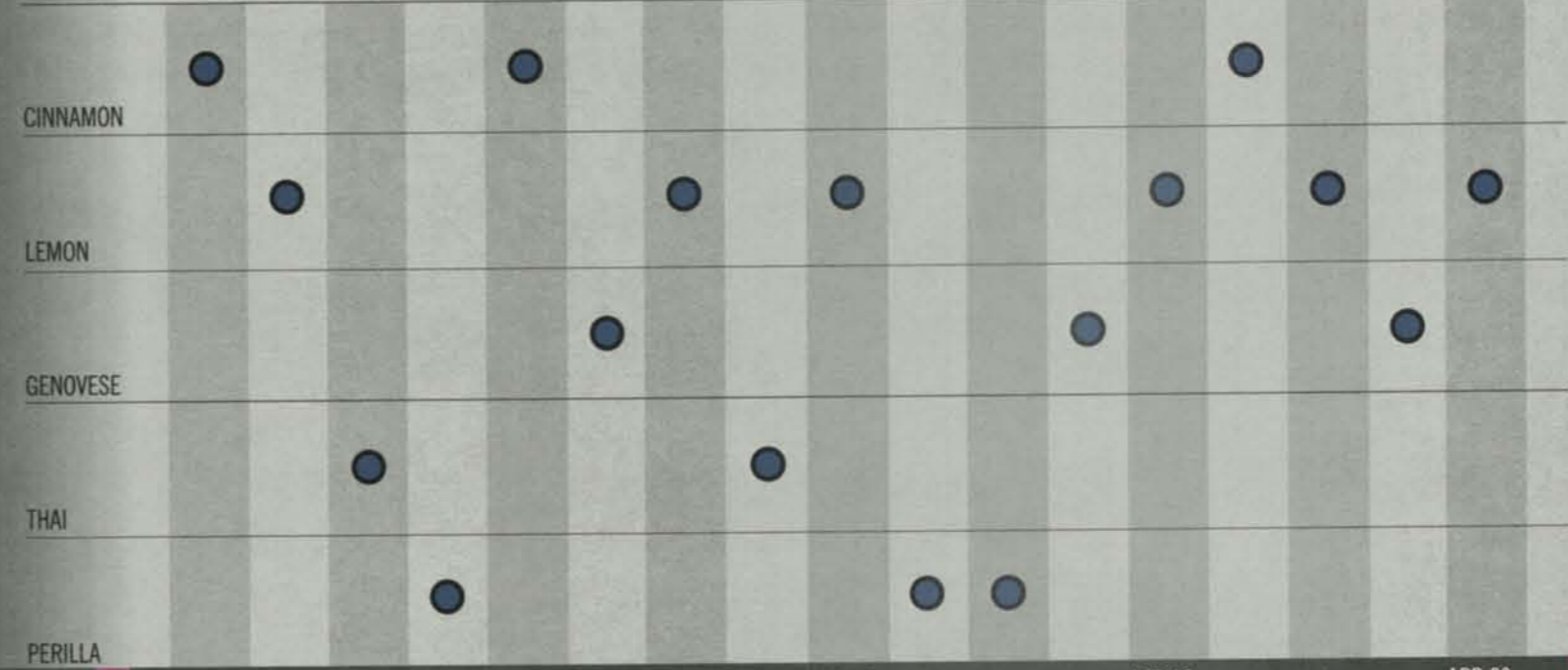
74%

88%

GROK PREDICTION DASHBOARD

CLOSE X

CATEGORY



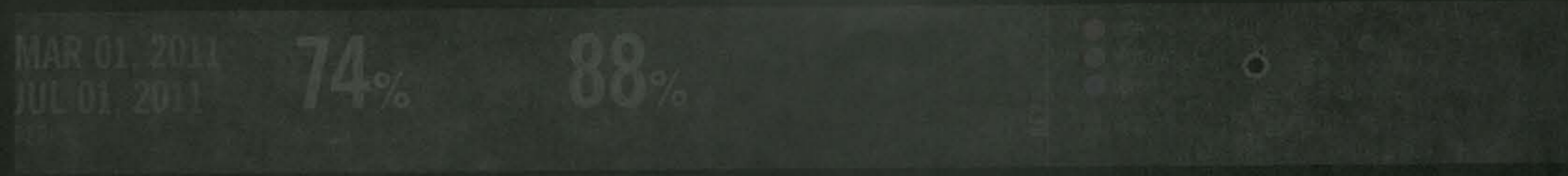
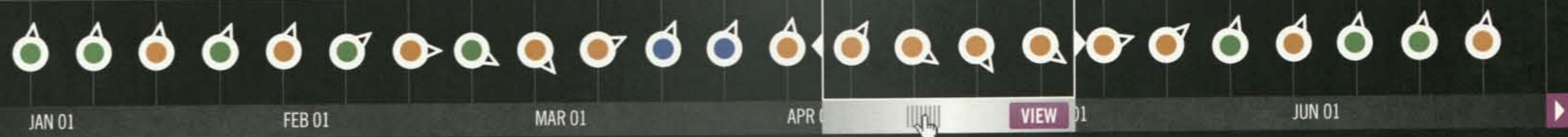
BASIL TYPE

● PREDICTION

APR 07, 2011
APR 23, 2011
PERIOD

84%
ACCURACY SCORE

65%
DIFFICULTY SCORE

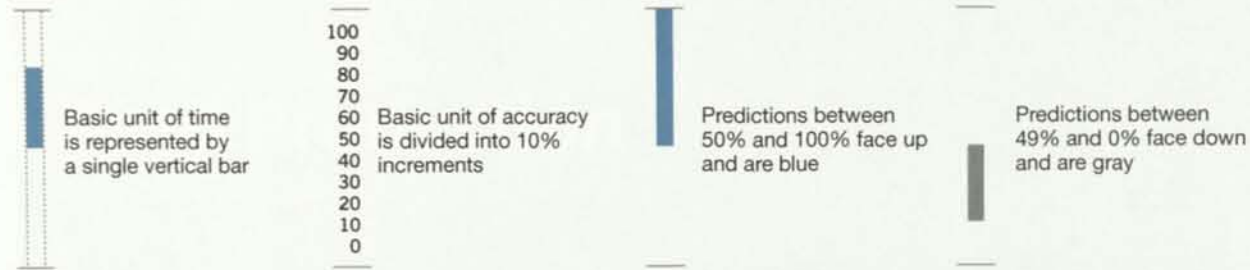


optionseven

GROK VISUALIZATION

Grok Visualization

Right / Wrong

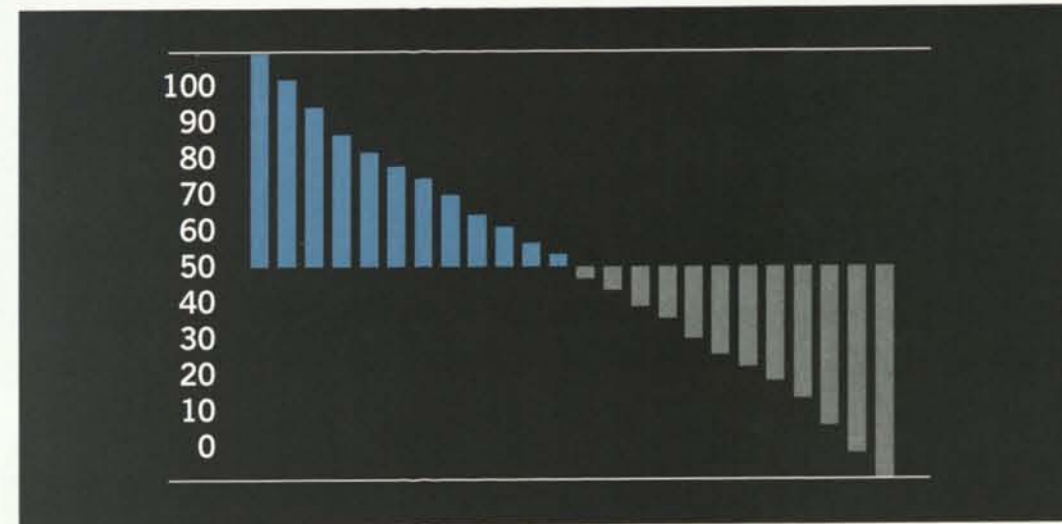


Grok's Usefulness:

Grok's usefulness score is divided into absolutes: "Yes," (displayed in green) means it is useful, having score of 50% or higher. "No" (displayed in red) means it is not useful, having a score of 49% or lower.



How Right / How Wrong:

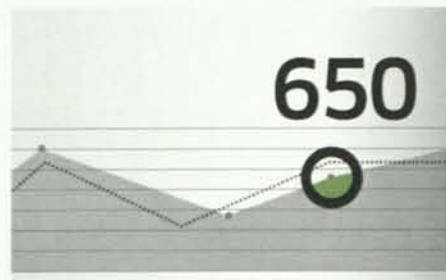


Predictions are measured on a scale from 100% (most right) to 0% (least right).

Showing Numerical Data:

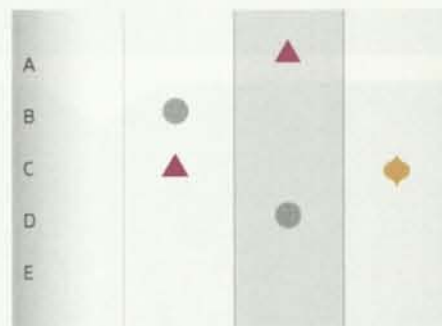


Prediction Only



Prediction and Actual Data

Showing Categorical Data:

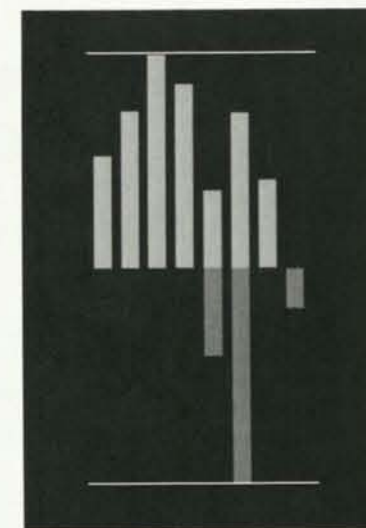


- Prediction
- ▲ Actual
- ◆ Correct

Full Color:



Grayscale:



GATHER SOURCES

VIEW

ANALYSIS

PREDICTION DASHBOARD

MODEL 1:

STATUS: ON OFF

Basil Production

GROK REPORT

NEW PREDICTION

DAY OF WEEK | BASIL QUERIES | CPI | POUNDS | TEMPERATURE

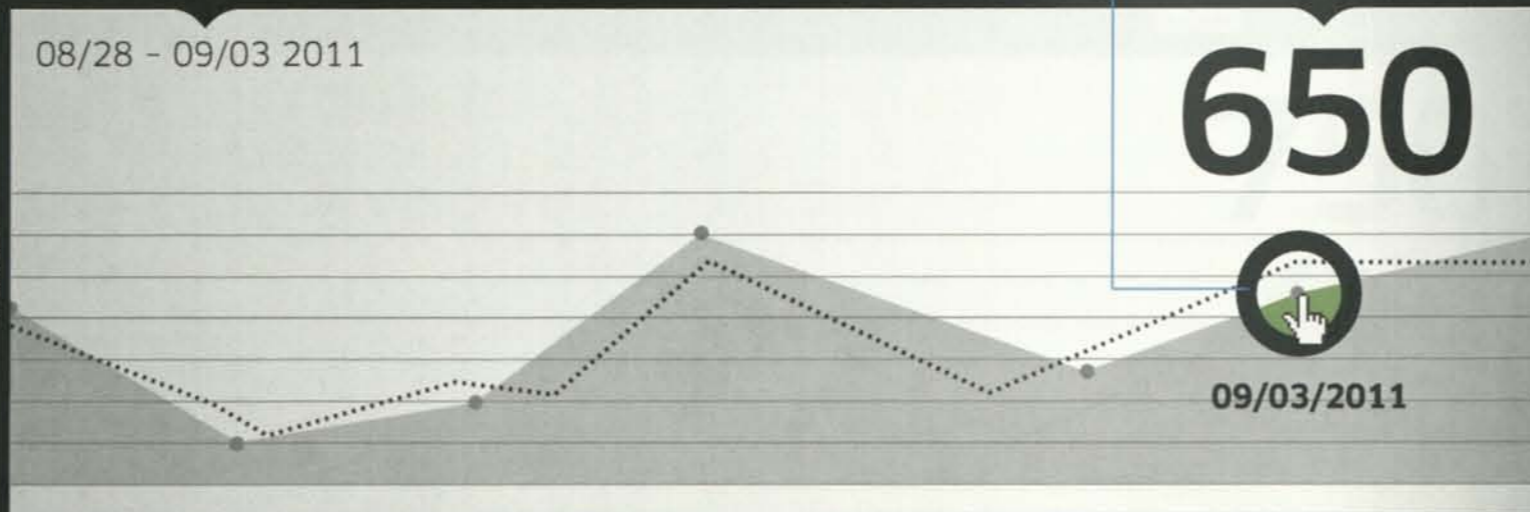
TIME PERIOD

PREDICTION

ACTUAL

08/28 - 09/03 2011

POUNDS



650

09/03/2011

RECENT PREDICTIONS:

Best Fields: Day of Week, Basil Queries, CPI, Pounds, Temperature

700

89%

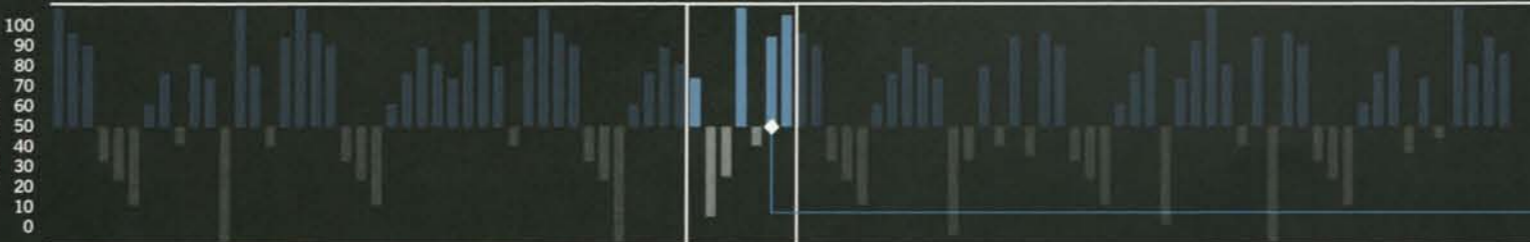
YES

PREDICTED

ACCURACY

USEFULLNESS

ACCURACY



MOST RECENT >

POUNDS PER DAY

POUNDS PER WEEK

POUNDS PER MONTH

GROK VISUALIZATION / NUMBER VARIANT

User can control time viewed by sliding flexible expansion window to the left and right

Indicator within widow is used for direct selection

User can override automatic setting by clicking on any point to generate specified data.

Data is constantly updating in real-time using dynamic display windows that actually show information moving up and down and changing color in a "slot machine" fashion. Data corresponds with most current point in time in the prediction window and always aligns in the center. Information fades to gray upon the next shift.

GATHER SOURCES

VIEW

ANALYSIS

PREDICTION DASHBOARD

MODEL 1:

STATUS: ON OFF

RECENT PREDICTIONS:

Basil Production

Best Fields: Day of Week, Basil Queries, CPI, Pounds, Temperature

GROK REPORT

NEW PREDICTION

DAY OF WEEK | BASIL QUERIES | CPI | **POUNDS** | TEMPERATURE

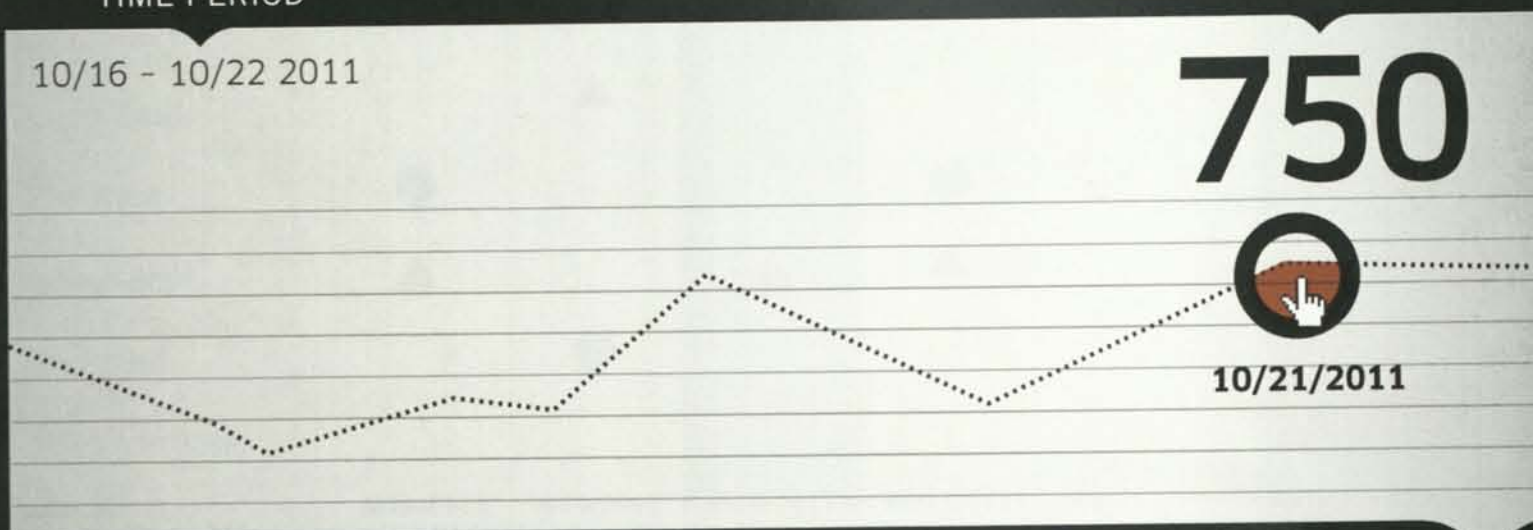
TIME PERIOD

PREDICTION

10/16 - 10/22 2011

750

POUNDS



10/21/2011

750

91%

NO

PREDICTED

CONFIDENCE

USEFULLNESS

ACCURACY



MOST RECENT >

POUNDS PER DAY

POUNDS PER WEEK

POUNDS PER MONTH

SAVE MODEL TO DASHBOARD

GATHER SOURCES

VIEW

ANALYSIS

PREDICTION DASHBOARD

MODEL 2:

STATUS: ON OFF

RECENT PREDICTIONS:

Best Fields: Day of Week, Basil Queries, CPI, Pounds, Temperature

Types of Basil

GROK REPORT

NEW PREDICTION

DAY OF WEEK | **BASIL QUERIES** | CPI | POUNDS | TEMPERATURE

TIME PERIOD

● PREDICTION ▲ ACTUAL ◆ CORRECT

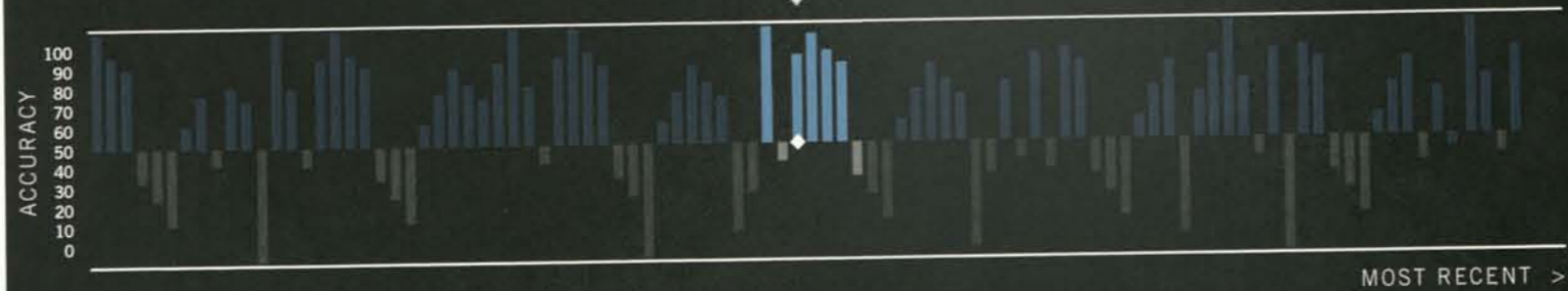
CATEGORY	8/28/2011	8/29/2011	8/30/2011	8/31/2011	9/1/2011	9/2/2011	9/3/2011
Sweet Basil		▲			◆		
Thai Basil	●			●			
Lemon Basil	▲		◆	▲			◆
Opal Basil		●				●	
Cinnamon Basil						▲	

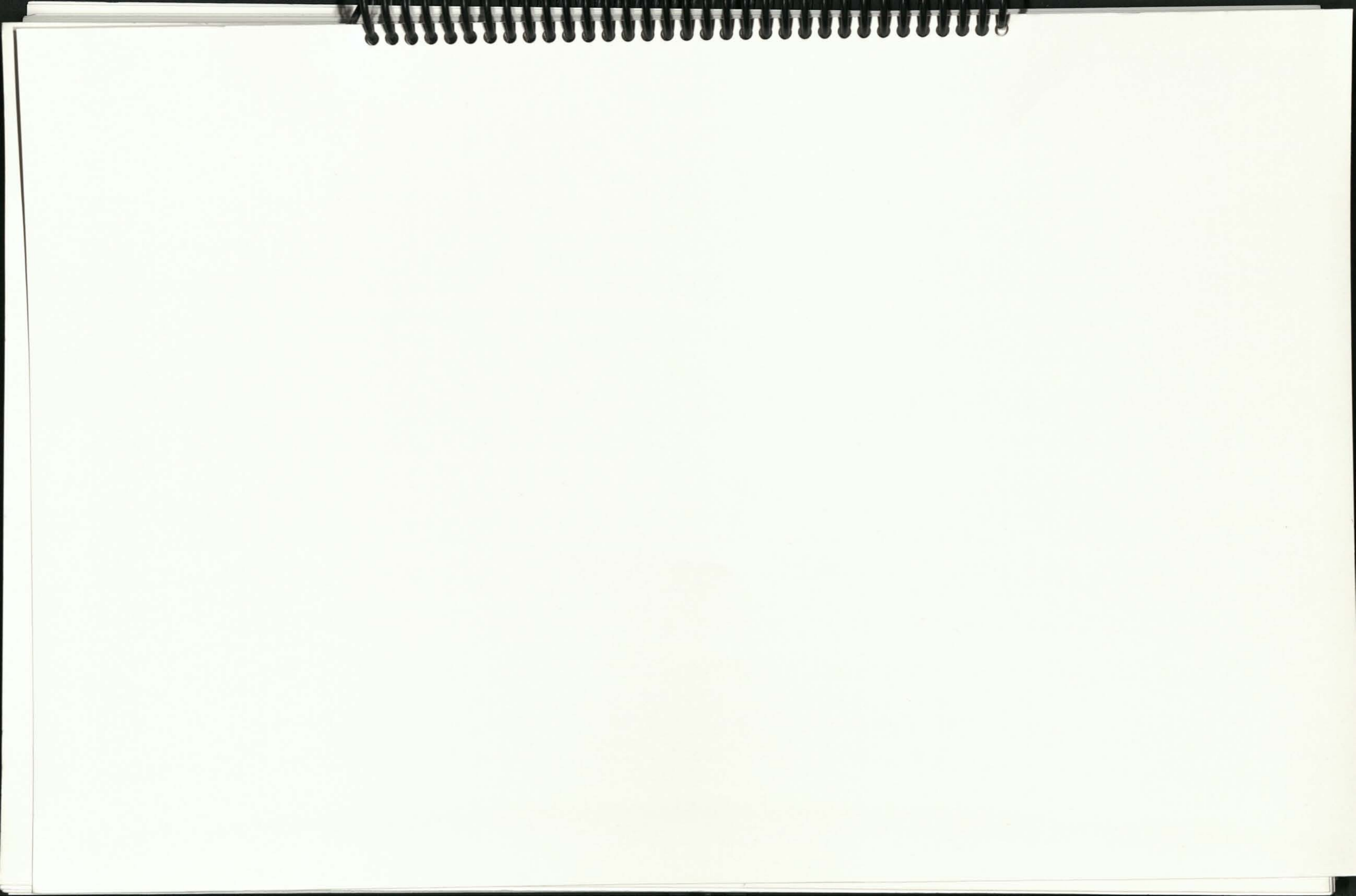
LEMON BASIL

92%
91%
90%
89%
88%
71%

YES

PREDICTED CONFIDENCE USEFULLNESS





elev**e**ight**y**five**d**esign