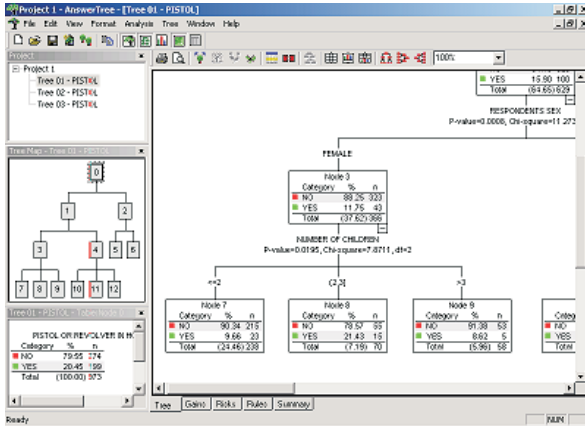


# ➤ Identify segments and patterns in your data with four powerful algorithms



Quickly see segments on the intuitive tree diagram. You can easily navigate the diagram using the tree map (center left) to go to a group for closer examination. The bar chart, table and data displayed in the viewer update as you move from node to node.

## Build better models, visualize opportunities and make smarter decisions with AnswerTree

AnswerTree gives you unmatched model building power so you discover segments and find patterns - quickly and easily. And, AnswerTree's diagrams are as easy to read as a flowchart, so you quickly spot critical segments. You'll arrive at smarter conclusions in no time. Use AnswerTree across a variety of applications:

- Market research - build customer profiles
- Direct marketing - identify potential respondents
- Institutional research - develop profiles of students
- Credit scoring - describe loan default candidates
- Biomedical research - profile patients

## Build better models with unprecedented analytical power

Whether the prospect needs to analyze purchase amounts, product categories, demographics or satisfaction ratings, only AnswerTree offers the widest range of decision-tree algorithms available today:

1. CHAID  
A fast, statistical, multi-way tree algorithm, which explores data quickly and efficiently and builds segments and profiles with respect to the desired outcome
2. Exhaustive CHAID  
A thorough, statistical, multi-way tree algorithm that explores data exhaustively
3. Classification and Regression Tree (C&RT)  
A complete binary tree algorithm, which partitions data and produces accurate homogeneous subsets
4. QUEST  
A statistical algorithm that selects variables without bias and builds an accurate binary tree model quickly and efficiently

With each algorithm, you'll uncover all-important relationships and interactions because they evaluate every combination of variables and values and create mutually exclusive, statistically significant groups.

## Turn your data into useful information

Data access is easy with the new ODBC Wizard (and links to popular databases) while the Setup Wizard simplifies model building. Intuitive diagrams and color-coded charts and tables make it easy to identify and evaluate

segments. Each node represents a unique segment, so you get an instant snapshot of groups in your data. And, easily compare incremental costs and benefits between segments with the Gains chart. You'll save time and money by easily selecting the best segments.

## Evaluation

Evaluation graphs in the form of Gains, Response, Lift (Index), Profit, and ROI charts provide the user visual representations of the Gains Summary table for enhanced understanding of model performance.

## Make confident decisions based on sound results

Your results are more reliable with AnswerTree because you train models on a subset of your data, then validate them on the remaining data. Or, use powerful cross-validation to split and validate your model on sub-samples. Either way, the misclassification chart provides clear reports of your model's accuracy and estimated error.

## Put your models to work for you

Work smarter with AnswerTree's models. Fine tune your model by defining additional criteria. Assign weights, costs, profits, splitting and growing criteria and the order of variables to get a model that fits your needs. And, AnswerTree's flexible production mode enables you to work efficiently by building models unattended. Even export decision rules as SQL or SPSS syntax and easily apply them to new data.

## System requirements

- Windows 95 or Windows NT™ 4.0
- 486DX or higher IBM-compatible PC
- 12MB RAM required, 16MB recommended
- 20MB hard drive space for software; 30MB recommended for data
- VGA monitor (SVGA recommended)

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