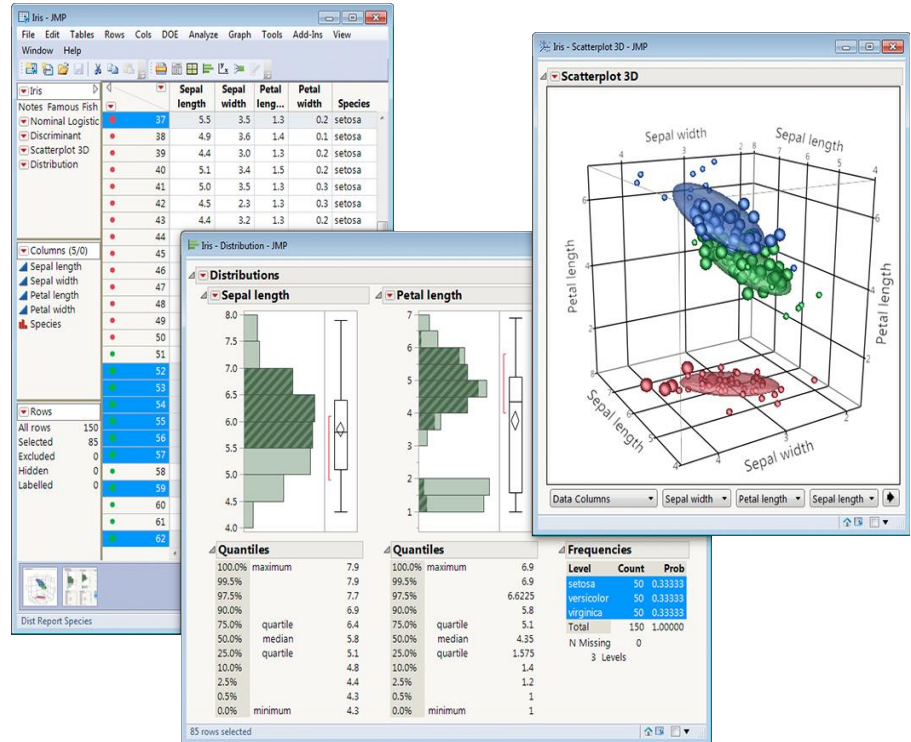


SAS NEW IN JMP 13 SHOWCASE

INTRODUCTION

What is JMP:

- Exploratory Analytics from the SAS Institute
 - **Interactive**
 - **Visual**
 - **Powerful**
 - **Flexible**
- “Find the Story in Your Data”

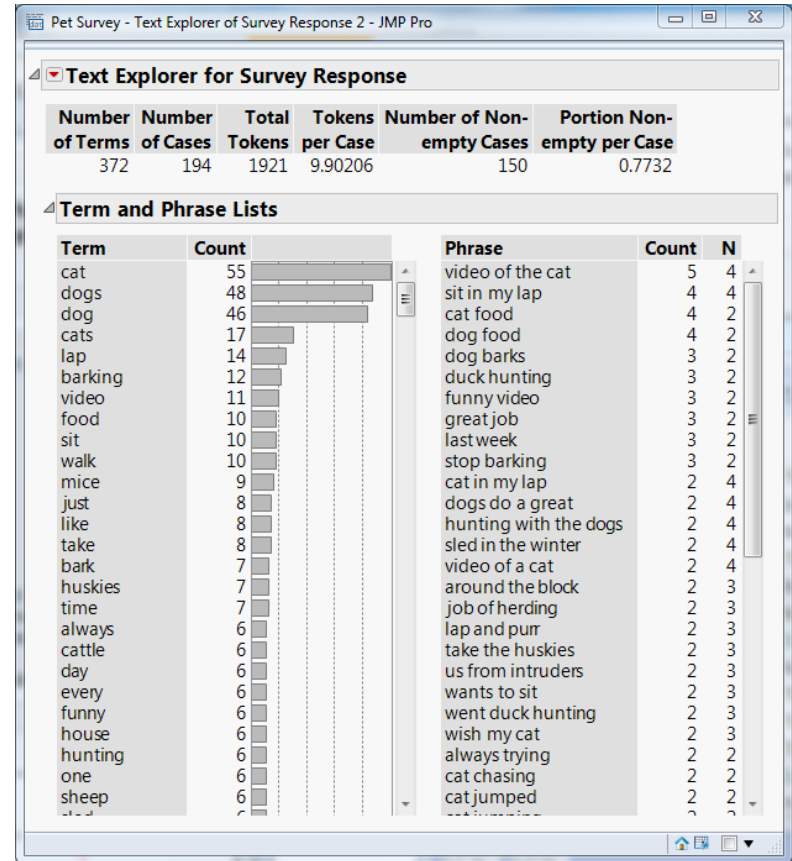


SAS NEW IN JMP 13 SHOWCASE

TEXT ANALYSIS

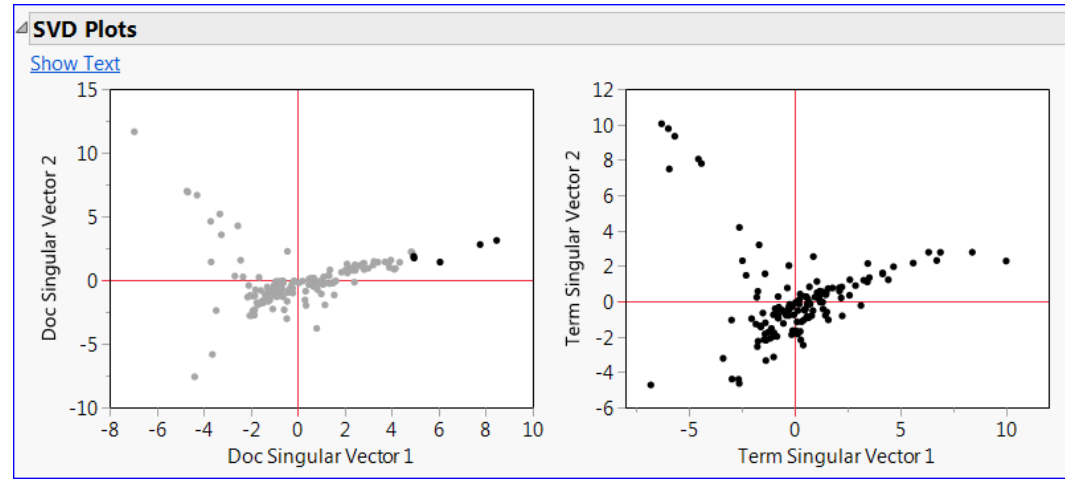
New in JMP 13: Text Explorer

- Enables analysis of unstructured text, such as comment fields, incident reports, or log entries
- Interact with the text data by using tools to consolidate similar terms, recode misspecified terms and gain understanding of underlying patterns.



New in JMP 13 Pro: Text Explorer

- Analysis tools to help group similar documents into topics
- Cluster text documents or terms in a collection of documents
- Reduce dimensionality for more powerful exploration and use in predictive modeling



Context for Selected Rows:

There was this funny video of a cat trying to jump into someones lap, but fell into the pool instead. [56]

The funny cat video where the cats jumped through the window right into the bathtub was hilarious. [142]

We made this funny video of the cat trying to climb the wall to chase a laser pointer. [153]

I made a video of the cat jumping onto the high ledge from the dining room table. [159]

Videos of cats jumping out of the bathtub are hilarious. [186]