

Next Generation Business Analytics with RapidMiner and RapidAnalytics

***Open Source Data Mining Software, Solutions, and Services
by Rapid-I and its Hungarian Partner United Consult***

Ralf Klinkenberg

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www.rapid-i.com

Overview

- **About the Speaker and the Company Rapid-I**
- **The Data Mining Software RapidMiner**
- **Data Mining and Predictive Analytics**
- **RapidMiner Data Mining Applications**
- **The Data Mining Solutions RapidMiner, RapidAnalytics, RapidSentilyzer, and RapidNet**
- **Rapid-I Market Place**
- **Future Directions**
- **Data Mining Services Provided by Rapid-I and its Hungarian Partner United Consult**

About Ralf Klinkenberg



- Initiator and co-developer of the open source data mining project RapidMiner
- One of the two founders of Rapid-I
- Chief Business Development Officer (CBDO) of Rapid-I responsible for partner programs, sales, training courses, consulting, and projects
- 17 years of expertise in data mining, text mining, web mining, predictive analytics, and sentiment analysis
- Author of numerous data mining publications



About Rapid-I

- **Leading open-source data mining provider**
- **Software development, consulting, and services**
- **Rapid-I provides innovative data mining and business intelligence solutions increasing the efficiency and profitability of its customers.**
- **The discovery and leverage of unused business intelligence from existing data enables better informed decisions and allows for process optimizations.**
- **Winner of the Open Source Business Award 2008**

About RapidMiner

- **Flexible solution for data mining**
- **Rapid Prototyping:** Rapid development of data mining prototypes as well as of deployable and dependable solutions and applications
- **Usable as stand-alone application and as library for the integration into your own products:** Stand-alone (GUI), server (command line), Java library
- **Large number of users:**
 - Market research, marketing, sales, CRM
 - Manufacturing (in particular in the automotive sector)
 - Telecommunication companies
 - Financial services
 - Pharma industries
 - ...

*Start of
development:
2001*

*Monthly
downloads:
20,000*

*More than 600
operators*

*100% Java (OS-
independent)*

About the Open Source Business Model

From a customer view point:

- **Low entrance barrier: no license fees**
- **Freedom to choose the amount of service and support needed**
- **Pay only for customized service, not pay for naked licenses**
- **No vendor lock-in: freely choose your service provider**
- **Low total cost of ownership (TCO), fast return on invest (ROI)**

*500,000+
downloads*

*users in 60+
countries*

*Rapid-I team
doubled every
year since start*

From a software and service provider point of view:

- **Rapidly gain market share without marketing and sales cost**
- **Rapidly grow your business based on growing user base**

*Rapid-I sales
volume and
profit doubled
every year*

Looking into the Future

- Can you look into the future?

Looking into the Future

- **Can you look into the future?**
- **Example: A glass falls to the ground and will break.**
- **Even before the glass touches the ground, we know:
In a moment the glass will break into pieces.**

Looking into the Future

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- **How do we know that?**

Looking into the Future

- **Can you look into the future?**
- **Example: A glass falls to the ground and will break.**
- **Even before the glass touches the ground, we know:
In a moment the glass will break into pieces.**
- **How do we know that?**
- **From observations and experience from the past we generate rules and use these for prediction.**

Report the Future

- **Data Mining (DM) discovers prediction rules in the „experience“ of companies: in their data**
 - Predictions for new situations
 - Explicit descriptions of processes allow better informed decisions and planing
- **Difference to Business Intelligence (BI):**

„The glas is broken into 20 parts.“ (BI report)

versus

„The glas will fall. Pay attention!“ (DM report)



Optimization by Predictions

- **Insurance:** How many accidents will this customer cause? What insurance rate to suggest?
- **Manufacturing:** How to predict machine failures – before they occur? (preventive maintenance)
- **Marketing:** How will the new product be adopted by the market? How to advertise it best?
- **CRM:** What will be the reasons for buying the product? Or why will potential customers dislike the product?
- ...



Data Mining Applications

- **Credit risk prediction, credit default prediction:**
Credit scoring, rating, risk management
- **Rating customers or companies**
- **Analysis and prediction of financial time series:**
Sales, stock market prices, exchange rates, commodity prices, indices, volatilities, ...
by uni- and multi-variate analysis and also using unstructured data like text documents
Customers: aiinvesting, NeuralMarketTrends, ...
- **Automated sentiment analysis from texts:**
Sentiments about companies, products, brands, stocks, persons, parties extracted from news, discussion groups, and web blogs
Customers: Online Market Research: Schober Information Group, AFO Marketing, GfK, maanto, moxie interactive, T-Mobile, PayPal, ... and Financial Sector



Data Mining Applications

- **Automated news filtering:**

Finding or monitoring all relevant articles on a given topic and topic tracking, e.g. for brand monitoring

- **Automated document classification:**

Automated assignment of documents into pre-defined categories automatically learned from given examples

- **Automated e-mail routing:**

Routing incoming e-mails automatically based on their content to the department or person in charge

Customer: mobilkom austria, Austria's leading mobile phone service provider



Data Mining Applications

- **Market research and competitive intelligence:**
Online market research, competitive intelligence
Customers: GfK, Schober Information Group, AFO Marketing, ...
- **Automated product recommendation:**
Individually customized/personalized product recommendations, fitting additional products (cross-selling), and higher-valued products (up-selling)
- **Marketing, Sales, Customer Relationship Management (CRM):**
Optimizing and controlling direct marketing activities, increasing response rates, estimating response probabilities for each customer, maximizing the return on investment (To whom advertize what when how?)



Example: Web Discussion Survey, Blog Mining, Automated Sentiment Analysis

- ***Market Research:*** How will the product be adopted by the market and why?
- ***CRM:*** What are the reasons why customers buy the product? Or why do potential customers dislike it?
- ***Online Market Research:*** Which sentiments are expressed in internet discussion groups and web blogs regarding a company or product?
- ***Goal:*** Automatically extract the expressed sentiments and the reasons for these sentiments.



Selected Customers of Rapid-I and Users of RapidMiner in Finance

Banking and Investment:

- **BNP Paribas (France)**
- **Bank of America (USA)**
- **comdirect bank (Germany)**
- **Landesbank Berlin (LBB) (Germany)**
- **Merrill Lynch (USA)**
- **PayPal (USA)**
- **aiinvesting.com (USA)**
- **NeuralMarketTrends.com (USA)**

Insurance Companies:

- **Ineas (France)**
- **PentaSecurity (Chile)**
- **Allianz (Germany)**
- **Wüstenrot (Austria)**



Selected Customers of Rapid-I and Users of RapidMiner in Industry

Manufacturing:

- **ThyssenKrupp Nirosta (Germany)**
- **ThyssenKrupp Steel Europe (Germany / Europe)**
- **Mannesmann Salzgitter (Germany)**
- **Schott (Germany)**

Retail:

- **DiTech (Austria)**
- **Libri (Germany / Europe)**
- **Rossmann (Germany)**
- **Tchibo (Germany)**

Utilities:

- **E.ON Ruhrgas (Germany)**
- **RWE (Germany)**



Selected Customers of Rapid-I and Users of RapidMiner in Industry

Aviation:

- Lufthansa (Germany)
- EADS (France / Europe)

Pharma and Medical:

- Sanofi-Aventis (Germany / France)
- Siemens (Germany / USA)

Telecom:

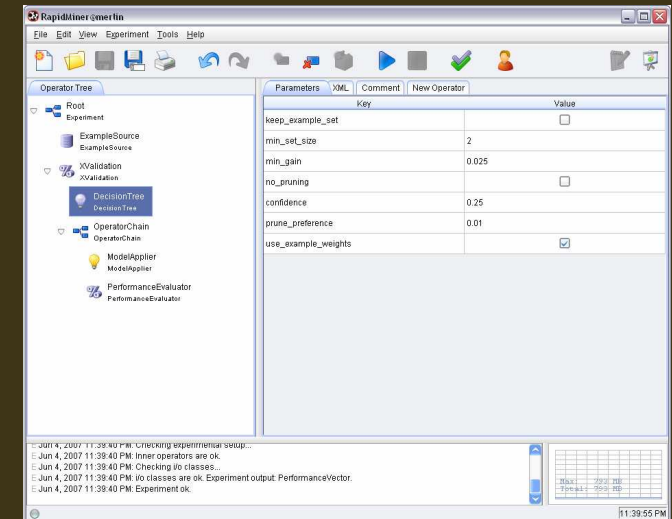
- Telekom Deutschland (Germany)
- T-Mobile International (Germany / Europe)
- mobilkom austria (Austria)

Market Research:

- GfK (Germany / Europe)
- PepsiCo (USA)
- Schober Information Group (Germany)
- moxie interactive (USA)

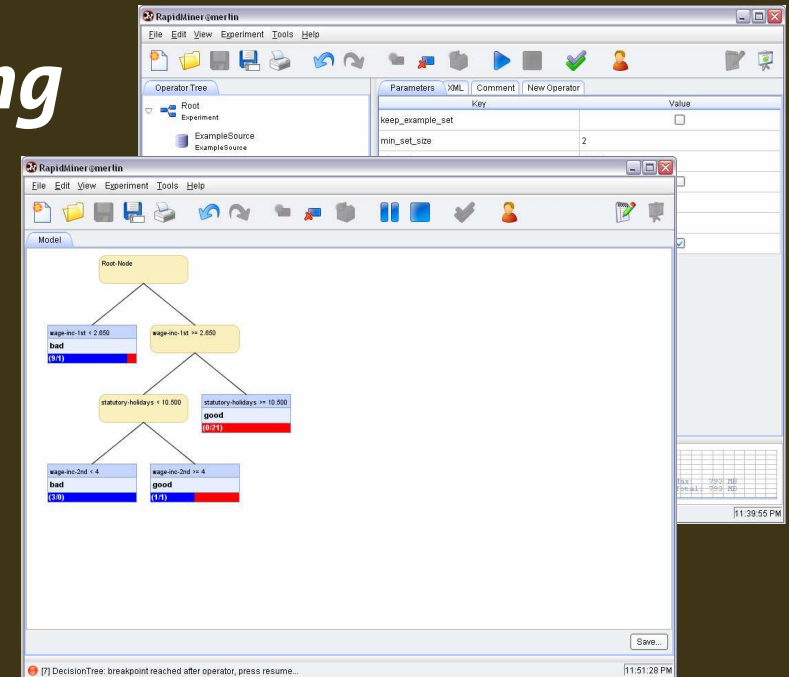
RapidMiner Open Source Data Mining

- More than 600 data mining operators



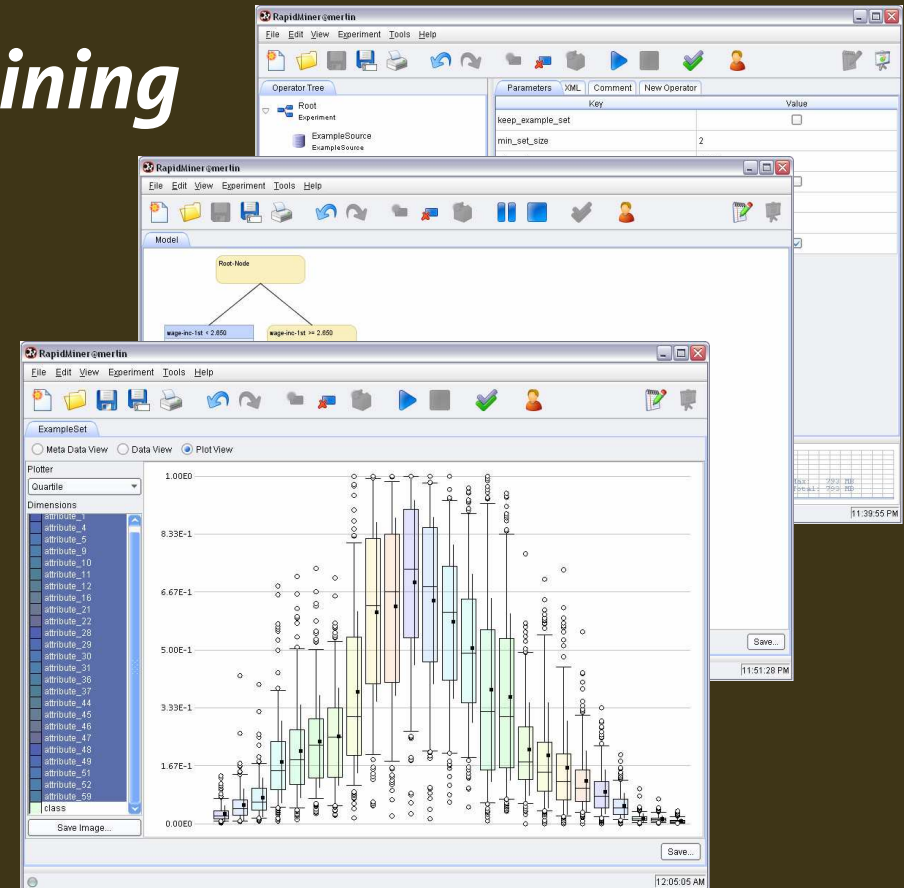
RapidMiner Open Source Data Mining

- More than 600 data mining operators
- Usable as stand-alone application or library



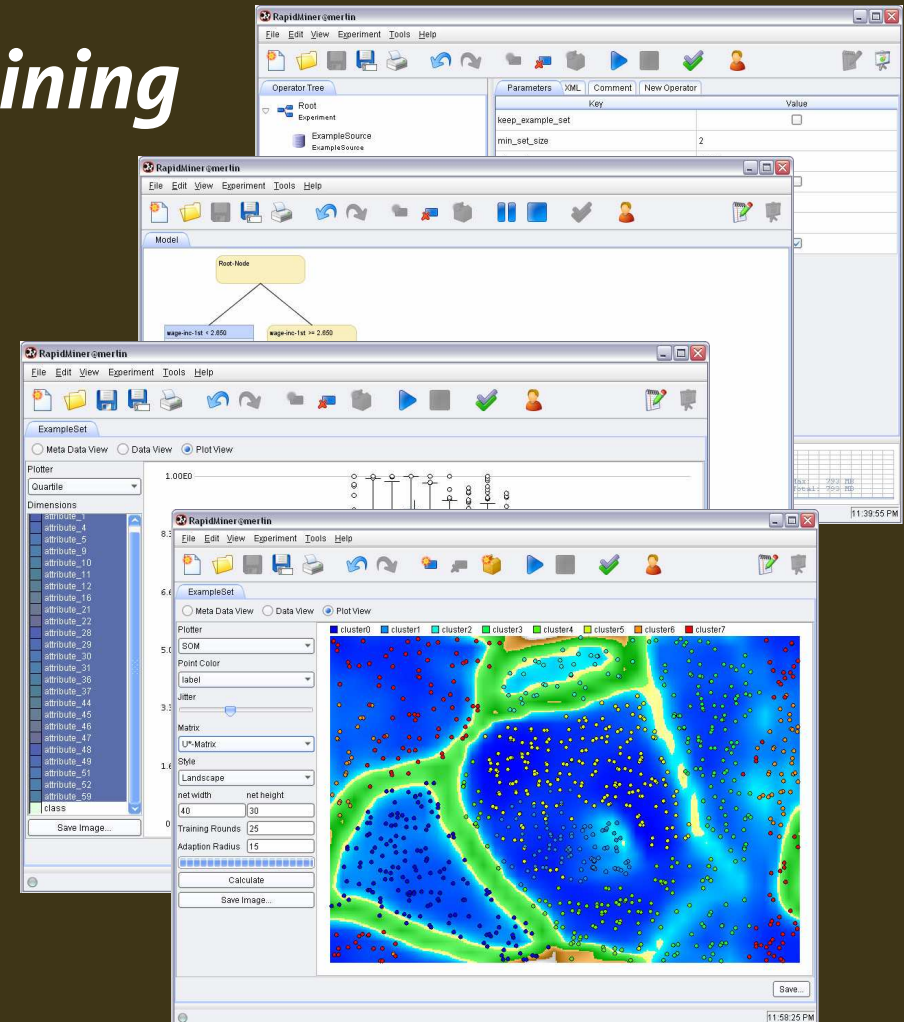
RapidMiner Open Source Data Mining

- More than 600 data mining operators
- Usable as stand-alone application or library
- Standardized process descriptions and outputs



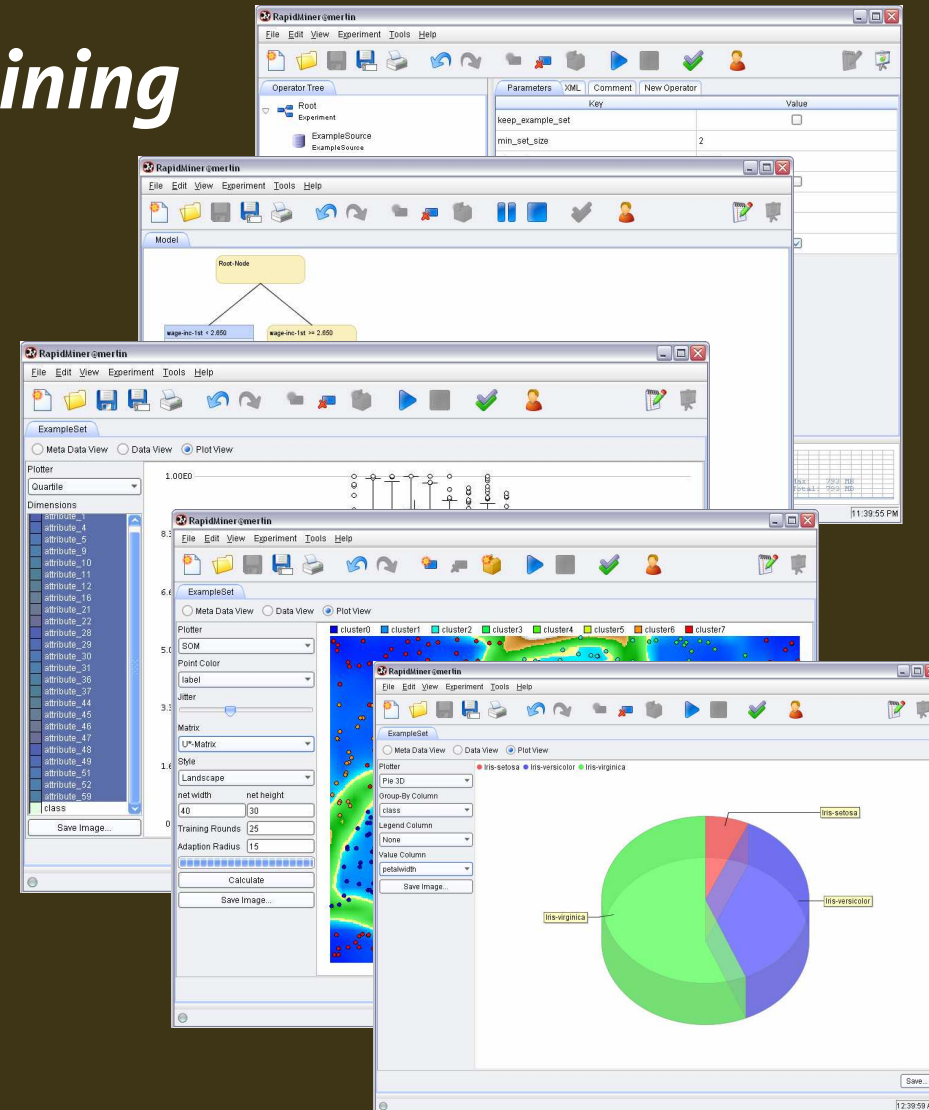
RapidMiner Open Source Data Mining

- More than 600 data mining operators
- Usable as stand-alone application or library
- Standardized process descriptions and outputs
- Efficient multi-layered data view

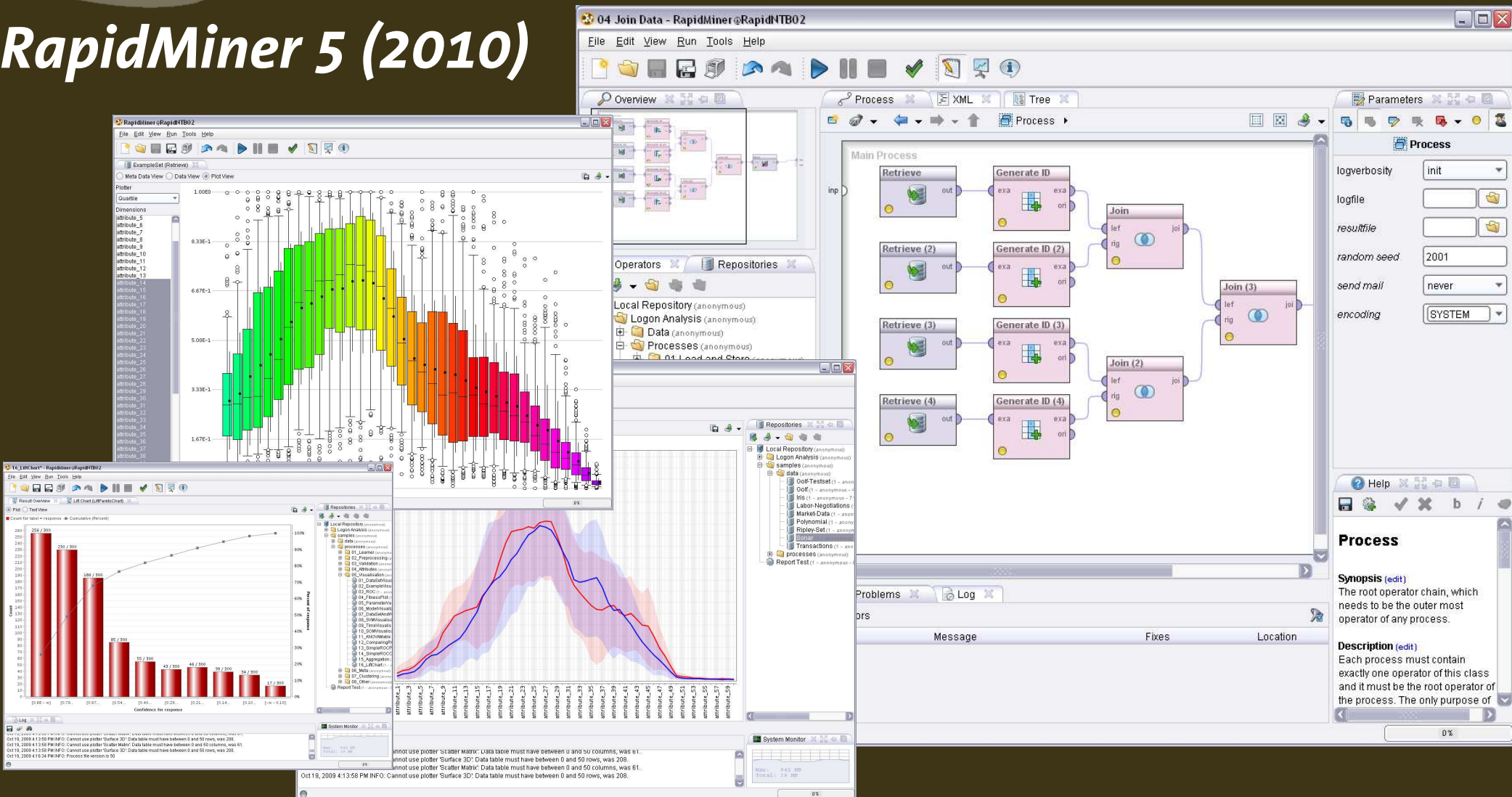


RapidMiner Open Source Data Mining

- More than 600 data mining operators
- Usable as stand-alone application or library
- Standardized process descriptions and outputs
- Efficient multi-layered data view
- Large-scale DM via scripting language, interactive via explorative data analysis

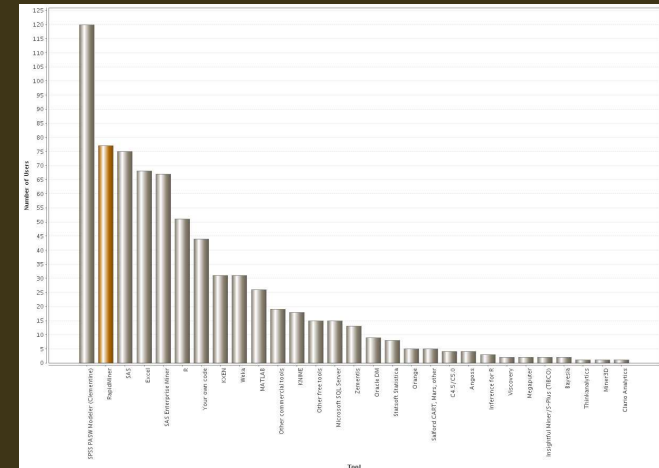


RapidMiner 5 (2010)



Adoption of RapidMiner

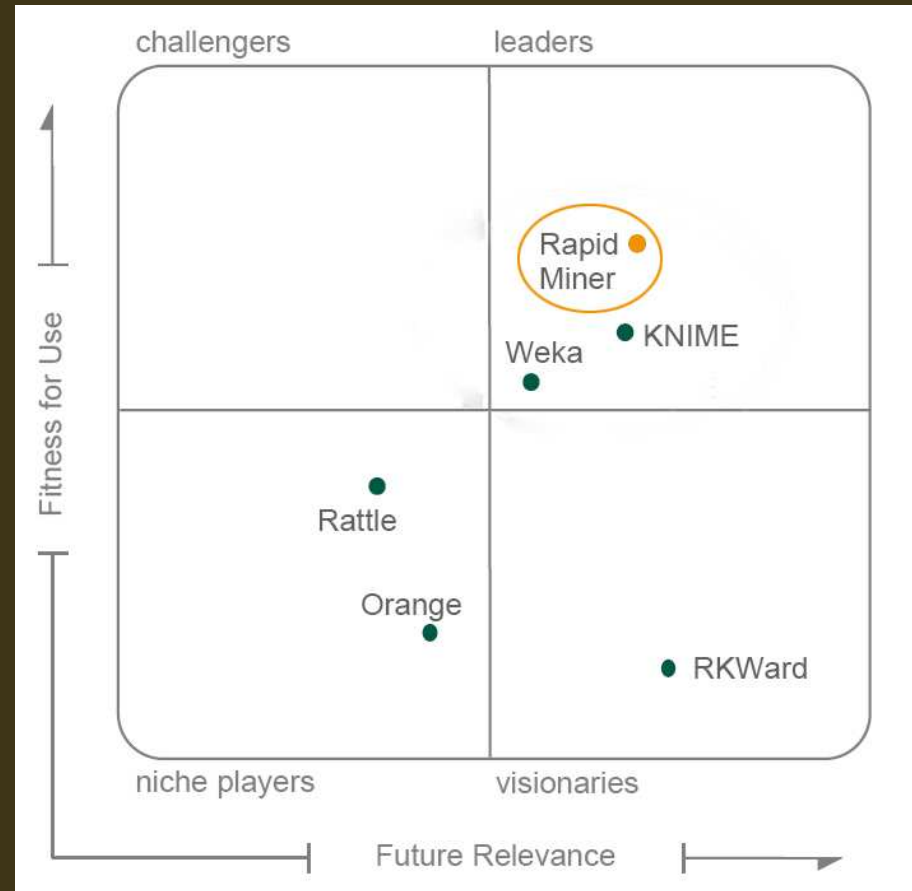
- *KDnuggets Polls 2007, 2008, and 2009:*
RapidMiner most widely used open source data mining tool, second overall, and 21% of all data mining experts work with RapidMiner
- *SourceForge.net:*
More than 500,000 Downloads, users in more than 60 countries
- *Data Mining Cup 2007, Study by Christian Schieder „Open Source Data Mining Tools“, and BARC 2009:*
RapidMiner leads in the leaders' quadrant



Study: Open Source Data Mining

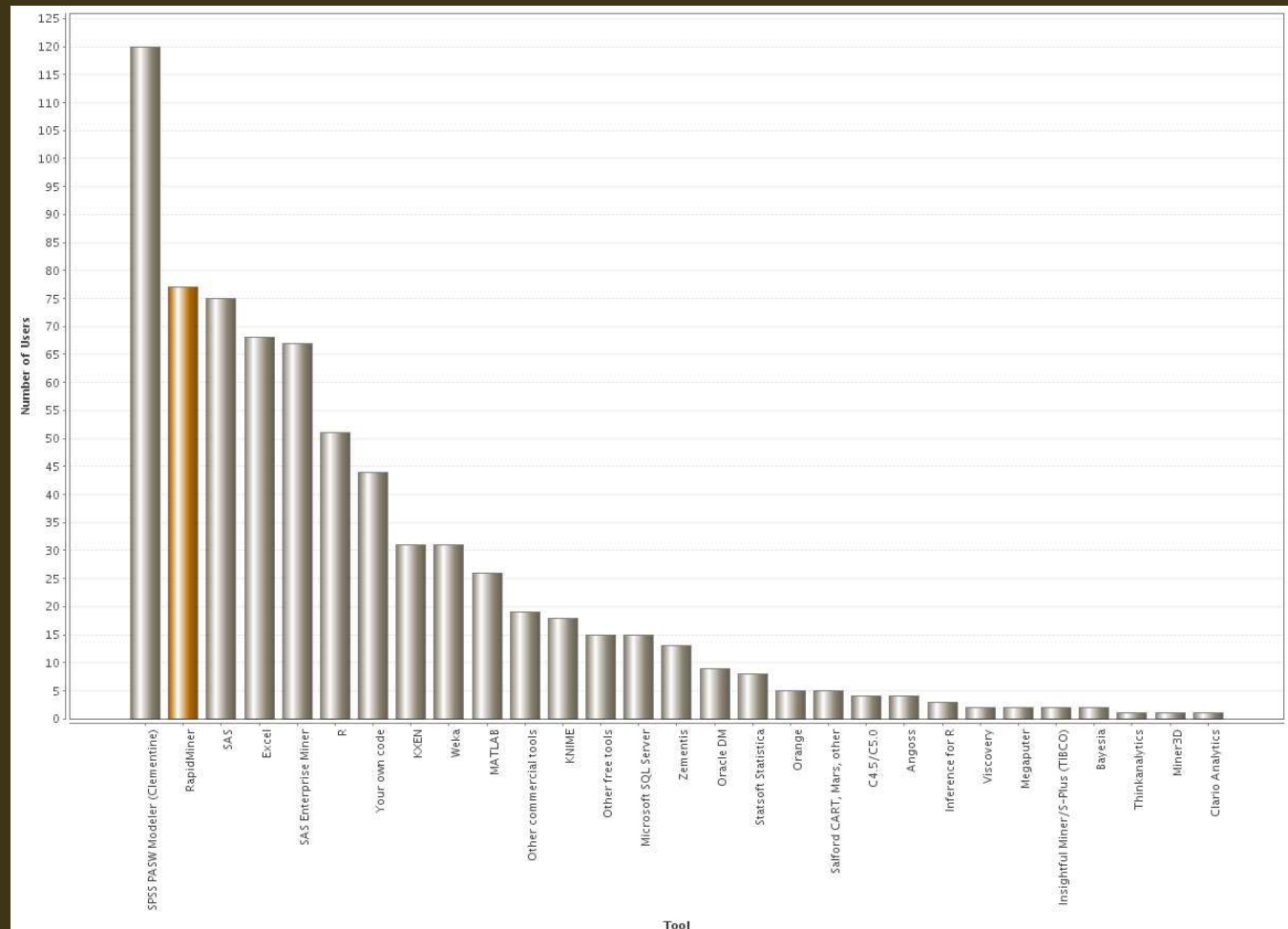
Comparative study
„Open Source Data Mining“
 by Christian Schieder
 (Technical University of
 Chemnitz, Germany)
 presented at the
 international Data
 Mining Cup (DMC)
 2007 and
BARC presented at
 CeBIT 2009:

*RapidMiner is the
 world-wide leading
 Open Source Data
 Mining Software*



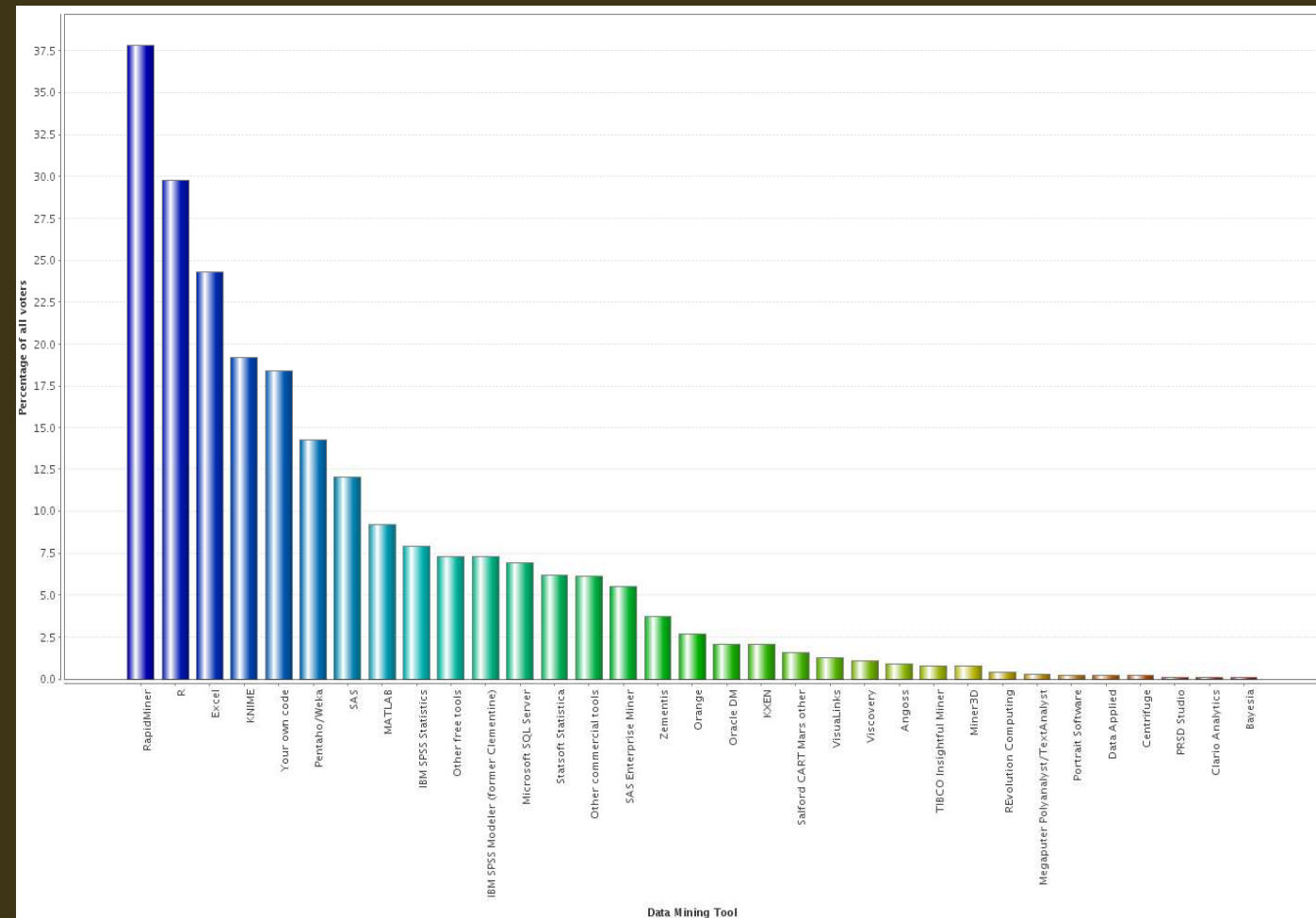
KDnuggets Poll 2009

- Poll of the leading data mining portal *KDnuggets* among 364 data mining experts
- 21% work with RapidMiner
- RapidMiner is the second most widely used data mining tool overall and the most widely used open source data mining software and library



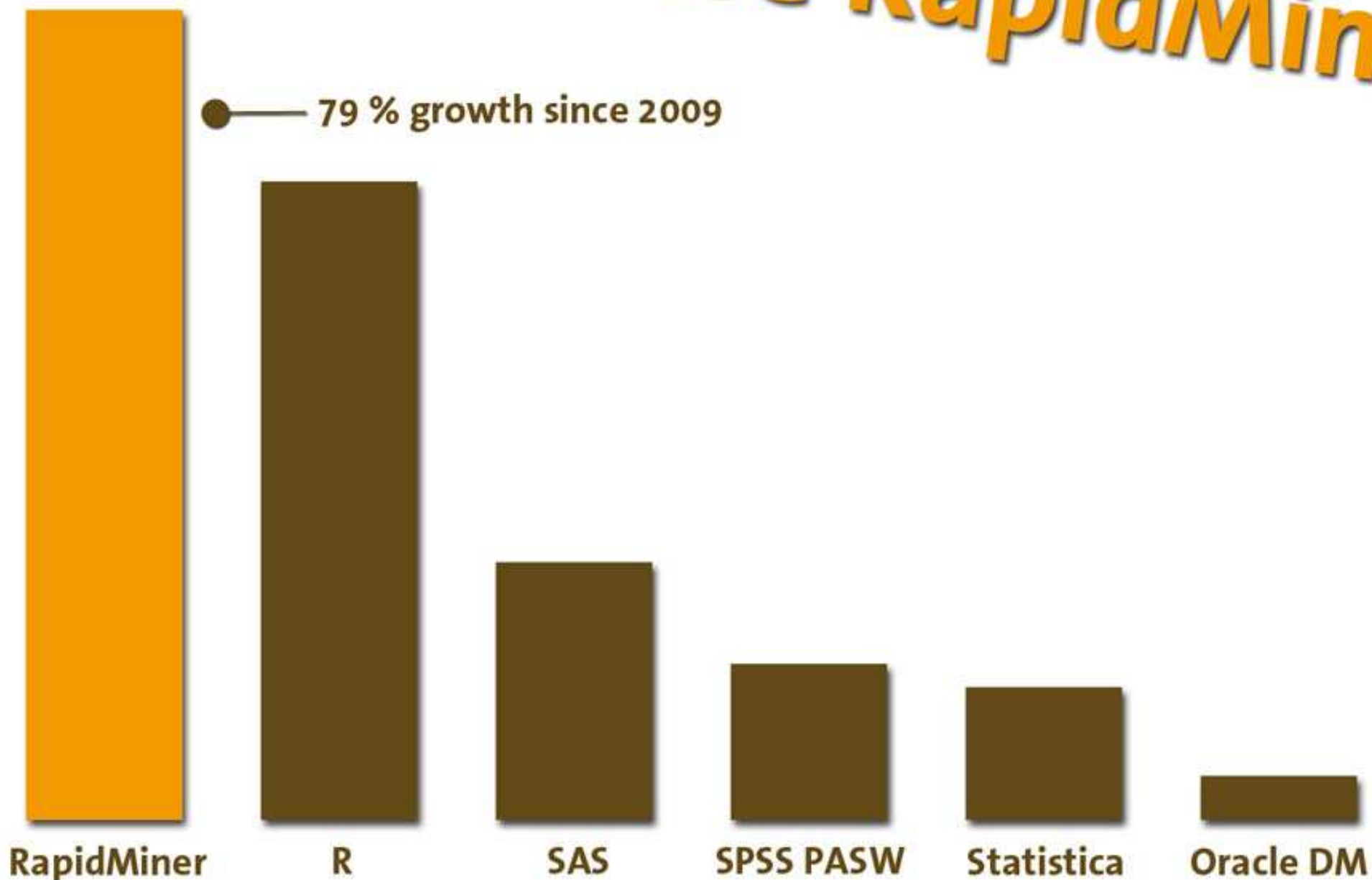
KDnuggets Poll 2010

- Poll of the leading data mining portal *KDnuggets* among 912 data mining experts
- 37.8% work with RapidMiner
- RapidMiner is the most widely used data mining tool world-wide
- Open source data mining solutions gain significantly

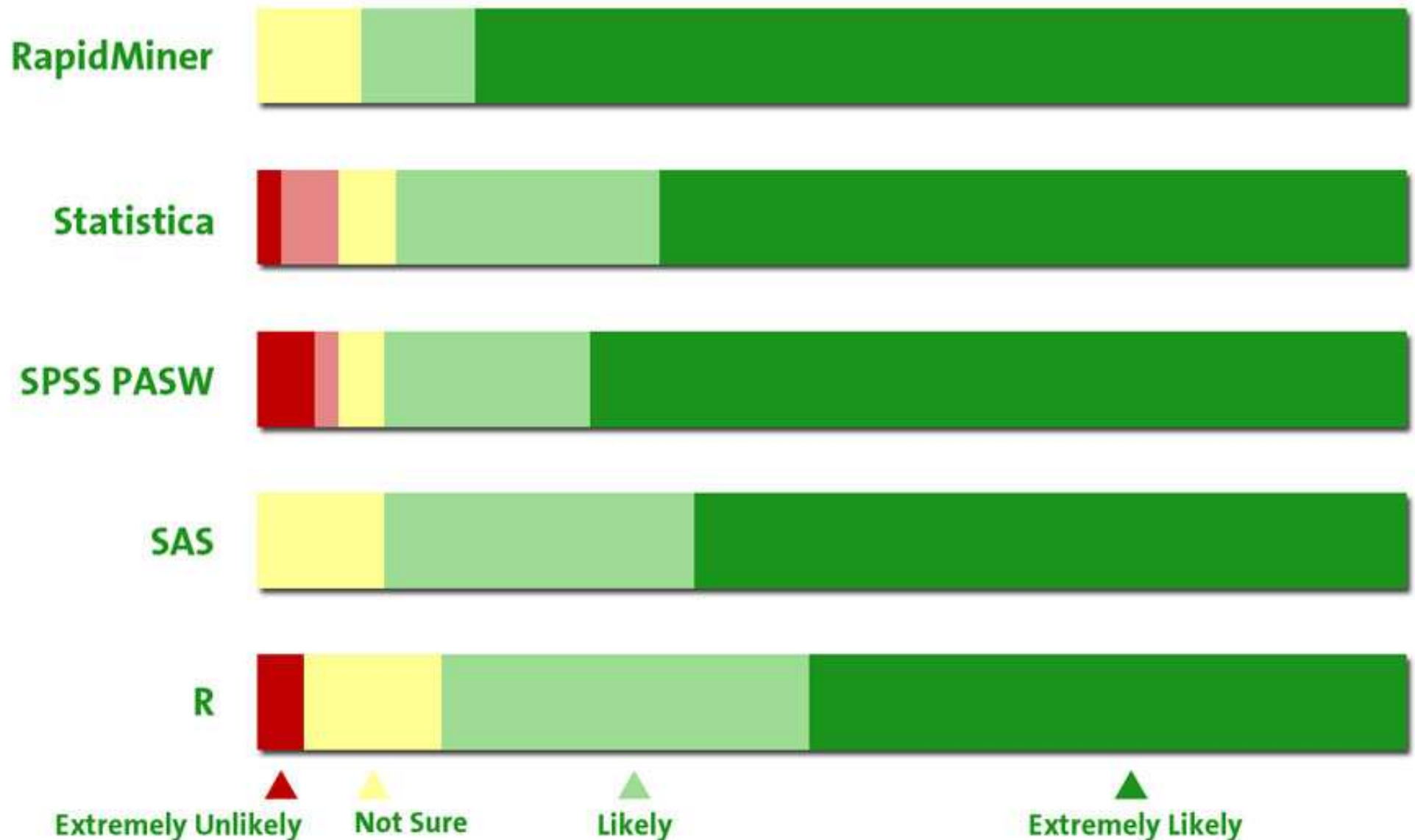


38% use RapidMiner

● — 79 % growth since 2009

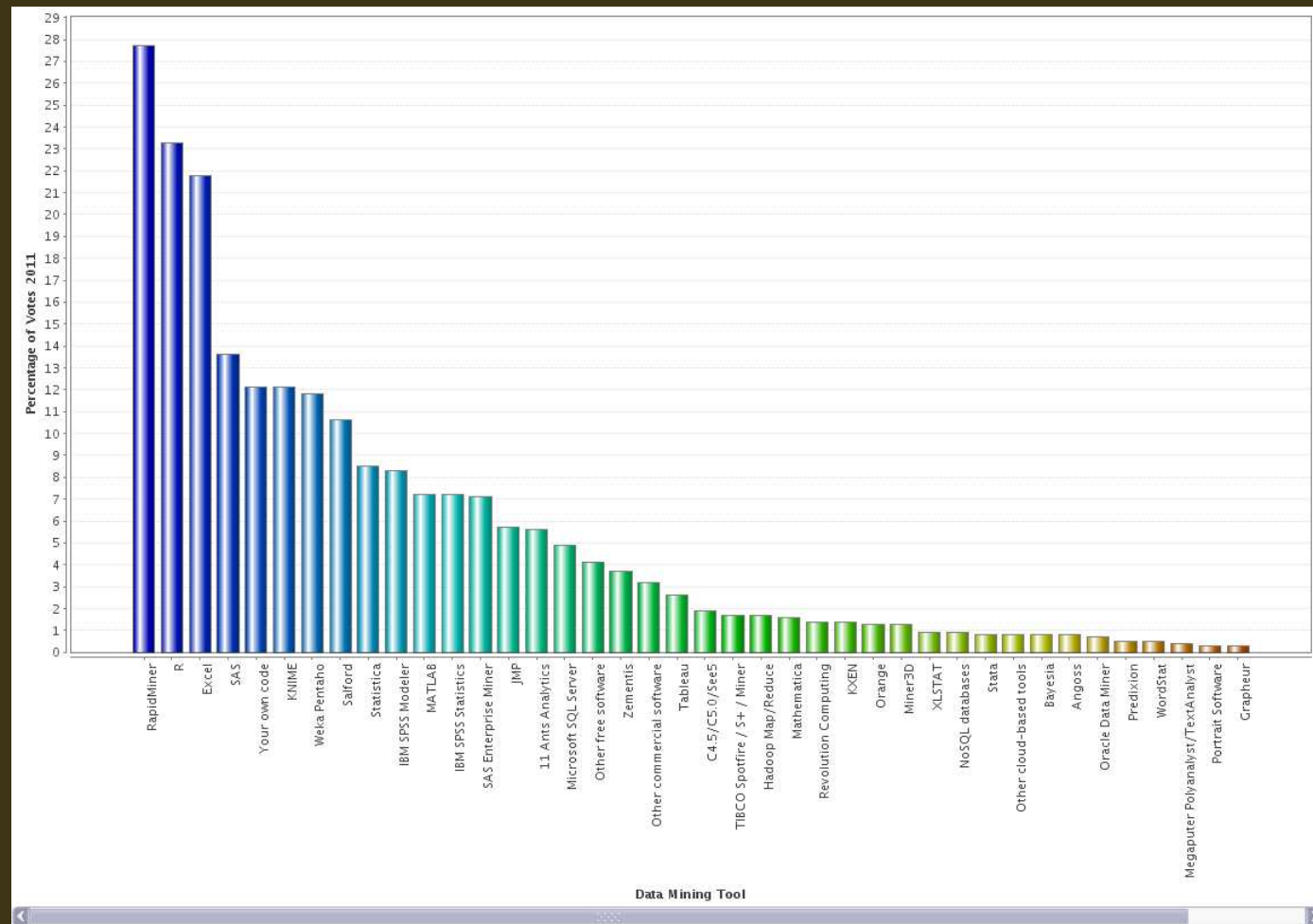


91% are likely to continue using RapidMiner for the next 3 years

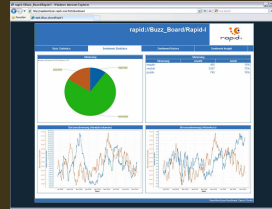
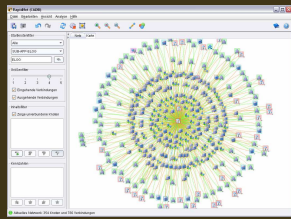
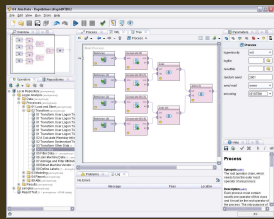


KDnuggets Poll 2011

- Poll of the leading data mining portal *KDnuggets* among more than 1100 data mining experts
- 27.7% work with RapidMiner
- RapidMiner is the most widely used data mining tool world-wide
- Open source data mining solutions gain significantly



RapidMiner Family



RapidMiner
(GUI)

RapidNet

RapidLab

Rapid-
Analytics

RapidDoc

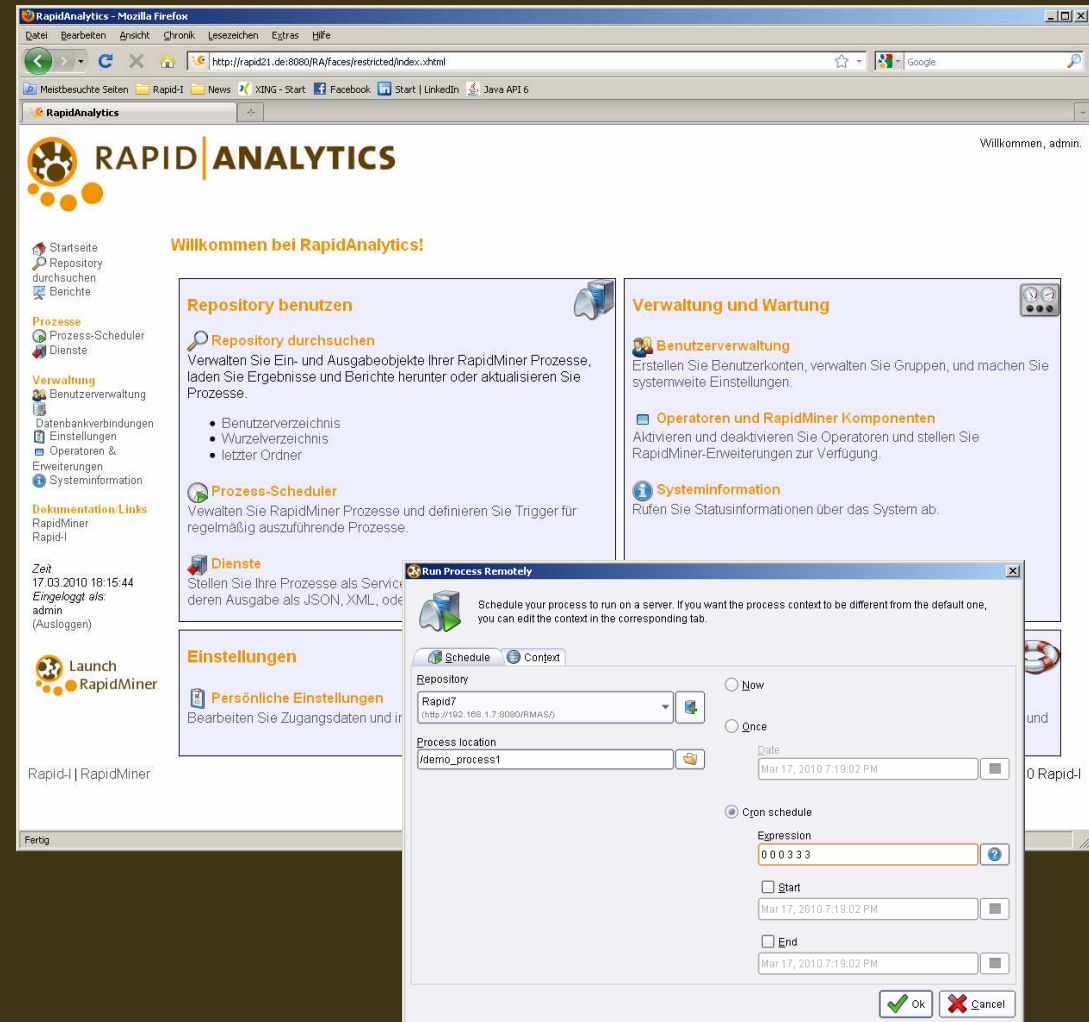
Rapid-
Sentilyzer

RapidMiner (Engine)



RapidAnalytics

- Enterprise analytics server with the flexibility, functional breadth, and predictive power of RapidMiner
- Remote process execution and scheduling of analysis processes
- User and rights management
- Option to provide RapidMiner processes as web services
- Collaborative work on shared data, meta-data, analysis processes, results, and reports via shared repositories



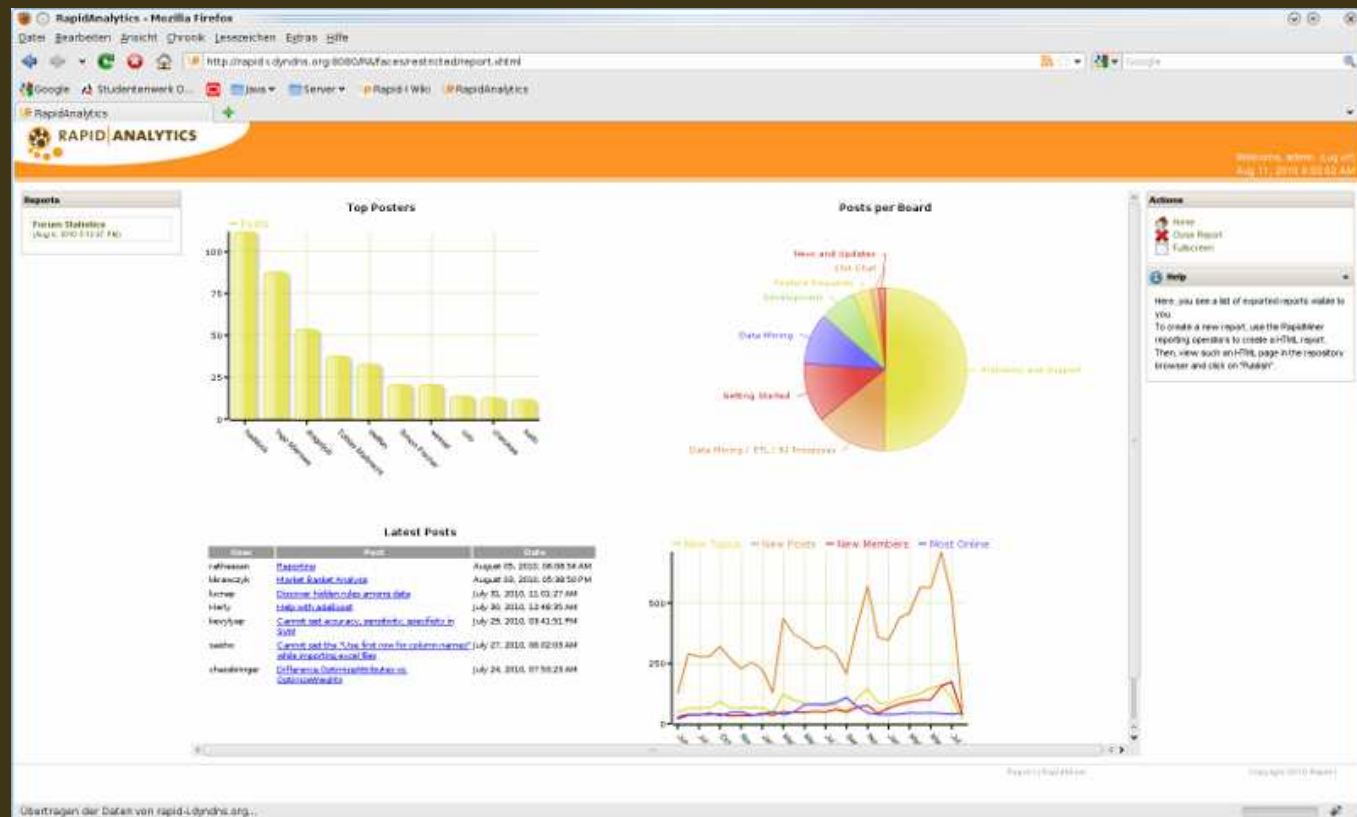
RapidAnalytics

- Based on industry standards for application servers
- Web-based access to processes, results, and reports
- Access via RapidMiner client software
- Automated calendar-driven process scheduling
- Seamless integration in existing environments via export of results as web services



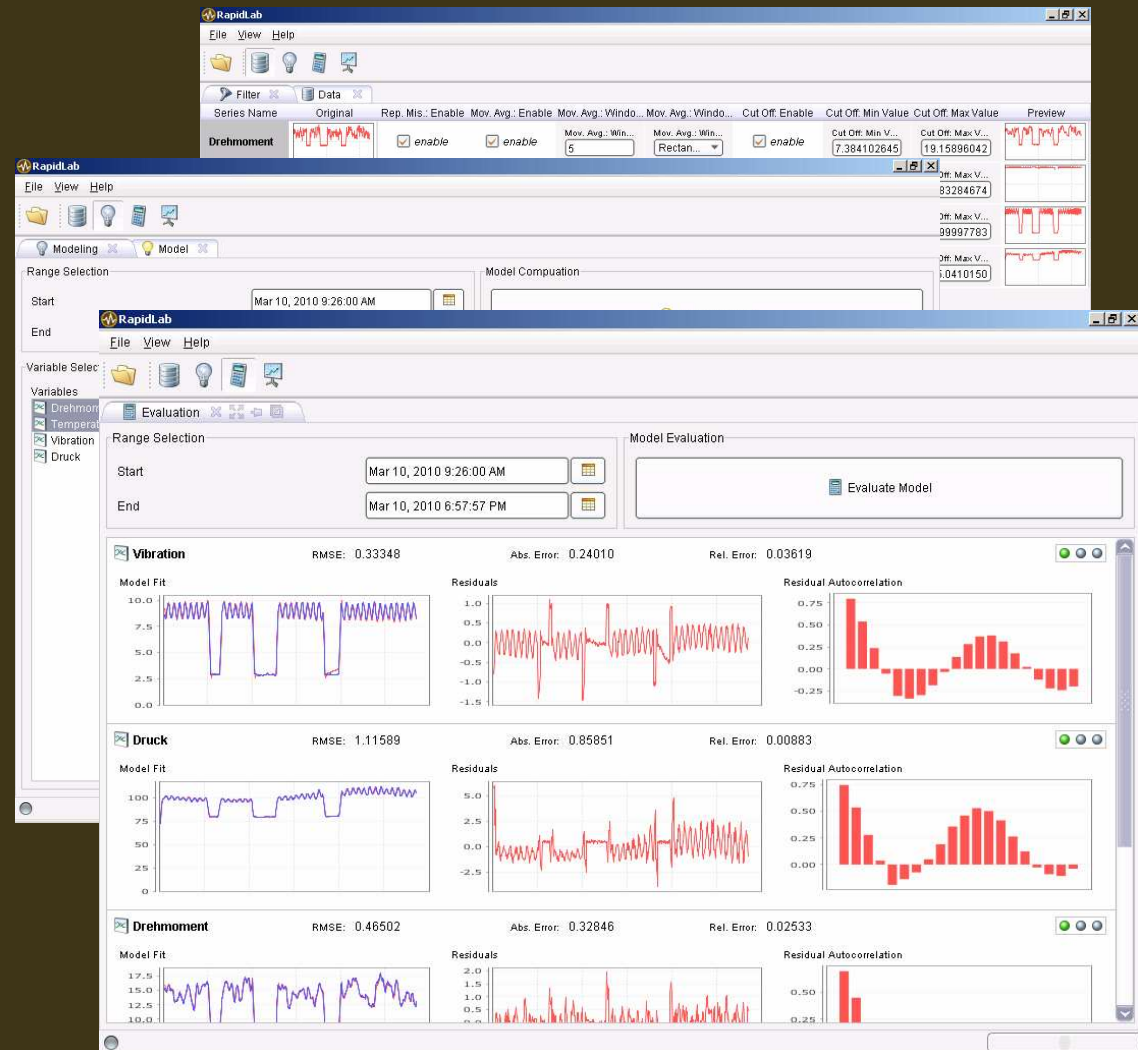
RapidAnalytics

- Static reports in HTML, PDF, Excel, RTF format
- Dynamic reports via the web
- Dynamic report elements (charts, tables, etc.) via web service embedable into other systems



RapidLab

- Visualisation of process data
- Easy modelling of causal relations
- Model-based simulationen and scenario analysis support process understanding and optimization
- Easy-to-use user interface supports intuitive data cleaning, modelling, and evaluation



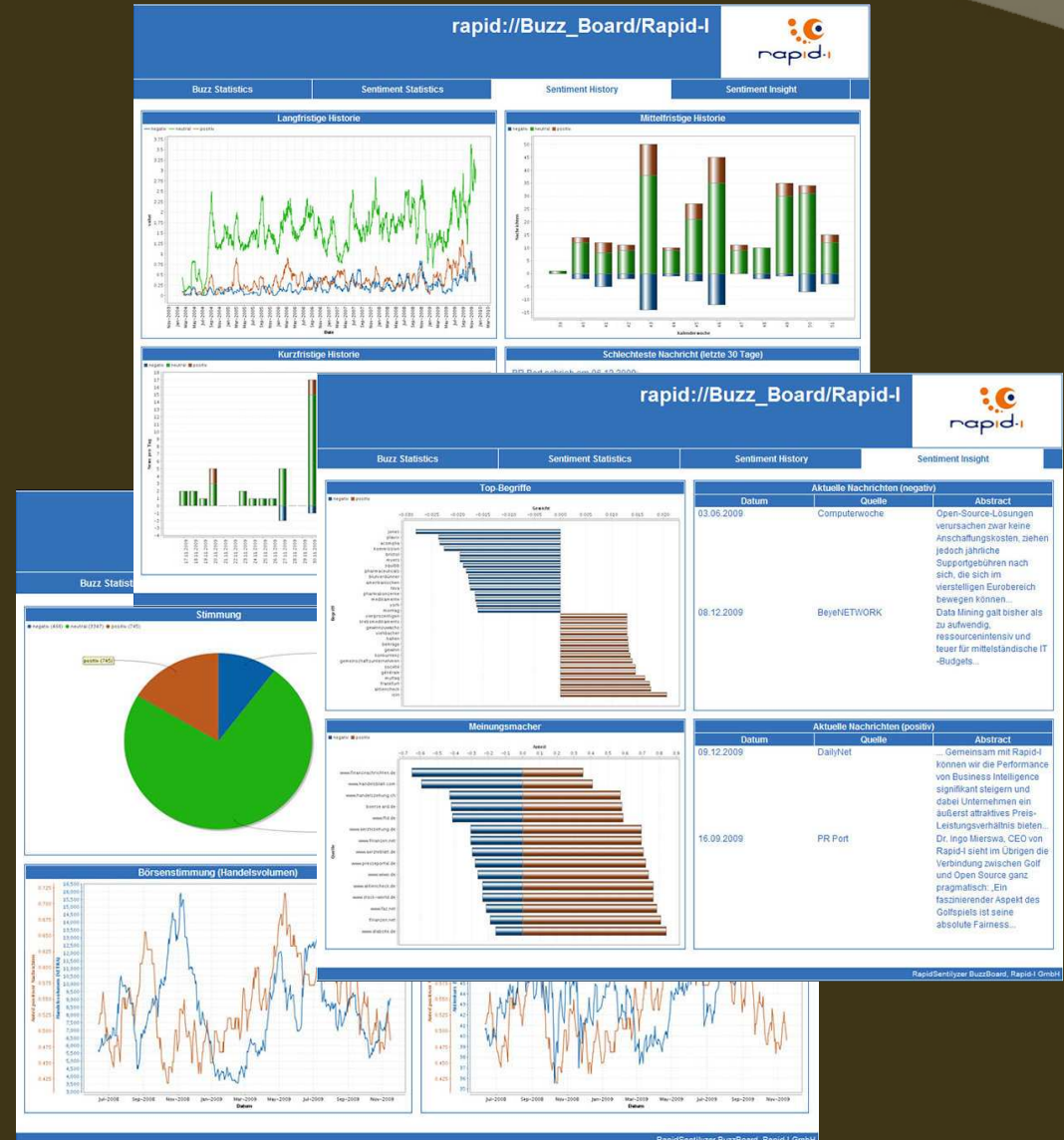
RapidSentrylizer BuzzBoard

- Real-time online market research for brand monitoring, market insight, customer insight, and competitive intelligence
- Automated web crawling of the latest news, forum posts, and blog entries about your company, your products, and/or your competitors
- Automated categorization and sentiment analysis of all texts with RapidMiner as text mining engine
- Easy-to-use web portal solution without configuration or maintenance effort for you



RapidSentrylizer BuzzBoard

- Get answers to questions like
 - What do my customers think?
 - How successful are my marketing and PR campaigns?
 - How competitive is my company?
 - How will the needs and wishes of my customers develop?
- Sentiment analysis
 - Positive / negative / neutral
 - Development over time / trends
 - Sources / opinion leaders
 - Reasons / Topics / Key Issues / Key Words



RapidSentilyzer BuzzBoard

- **Buzz Statistics:**
number of relevant documents found and their sources
- **Sentiment Statistics:**
aggregated market sentiment
- **Sentiment History:**
sentiment trends over time
- **Sentiment Insight:**
detailed information about the reasons for the observed opinions and sources of particular sentiments and opinions (opinion makers)



RapidSentilyzer BuzzBoard -- Real-Time Market Insight

- **Examples from two domains on the following slides:**
 - **Automobile:** comparing the sentiment about five international car brands.
 - **Consumer electronics:** comparing the sentiment about three brands.
- **RapidSentilyzer BuzzBoard elements:**
 - **Selection of brand and content language** (English/German/French/.../all).
 - **Volume:** Number and relative share of messages about the target brand.
 - **Sentiment:** Share of positive, negative, and neutral messages overall and over time (trend) as well as most recent most positive and most negative messages.
 - **Sources:** Sources of the buzz and the sentiments as well as the most prominent positive and negative topics (word cloud).






Development/Car Brands

Volume

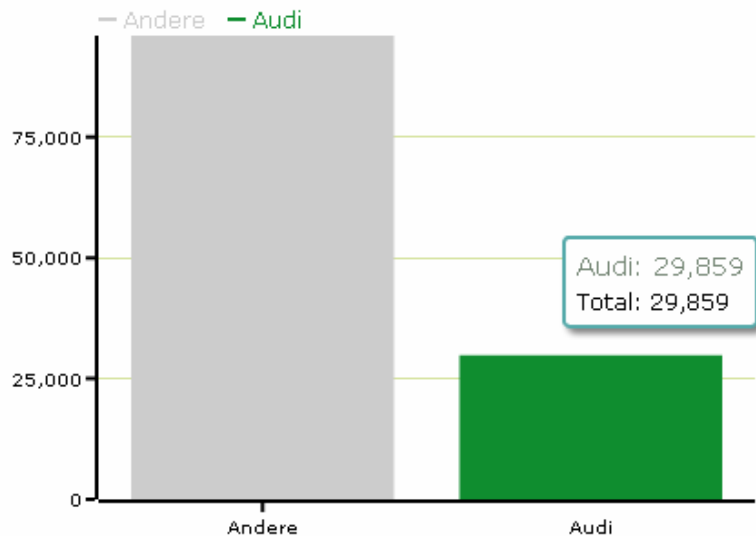
Sentiment

Sources

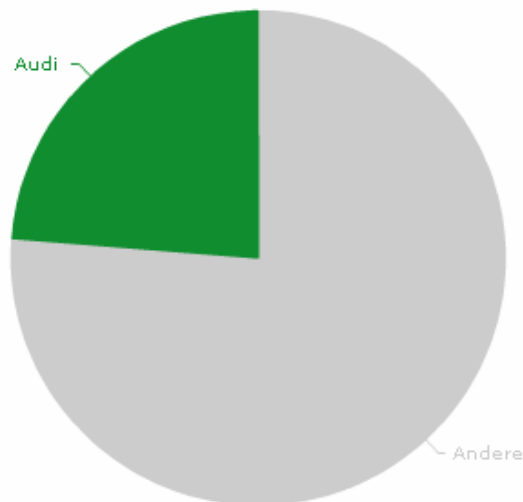
All (all)

 Audi  BMW  Mercedes  Volvo  Lexus

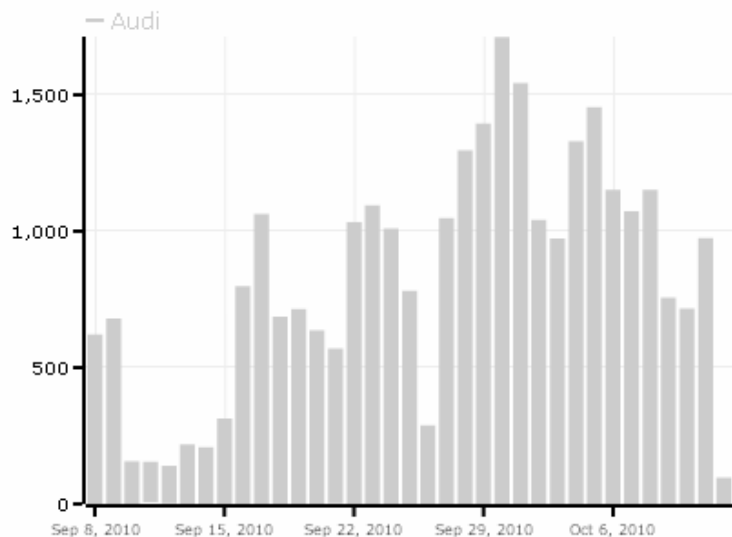
Volume (absolute)



Volume (relative)



Trend



Latest Posts

Date	Title
10/12/10 3:29 A	Check out this SUPER COOL Audi TT... Ultr « iautohaus
10/12/10 3:28 A	Peugeot Looking to Dethrone Audi Cars Is Your Niche
10/12/10 3:25 A	Audi Q7 Modellauto 1:24 schwarz bessere-autos.info
10/12/10 3:24 A	Forex Rates Audi A5 Cabrio Created By Senner Tuning
10/12/10 3:21 A	More details on the future Porsche Cajun - Top Speed (blog)
10/12/10 3:17 A	Gebraucht Autoteile: 4 Winterreifen auf Alufelgen Audi A3
10/12/10 3:15 A	Audi A4 Mats 2008+ Audi A4 Rubber Mats UK Car Mats
10/12/10 3:08 A	audiovox fpe1078 The Audi TT Wheels Blog
10/12/10 3:02 A	Digital Cameras: Infiniti still mulling halo sportscar model?
10/12/10 2:59 A	About the AFI Life Achievement Award
10/12/10 2:50 A	Voiture : Audi A3 occasion de 2007 - 67000 Km - Autres villes
10/12/10 2:50 A	2007 BMW X5, availability & prices? BMW Automobile Product ...
10/12/10 2:45 A	The Great Battery Race - By Steve LeVine

Development/Car Brands

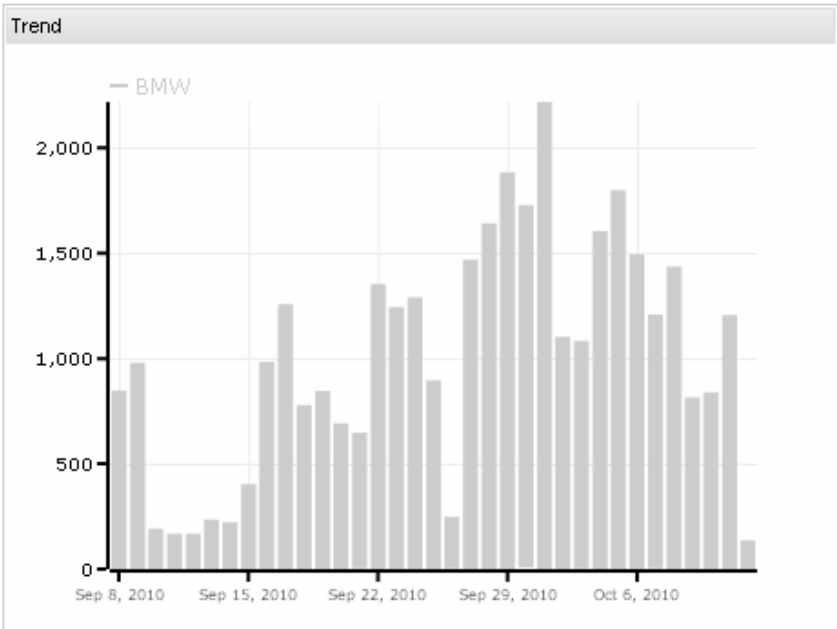
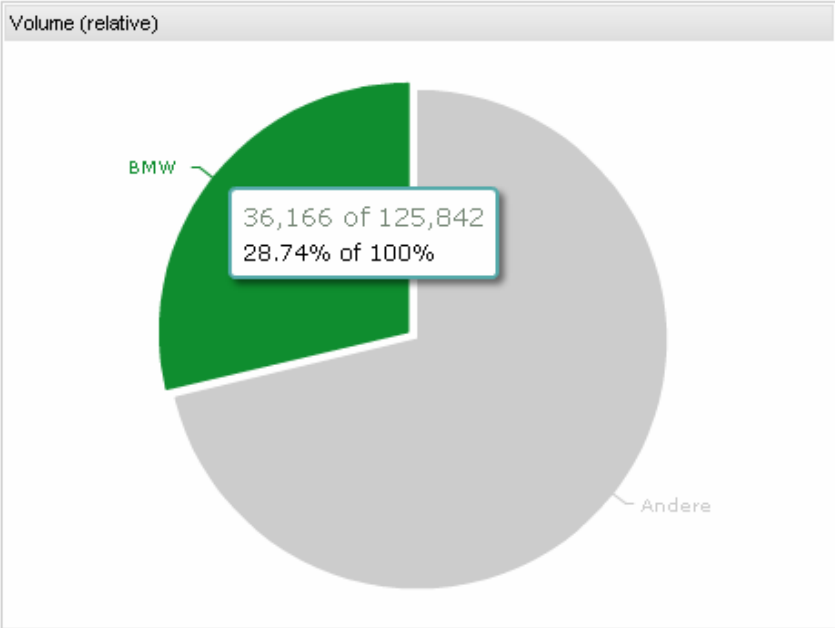
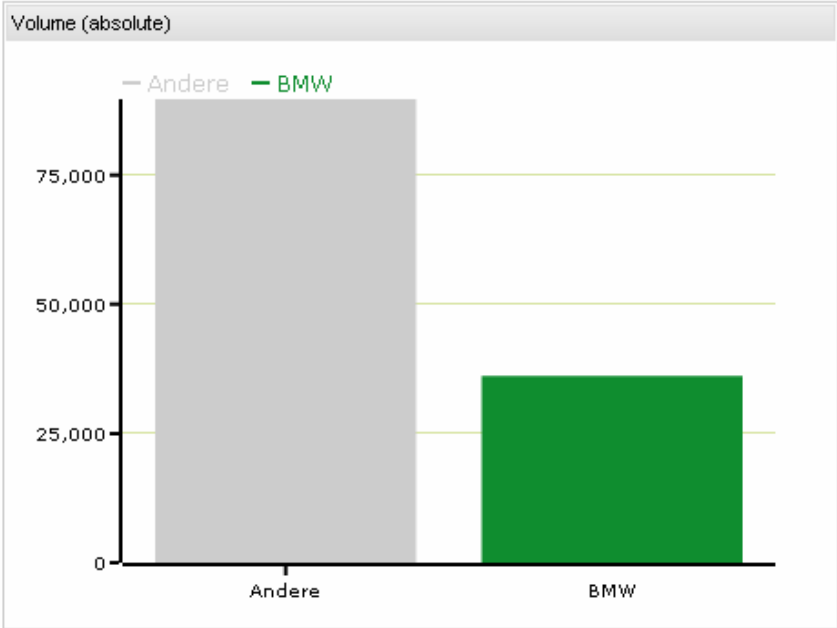
Volume

Sentiment

Sources

All (all)

- Audi
- BMW
- Mercedes
- Volvo
- Lexus



Latest Posts

Date	Title
10/12/10 3:33 A	Bmw Gets Iphone apple iphone 3gs samsung sony ericsson nokia .
10/12/10 3:32 A	BMW Manufacturing Launches Hydrogen Fuel Cell Material Handling .
10/12/10 3:24 A	Videos – Impressive Exhaust Sounds from AC Schnitzer BMW.SG .
10/12/10 3:20 A	LDV Bmw Cumbria MoreVans.com
10/12/10 3:17 A	Tuning Autos: Klimakühler E32 BMW 7er
10/12/10 3:17 A	Gebrauchte Autoteile: BMW Alufelgen mit Winterreifen 185/65R15
10/12/10 3:17 A	Reifen Felgen: BMW Stahlfelgen E90/E91/E93
10/12/10 3:17 A	Auto: Sommerreifen BMW 205/65 R15 auf Stahlfelgen
10/12/10 3:11 A	Court gives latest Krukiener ruling
10/12/10 3:09 A	The Aftermarket Auto parts Lights to Match Ultimate Driving ...
10/12/10 3:08 A	audiovox fpe1078 The Audi TT Wheels Blog
10/12/10 3:06 A	MINI Cooper SD will have a four-cylinder 2.0 liter diesel engine ...
10/12/10 3:05 A	Plato and Jordan are the victors at Brands Hatch

Development/Car Brands

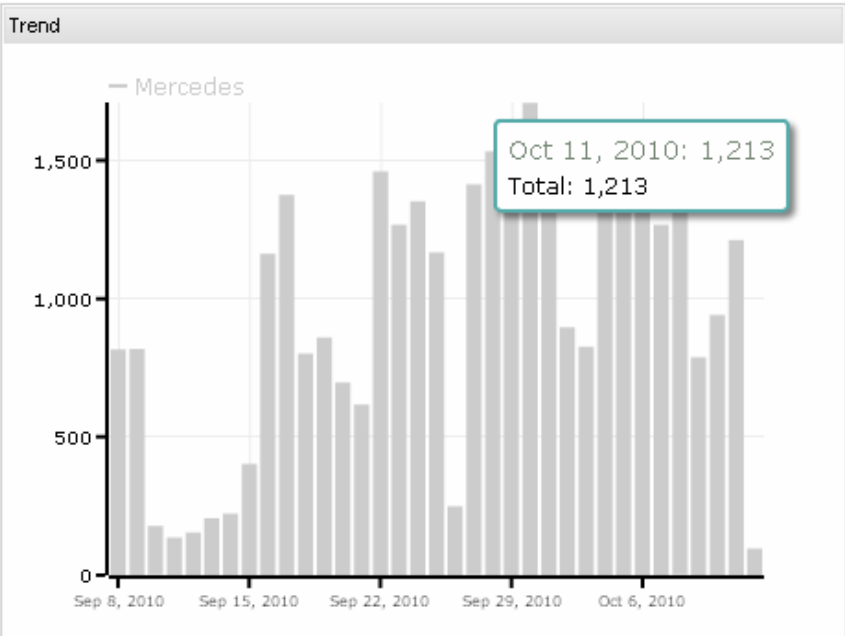
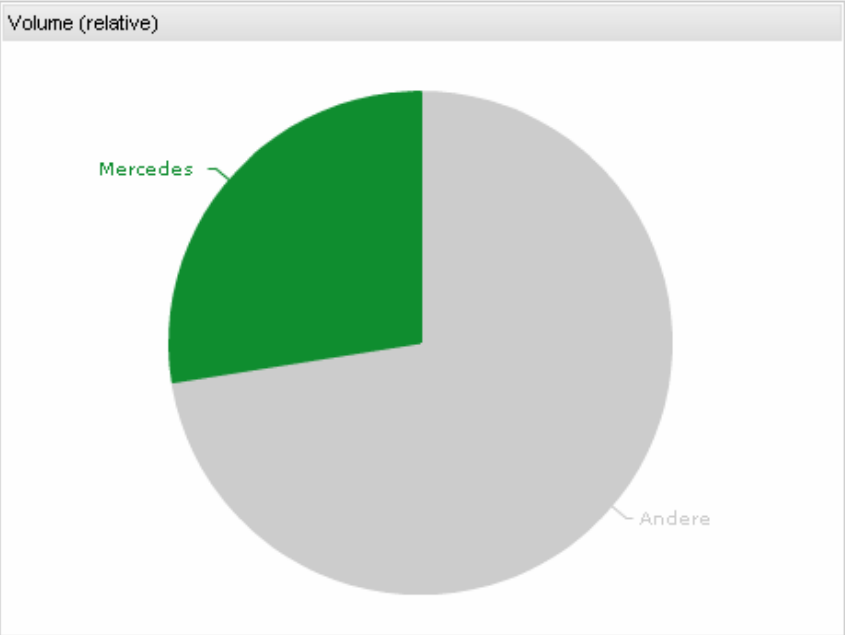
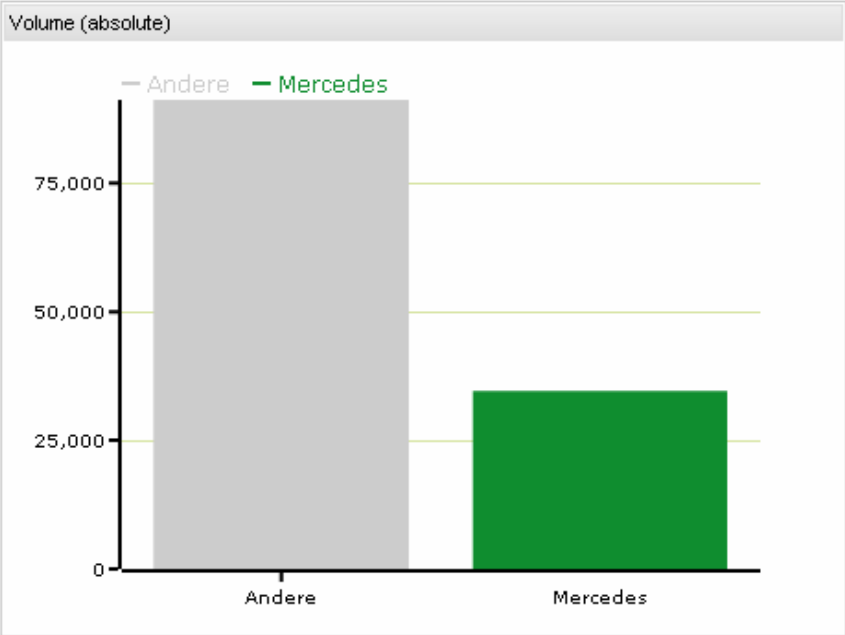
Volume

Sentiment

Sources

All (all)

- Audi
- BMW
- Mercedes
- Volvo
- Lexus



Latest Posts

Date	Title
10/12/10 3:27 A	Afghanistan L'otage britannique pourrait avoir été tuée par ses ...
10/12/10 3:27 A	Welcome: Hot News: Lexus SC Replacement to be Called LC?
10/12/10 3:24 A	Porsche-Sound im ganzen Taunus
10/12/10 3:20 A	What Is The Music In The Mercedes-benz C Sport Sedan Commercial
10/12/10 3:15 A	Inggitrust » camion frigo
10/12/10 3:13 A	'The Joy of Giving' in Pune schools
10/12/10 3:04 A	Powers presents Belmont's first Open Sing of the year
10/12/10 3:03 A	Ochtumbrücke für drei Monate gesperrt
10/12/10 3:02 A	Digital Cameras: Infiniti still mulling halo sportscar model?
10/12/10 3:00 A	Schumacher sixth (Mercedes race review) - lowongantenagakerja's
10/12/10 2:55 A	FBI: Tractor-trailer in Conn. has no explosives
10/12/10 2:50 A	2007 BMW X5, availability & prices? BMW Automobile Product ...
10/12/10 2:45 A	Kuwaiti company inaugurates first green fuel station in Sweden

Development/Car Brands

- Volume
- Sentiment
- Sources



All (all)

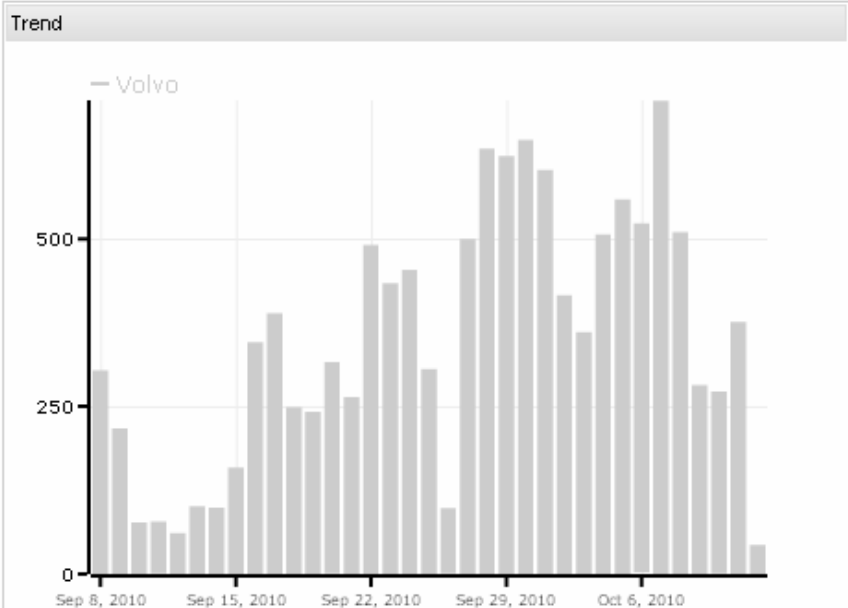
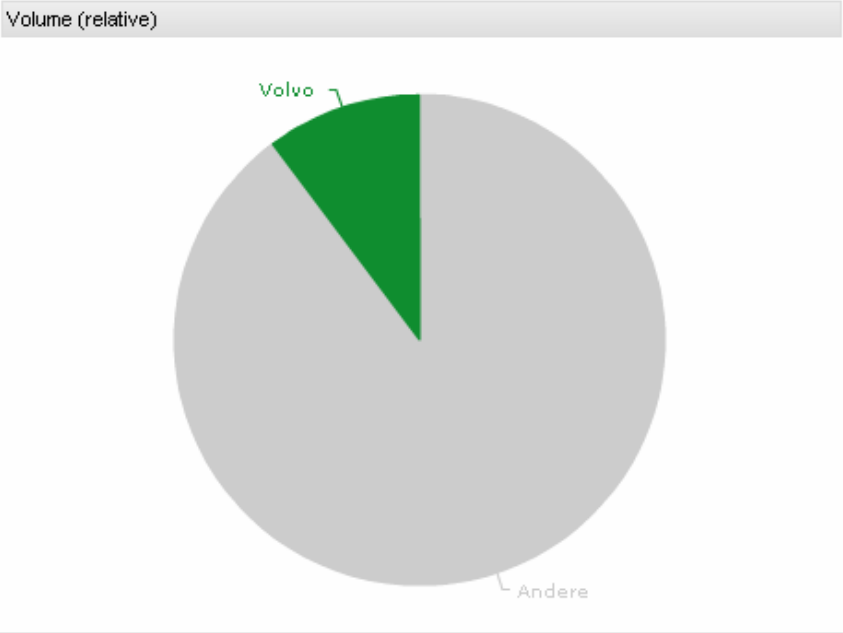
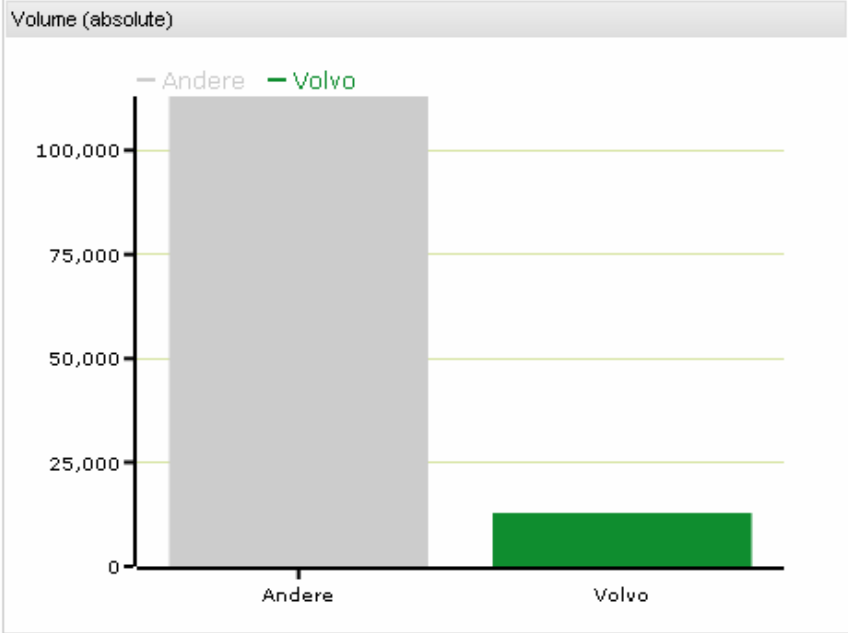
German (de)

English (en)

French (fr)

All (all)

-  Audi
-  BMW
-  Mercedes
-  Volvo
-  Lexus



Latest Posts

Date	Title
10/12/10 3:28 A	Peugeot Looking to Dethrone Audi Cars Is Your Niche
10/12/10 3:27 A	Nägel unter Autoreifen
10/12/10 3:23 A	SailRace/Vin: VOR: Lady Pippa Bake is Ambassador to the Volvo Oc
10/12/10 3:18 A	Steps To Saving Money On Volvo Repair Pima County « Quincy Auto
10/12/10 3:15 A	Inggitrust » camion frigo
10/12/10 3:06 A	Fin de semaine hésitante à Paris
10/12/10 3:00 A	blanche » Blog Archive » So consume a salad. own a piece of fruit
10/12/10 2:47 A	Pickle Lintas beefs up its creative with two senior appointments
10/12/10 2:45 A	Kuwaiti company inaugurates first green fuel station in Sweden
10/12/10 2:45 A	Weet-Bix takes to snow and space in NZ and Australia Latest Auto
10/12/10 2:40 A	1972 Volvo P1800 ES Estate Classic Cars Pictures
10/12/10 2:33 A	Nägel unter Autoreifen
10/12/10 2:26 A	Nägel unter Autoreifen

Development/Car Brands

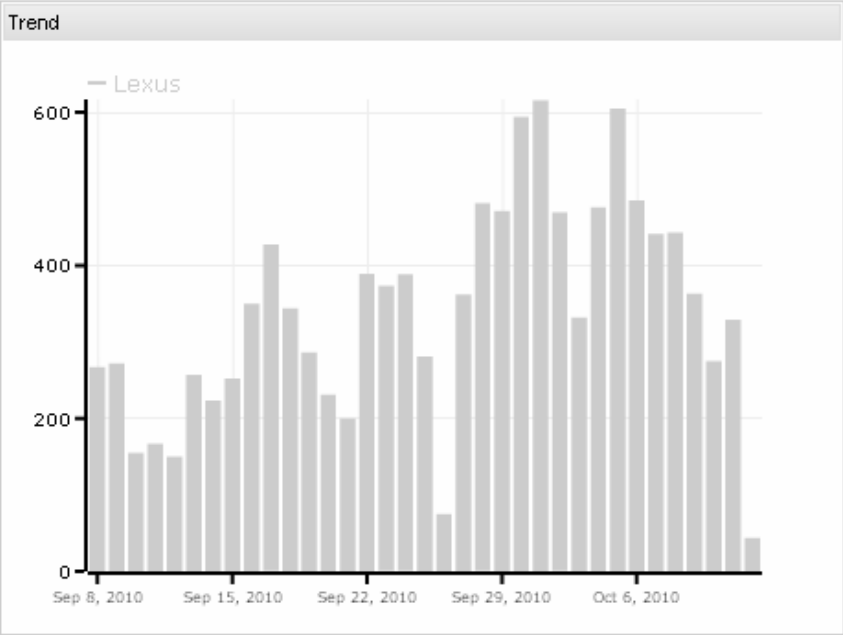
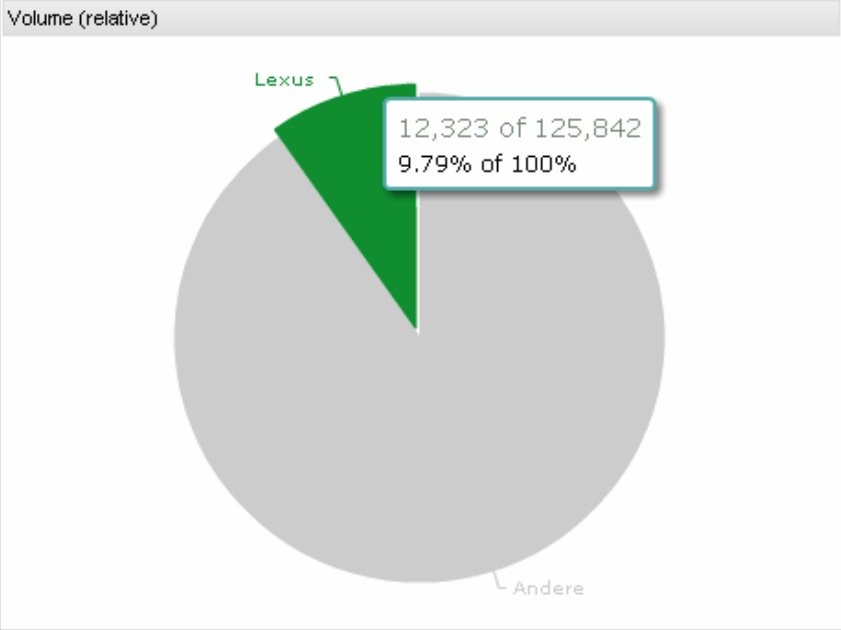
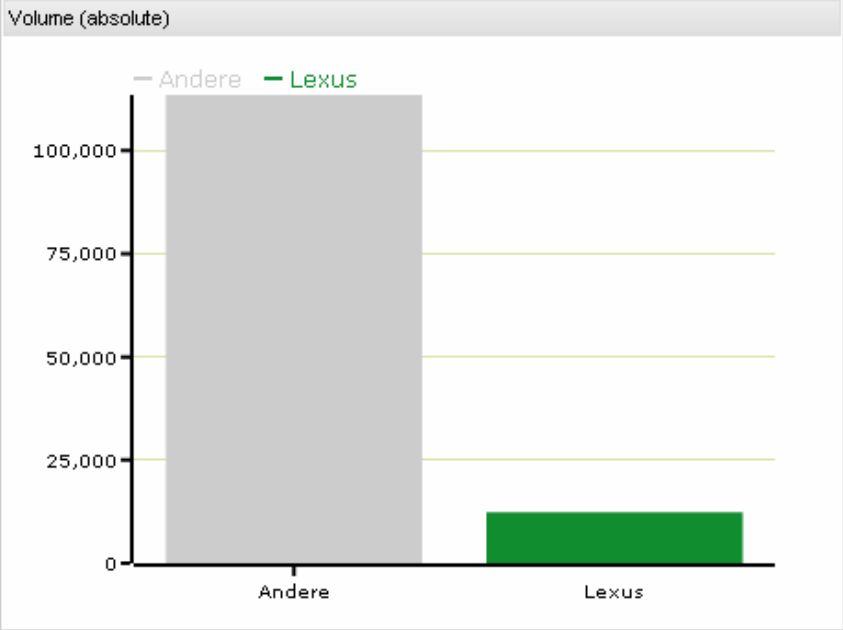
Volume

Sentiment

Sources

All (all)

- Audi
- BMW
- Mercedes
- Volvo
- Lexus



Latest Posts

Date	Title
10/12/10 3:29 A	Something about Sarkari Naukri
10/12/10 3:28 A	Peugeot Looking to Dethrone Audi Cars Is Your Niche
10/12/10 3:27 A	Welcome: Hot News: Lexus SC Replacement to be Called LC?
10/12/10 3:23 A	Lexus Debuts LS 460 Sport in Korea
10/12/10 3:15 A	lexus is250/is220d 3m car bumper protection film
10/12/10 3:05 A	2001 BMW 523i
10/12/10 3:02 A	Digital Cameras: Infiniti still mulling halo sportscar model?
10/12/10 2:52 A	Lexus Shows off the Most Advanced Driving Simulator in the World
10/12/10 2:42 A	Writing about Kia: Get Some Houston Kia Truck!
10/12/10 2:42 A	Achi-Tech: Lexus Shows Off World's Most Advanced Driving Simula
10/12/10 2:40 A	1972 Volvo P1800 ES Estate Classic Cars Pictures
10/12/10 2:28 A	are there any bmw vehicles produced in the usa? and what about ...
10/12/10 2:21 A	2011 Lincoln MKX Visits San Francisco and We Drive It

Development/Car Brands

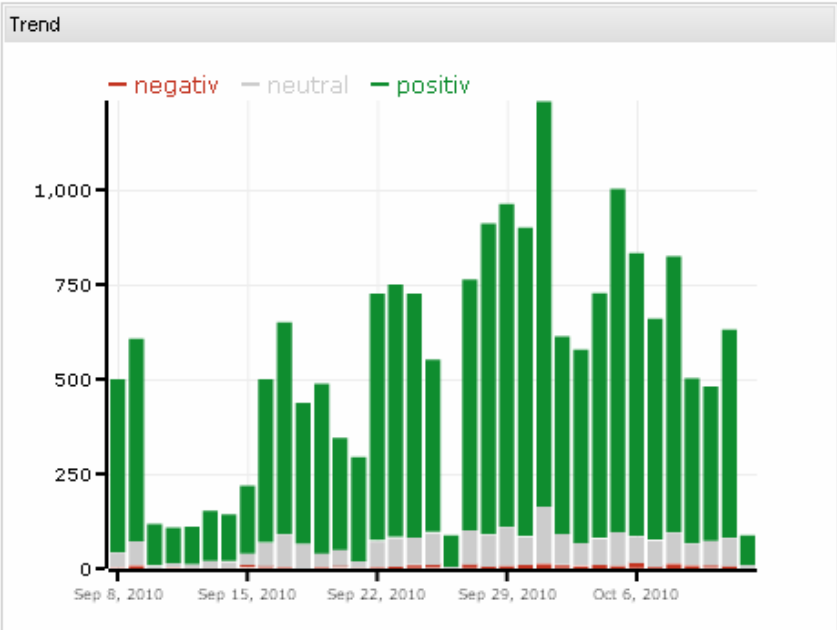
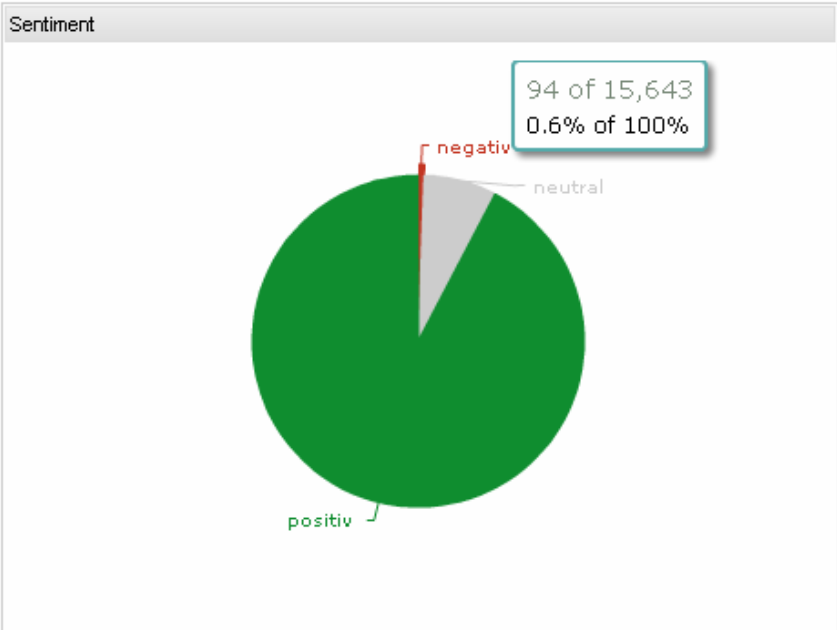
Volume

Sentiment

Sources

English (en)

- Audi
- BMW
- Mercedes
- Volvo
- Lexus



Most Negative Posts

Date	Title
10/12/10 12:59	Consider the Benefits of Going Online To Get Your Audi Wheels ...
10/11/10 6:28 PM	girls, should I lowered my standards??w/ girls? Audi Auto
10/10/10 11:25	Driver arrested after motorcyclist killed in crash
10/9/10 11:12 PM	Hot Video 2010 Audi RS5 Latest Spy Photos HD Alloy Wheels With
10/9/10 8:29 PM	Davies says he wasn't driver of car going 125 mph
10/9/10 7:04 PM	Charlie Davies says he wasn't driving speeding car, took blame to sp
10/8/10 7:13 PM	How Much Does Engine Swap Job Cost For Audi A4? b2b b2c infor
10/8/10 1:11 PM	Audi S5 SP – sc16 « DPE Wheels, USA
10/8/10 10:50 A	Man charged over road smash death
10/7/10 9:56 PM	Taunton house hit by car, but who was driving?
10/7/10 8:22 PM	Taunton house hit by car, but who was driving?
10/7/10 11:44 A	Kill plot dad ducks bullet
10/7/10 7:02 AM	Cops: True target found

Most Positive Posts

Date	Title
10/12/10 3:28 A	Peugeot Looking to Dethrone Audi Cars Is Your Niche
10/12/10 3:24 A	Forex Rates Audi A5 Cabrio Created By Senner Tuning
10/12/10 3:15 A	Audi A4 Mats 2008+ Audi A4 Rubber Mats UK Car Mats
10/12/10 3:02 A	Digital Cameras: Infiniti still mulling halo sportscar model?
10/12/10 2:59 A	About the AFI Life Achievement Award
10/12/10 2:50 A	2007 BMW X5, availability & prices? BMW Automobile Product ...
10/12/10 2:45 A	The Great Battery Race - By Steve LeVine
10/12/10 2:37 A	BMW Motorcycle Insurance – Uncover Budget BMW Motorbike Insur
10/12/10 2:37 A	Audi R8 Plymouth
10/12/10 2:36 A	Used BMW Z4 London
10/12/10 2:34 A	2011 Audi R8 Spyder 4.2 FSI quattro Pictures Free Car Pictures
10/12/10 2:28 A	BMW X3 Sport 2.5i? BMW Automobile Product Information
10/12/10 2:22 A	Audi TT RS endurance racer looks incredible « Matrix Integrated's Bl

Development/Car Brands

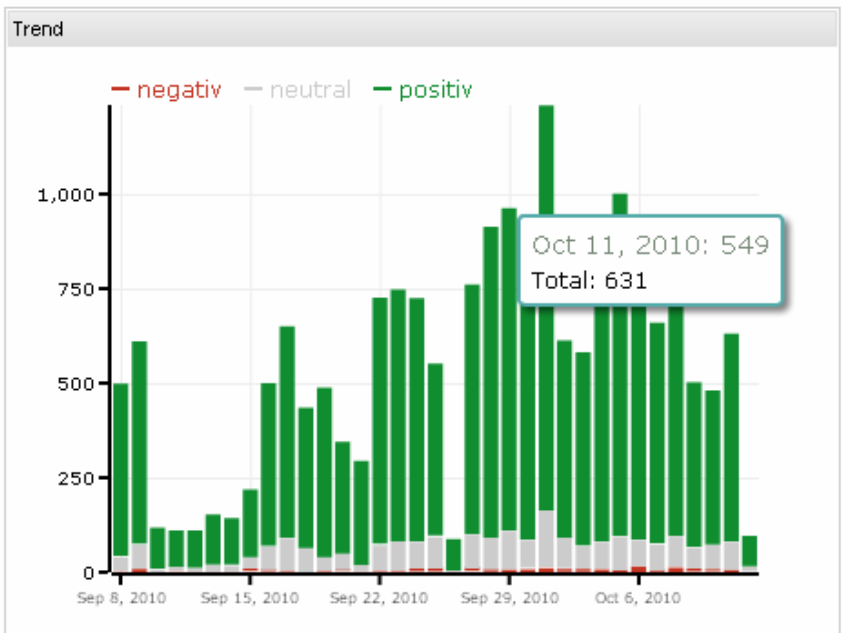
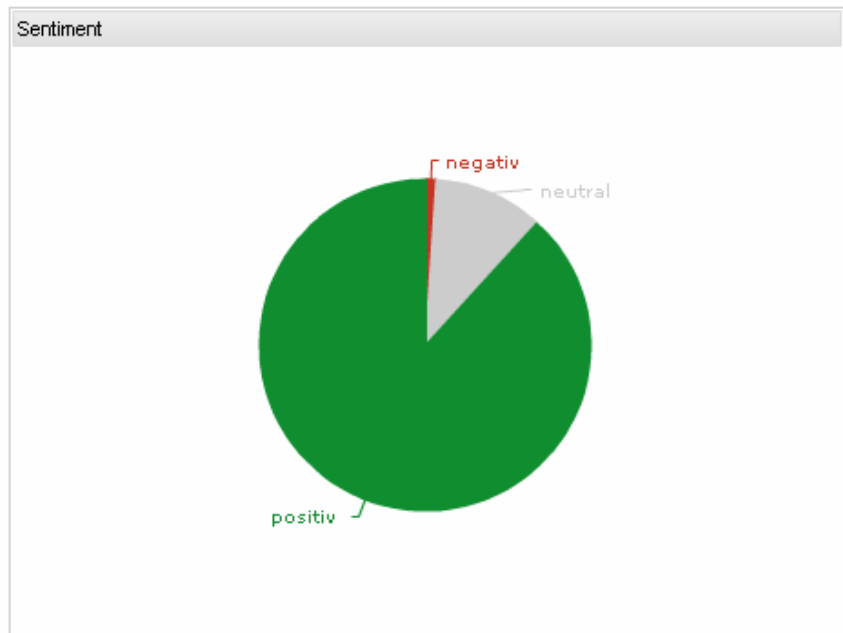
Volume

Sentiment

Sources

English (en)

- Audi
- BMW
- Mercedes
- Volvo
- Lexus



Most Negative Posts

Date	Title
10/9/10 3:17 PM	BMW seized in drug arrest after traffic stop
10/9/10 1:30 PM	Tributes paid to gran killed in car crash in South Africa
10/9/10 12:10 PM	Tributes paid to gran killed in car crash in South Africa
10/9/10 11:10 AM	Hot Video 2004 BMW 745Li VEHICLEMAX.NET White #29942A Miami
10/9/10 10:21 AM	Cocaine gang trio jailed for 11 years after police undercover op
10/9/10 10:14 AM	Cabbie leaves boy to hobble home after collision
10/9/10 12:19 AM	Police Service Aide Busted for DUI By Buddies
10/8/10 11:44 PM	FORT LAUDERDALE —
10/8/10 11:38 PM	COPS: Drunk woman hits man, drives home with scooter stuck under
10/8/10 4:27 PM	BMW drink-driver jailed after trying to bribe police
10/8/10 2:29 PM	Jailed: Villain who pretended to be 'hardman' Paul Massey in £1m bla
10/8/10 12:56 PM	BUCKHURST HILL: Father who had £70k worth of tools stolen is sho

Most Positive Posts

Date	Title
10/12/10 3:52 AM	Audi TT 3.2q vs. BMW Z4 3.0si (Korean Subtitle) ColdSip.com
10/12/10 3:40 AM	BMW 6-Series Roadster Preview
10/12/10 3:33 AM	Bmw Gets Iphone apple iphone 3gs samsung sony ericsson nokia .
10/12/10 3:32 AM	BMW Manufacturing Launches Hydrogen Fuel Cell Material Handling .
10/12/10 3:20 AM	LDV Bmw Cumbria MoreVans.com
10/12/10 3:11 AM	Court gives latest Krukziener ruling
10/12/10 3:09 AM	The Aftermarket Auto parts Lights to Match Ultimate Driving ...
10/12/10 3:06 AM	MINI Cooper SD will have a four-cylinder 2.0 liter diesel engine ...
10/12/10 3:05 AM	Plato and Jordan are the victors at Brands Hatch
10/12/10 3:05 AM	2001 BMW 523i
10/12/10 3:02 AM	Digital Cameras: Infiniti still mulling halo sportscar model?
10/12/10 2:57 AM	Assets Seized from Criminals Up for Auction
10/12/10 2:54 AM	The leaders of cheap used cars industries BMW 740

Development/Car Brands

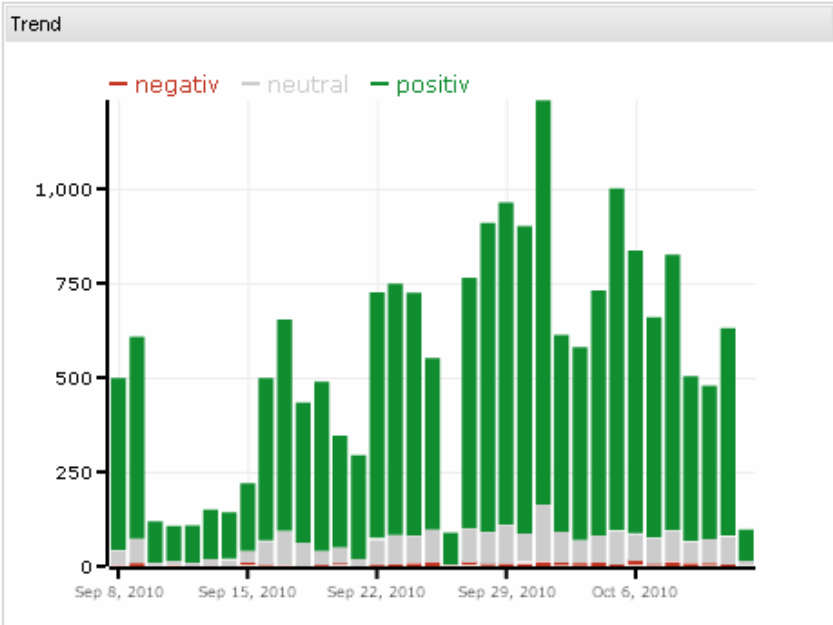
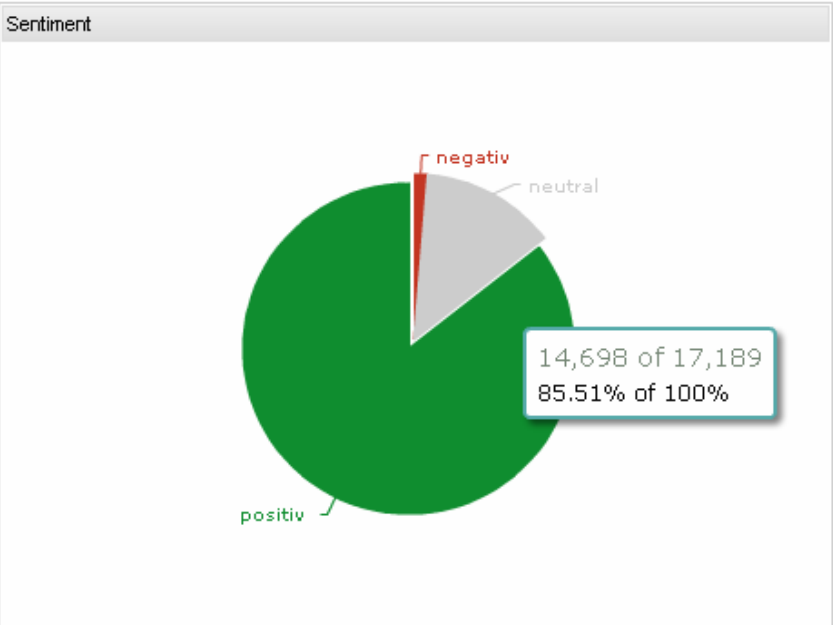
Volume

Sentiment

Sources

English (en)

- Audi
- BMW
- Mercedes
- Volvo
- Lexus



Most Negative Posts

Date	Title
10/12/10 2:00 A	Couple 'shocked' by serious crash
10/11/10 3:59 P	Freedom for George Michael after jail spell
10/11/10 3:59 P	Schumacher delayed (Mercedes race review) F1 Fanatic - The ...
10/11/10 3:06 P	Formula One odds and betting - Red Bull 10/3 to win final three races
10/11/10 2:46 P	Cops search for missing suicidal man
10/11/10 11:50	Dubai suspect reportedly used name of slain IDF soldier
10/10/10 2:16 P	Report: Suspect In Dubai Hit Used ID Of Fallen IDF Soldier
10/10/10 1:01 P	Formula One: Vettel takes pole in Suzuka Qualifiers, Japanese GP
10/10/10 12:18 P	Red Bull's Sebastian Vettel sped to victory in the Japanese Grand Pri
10/10/10 12:10 P	Schu: No need for Merc position swap
10/10/10 11:13	Japanese Formula One Grand Prix results
10/10/10 11:10	Hot Video Aston Martin V8 Vantage 2010 Updates HQ Alloy Wheels
10/10/10 7:34 A	Police impound Simeza's Benz as 'stolen car'

Most Positive Posts

Date	Title
10/12/10 3:49 A	Mercedes Benz A-class Commercial "Christina Aguilera" BNR
10/12/10 3:40 A	General Motors is eager to pursue partnership with BMW BMW.SG
10/12/10 3:37 A	1975 Chevrolet Caprice Classic Convertible Classic Cars Pictures
10/12/10 3:32 A	2011 Audi TT vs 2011 BMW Z4 BMW Automobile Product Information
10/12/10 3:32 A	First Ladies Summit Continues
10/12/10 3:31 A	Mercedes-Benz Recall Announced - New York Times
10/12/10 3:27 A	Welcome: Hot News: Lexus SC Replacement to be Called LC?
10/12/10 3:13 A	'The Joy of Giving' in Pune schools
10/12/10 3:04 A	Powers presents Belmont's first Open Sing of the year
10/12/10 3:02 A	Digital Cameras: Infiniti still mulling halo sportscar model?
10/12/10 2:50 A	2007 BMW X5, availability & prices? BMW Automobile Product ...
10/12/10 2:45 A	Kuwaiti company inaugurates first green fuel station in Sweden
10/12/10 2:42 A	Apple will charge \$10 a month for music subscription

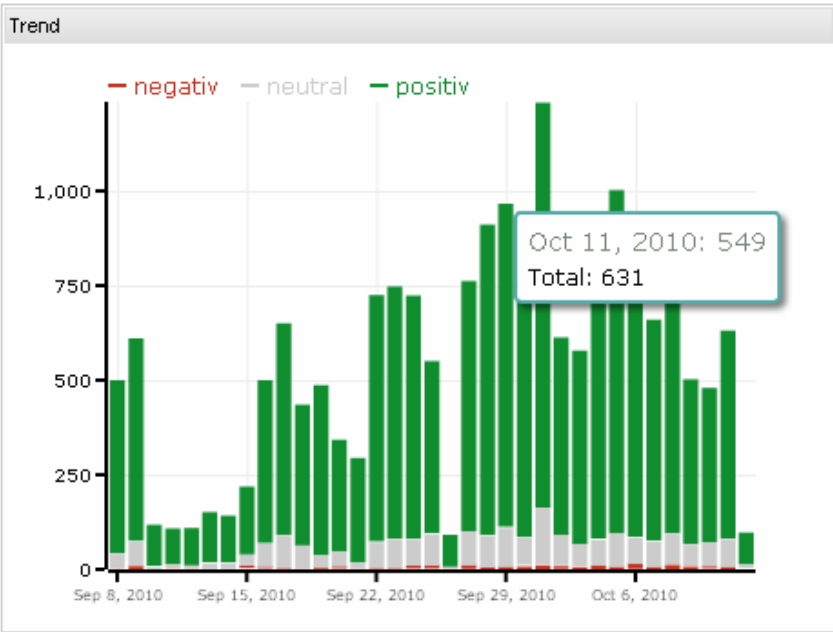
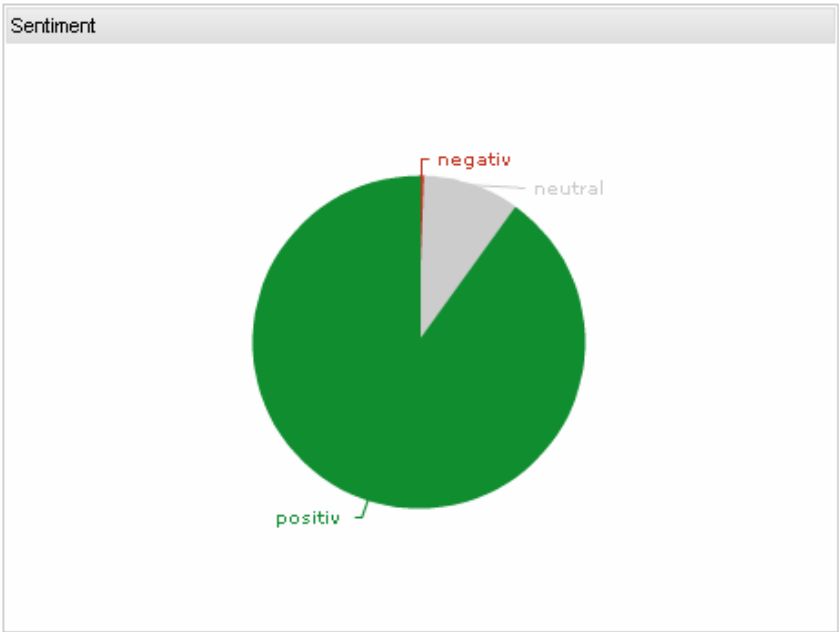
Volume

Sentiment

Sources

English (en)

- Audi
- BMW
- Mercedes
- Volvo
- Lexus



Most Negative Posts

Date	Title
9/24/10 10:57 A	V70 T5 Deal Kent .Last Weekend - T5D5.org - The High Performance
9/23/10 2:24 PM	MG ZT Estate, - T5D5.org - The High Performance Volvo Club
9/20/10 9:40 AM	Return from Goodwood Sunday night
9/17/10 7:44 PM	Charges expected in fatal head on crash
9/17/10 2:41 PM	fault codes - T5D5.org - The High Performance Volvo Club
9/17/10 2:47 AM	Forget dream girl and get real
9/16/10 7:52 PM	police car crash death 'accident'
9/15/10 1:04 PM	Man taken to hospital after crash near Burghley House
9/10/10 10:05 A	Car Style Guide: Volvo V60
9/9/10 5:31 PM	'Police failed to help', says social security director
9/8/10 10:01 AM	Spa woman in intensive care after car collision
9/8/10 8:03 AM	Wife taken to intensive care after husband reverses his car into her
9/7/10 2:42 PM	Life behind the Greene colored glasses.: Handsfree, does it hurt?

Most Positive Posts

Date	Title
10/12/10 3:35 A	Volvo Group Positive to European CarbonDioxide Legislation for ...
10/12/10 3:28 A	Peugeot Looking to Dethrone Audi Cars Is Your Niche
10/12/10 3:23 A	SailRaceWin: VOR: Lady Pippa Bake is Ambassador to the Volvo Oc
10/12/10 3:18 A	Steps To Saving Money On Volvo Repair Pima County « Quincy Auto
10/12/10 3:00 A	blanche » Blog Archive » So consume a salad. own a piece of fruit
10/12/10 2:47 A	Pickle Lintas beefs up its creative with two senior appointments
10/12/10 2:45 A	Kuwaiti company inaugurates first green fuel station in Sweden
10/12/10 2:45 A	Weet-Bix takes to snow and space in NZ and Australia Latest Auto
10/12/10 2:40 A	1972 Volvo P1800 ES Estate Classic Cars Pictures
10/12/10 2:12 A	Your First 4x4: What to Look for AZ Articles
10/12/10 2:10 A	Volvo XC60 D5 Summum AWD PDC Bluetooth Servotronic HP Wirele
10/12/10 2:06 A	Volvo V70 New Workouts

Development/Car Brands

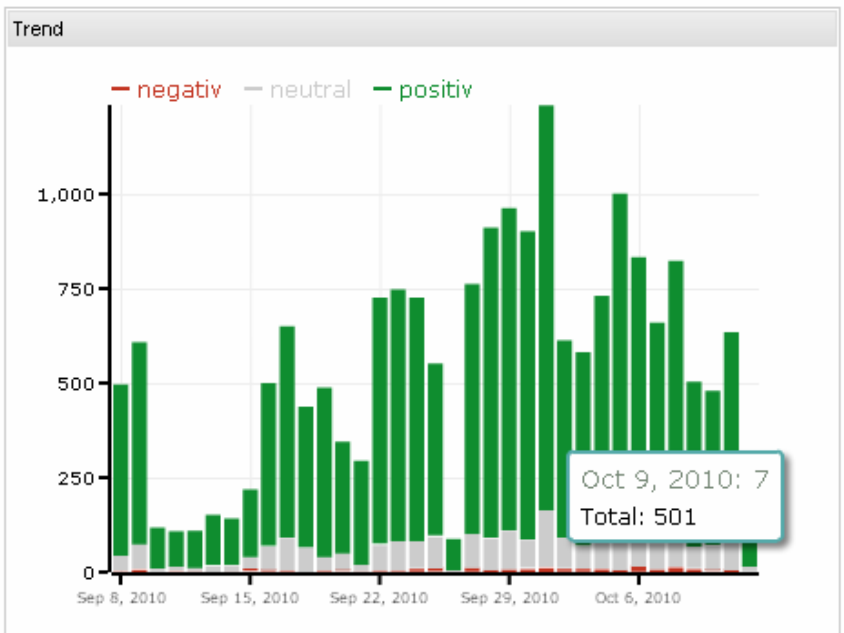
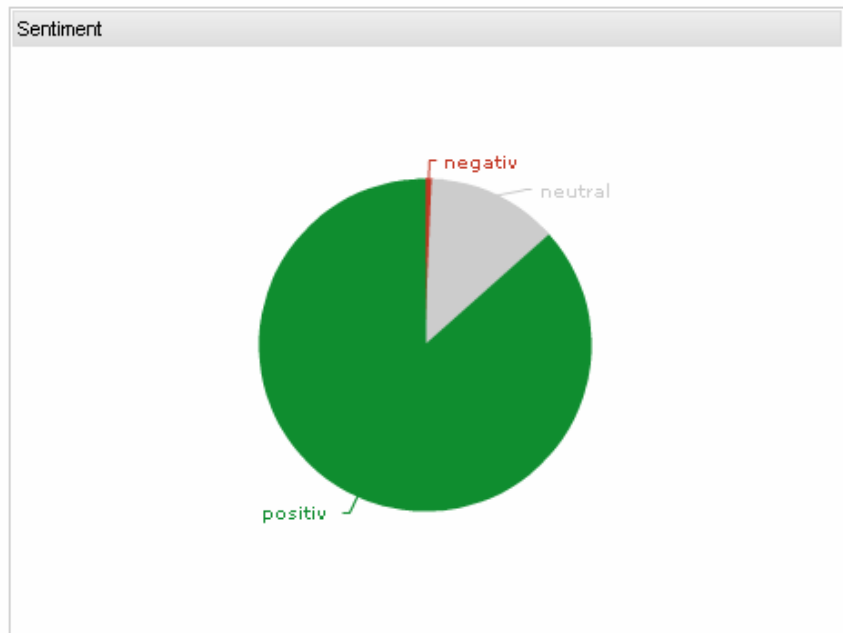
Volume

Sentiment

Sources

English (en)

- Audi
- BMW
- Mercedes
- Volvo
- Lexus



Most Negative Posts

Date	Title
9/30/10 9:55 AM	Opinions piz - Astra Sport and Astra Owners Club - mkt mkt2 mkt3
9/30/10 12:04 AM	Beyer, Party of 4: Oh how I loathe thee...
9/29/10 7:45 PM	Presented By:
9/29/10 3:40 PM	Ex-senator from Kalmykia is arrested for a series of rapes
9/29/10 9:30 AM	Missing woman is Jennifer Ring of Westlake News for Everyone
9/27/10 9:52 PM	Police Blotter: Glass Doors Shattered At Businesses
9/26/10 9:13 AM	John Burnes: Councilman Lesters renters code has nothing to do wit
9/25/10 1:01 PM	The Monitor: Crimes, arrests and accidents
9/24/10 11:25 PM	Car crashes into Summit Mall
9/24/10 10:07 PM	22-year-old woman possibly jumped out of vehicle
9/24/10 12:41 PM	Driver killed after mistaking accelerator pedal for brake - car smashes
9/24/10 1:00 AM	Lexus-Crave Retweet sweepstakes: Win an Xbox 360! HackerJourn
9/24/10 12:27 AM	Charges dropped against extreme speeder

Most Positive Posts

Date	Title
10/12/10 3:49 AM	Priest's car strikes East Rutherford walker, police say
10/12/10 3:44 AM	MVCI for Toyota TIS Diagnostic Tools LaptopCarryCase.org
10/12/10 3:42 AM	How Toyota Gains World Renowned Reputation Connecting Africar
10/12/10 3:37 AM	1975 Chevrolet Caprice Classic Convertible Classic Cars Pictures
10/12/10 3:30 AM	The Next Big Thing from Lexus is Not a Car Advertising newswire
10/12/10 3:29 AM	Something about Sarkari Naukri
10/12/10 3:28 AM	Peugeot Looking to Dethrone Audi Cars Is Your Niche
10/12/10 3:27 AM	Welcome: Hot News: Lexus SC Replacement to be Called LC?
10/12/10 3:23 AM	Lexus Debuts LS 460 Sport in Korea
10/12/10 3:15 AM	lexus is250/is220d 3m car bumper protection film
10/12/10 3:05 AM	2001 BMW 523i
10/12/10 3:02 AM	Digital Cameras: Infiniti still mulling halo sportscar model?
10/12/10 2:52 AM	Lexus Shows off the Most Advanced Driving Simulator in the World

Development/Car Brands

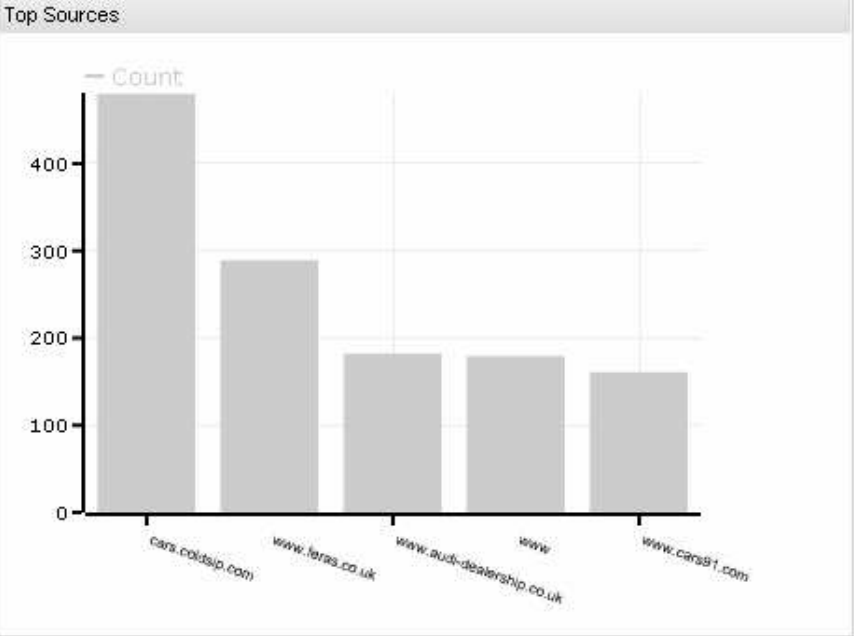
Volume

Sentiment

Sources

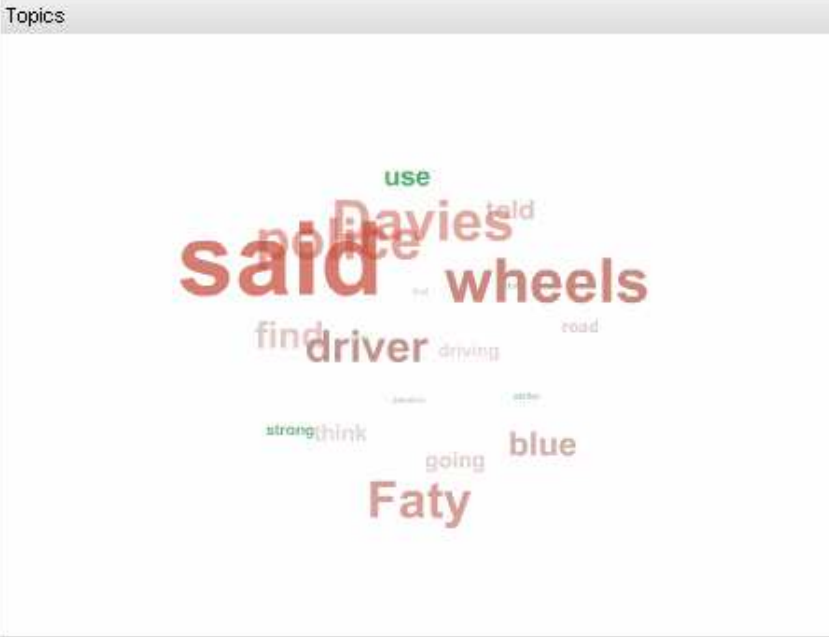
English (en)

- Audi
- BMW
- Mercedes
- Volvo
- Lexus



Sources

Source	negative	neutral	positive
cars.coldsp.com	0	4	476
www.feras.co.uk	0	2	287
www.audi-dealership.co.uk	0	11	171
www	1	13	165
www.cars91.com	0	0	161
bmwautomobile.dittos.com	0	2	117
www.carswikipedia.com	0	3	113
Autoblog (blog)	0	3	102
www.roadstercollectibles.com	0	6	90
www.autoblog.com	0	1	89
carnews.gossipblender.com	0	0	90
www.carbuzz.com	0	1	87
babewash.net	0	1	82



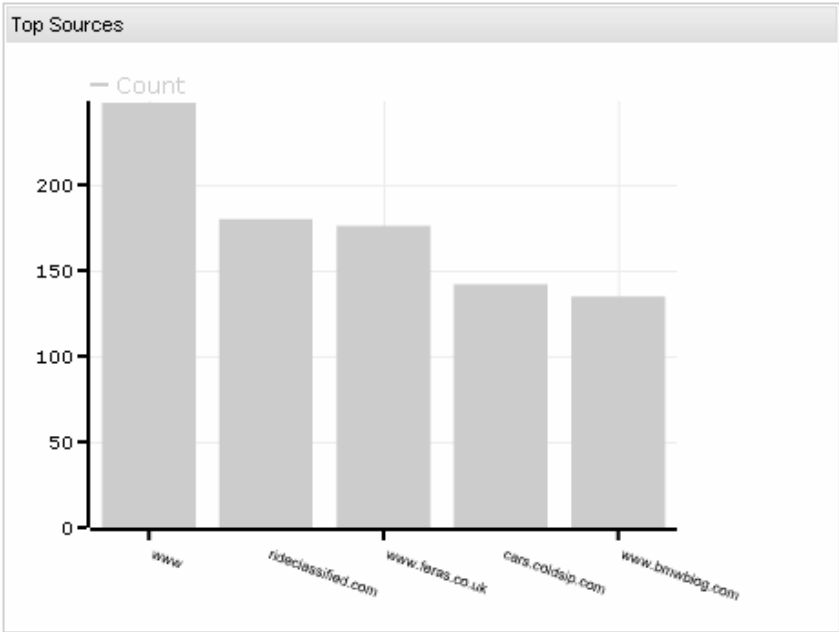
Volume

Sentiment

Sources

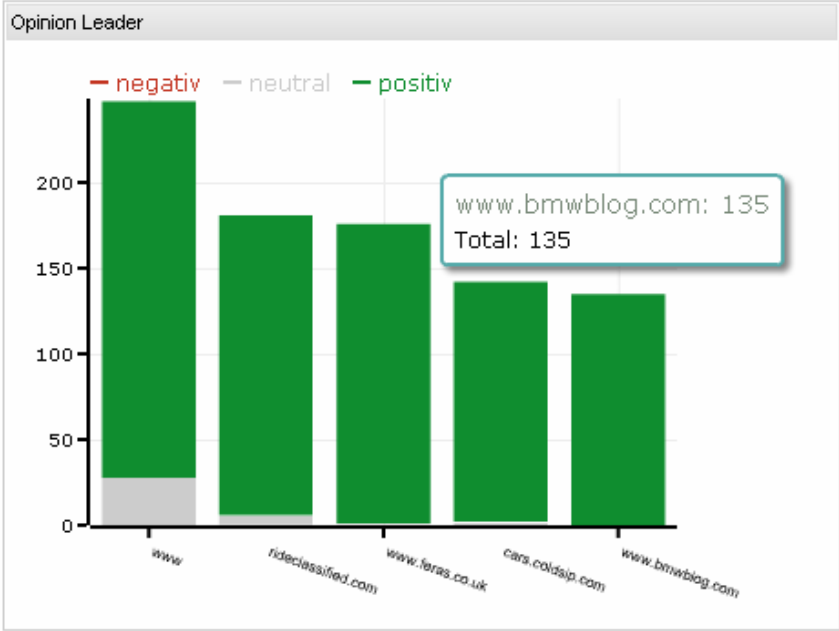
English (en)

- Audi
- BMW
- Mercedes
- Volvo
- Lexus



Sources

Source	negative	neutral	positive
www	0	28	220
rideclassified.com	0	5	175
www.feras.co.uk	0	1	175
cars.coldsip.com	0	2	140
www.bmwblog.com	0	0	135
bmwautomobile.dittos.com	0	2	117
www.tsikot.com	0	3	99
www.roadstercollectibles.com	0	6	90
usedcars4auction.info	0	22	74
BMW BLOG (blog)	0	1	95
carnews.gossipblender.com	0	0	90
Motorsport.com	0	2	85
AutoSpies.com	0	9	78



Development/Car Brands

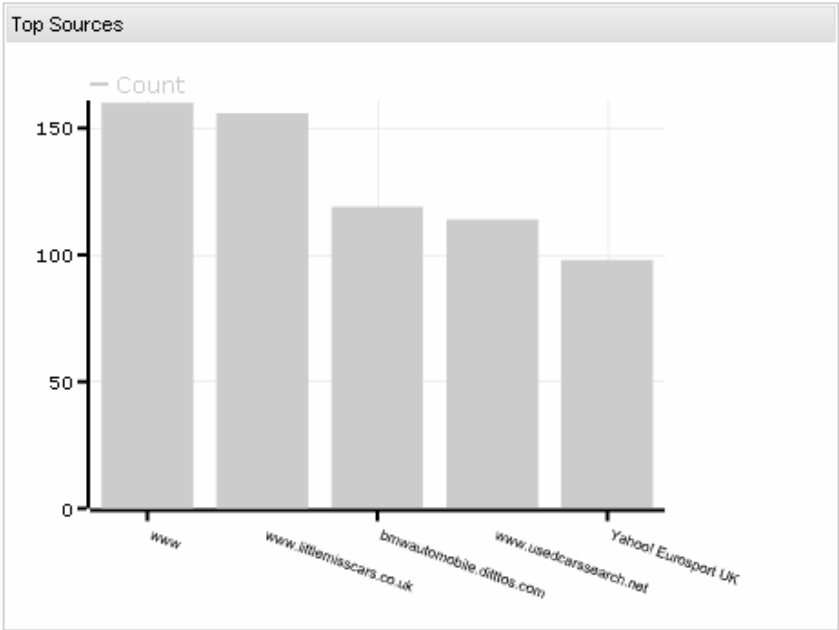
Volume

Sentiment

Sources

English (en)

- Audi
- BMW
- Mercedes
- Volvo
- Lexus



Sources

Source	negative	neutral	positive
www	0	11	149
www.littlemisscars.co.uk	0	19	137
bmwautomobile.dittos.com	0	2	117
www.usedcarssearch.net	0	35	79
Yahoo! Eurosport UK	3	38	57
bettor.com (blog)	2	24	67
carnews.gossipblender.com	0	0	90
Bloomberg	1	8	74
www.cargeni.com	0	0	79
www.mercedes-benz-blog.blogspot.com	0	4	74
www.atlanticoptimize.com	0	30	43
babewash.net	0	0	70
sports-car.limewebs.com	0	4	65





Development/Car Brands

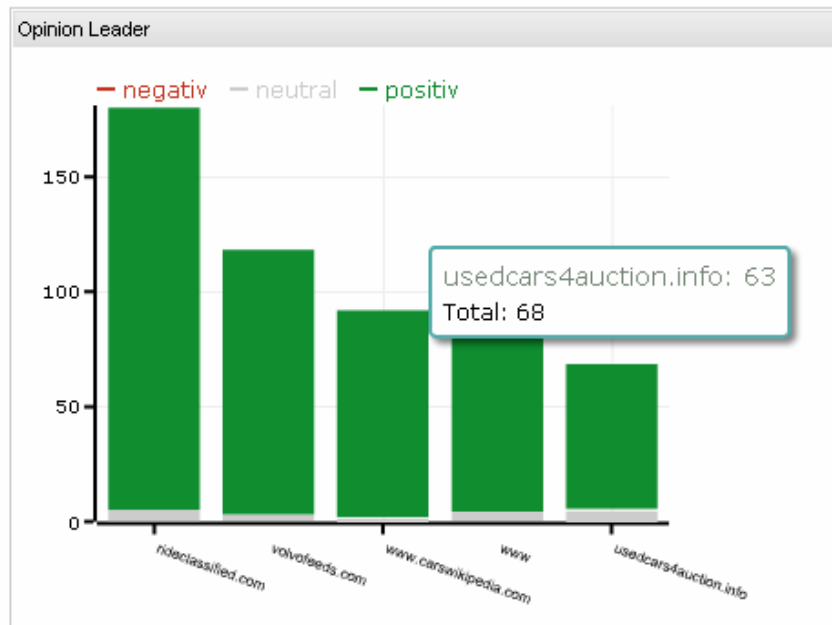
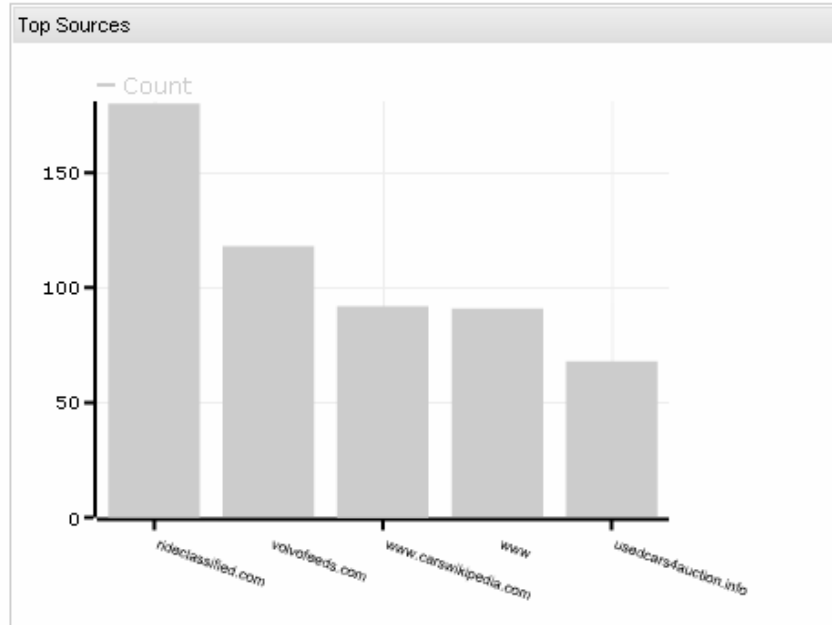
Volume

Sentiment

Sources

English (en)

 Audi  BMW  Mercedes  Volvo  Lexus



Sources

Source	negative	neutral	positive
rideclassified.com	0	5	175
volvofeeds.com	0	3	115
www.carswikipedia.com	0	2	90
www	0	4	87
usedcars4auction.info	0	5	63
cars.isyourniche.com	0	0	60
vwtouran.net	0	6	45
www.cars91.com	0	0	45
dealnay.com	0	8	37
www.sharperedgeengines.com	0	0	40
estatecars.org.uk	0	2	37
carscoop.blogspot.com	0	0	38
cars.coldsip.com	0	0	37

Topics



Development/Car Brands

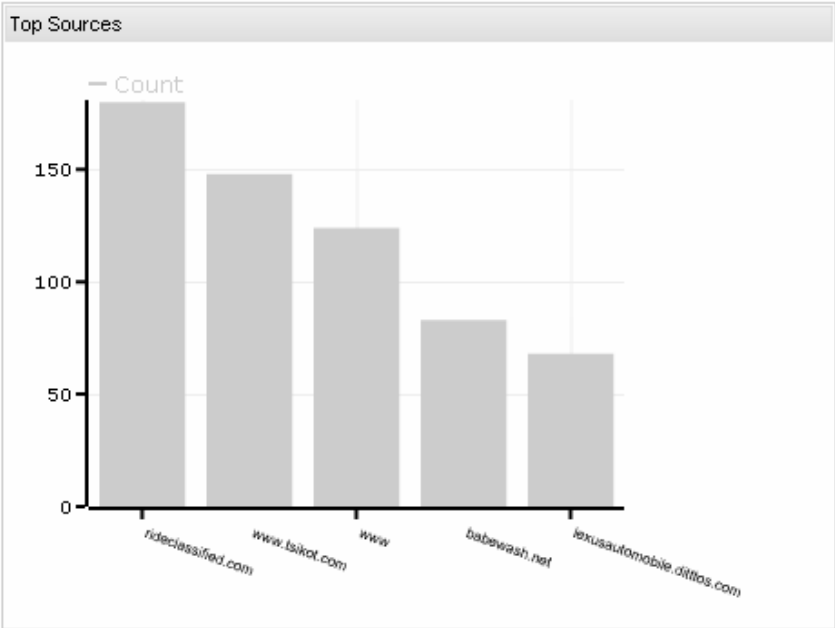
Volume

Sentiment

Sources

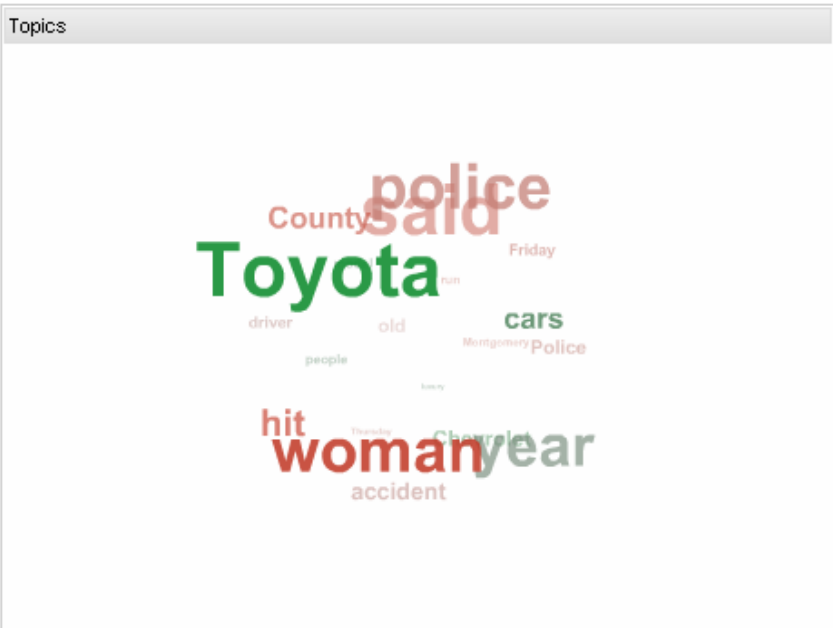
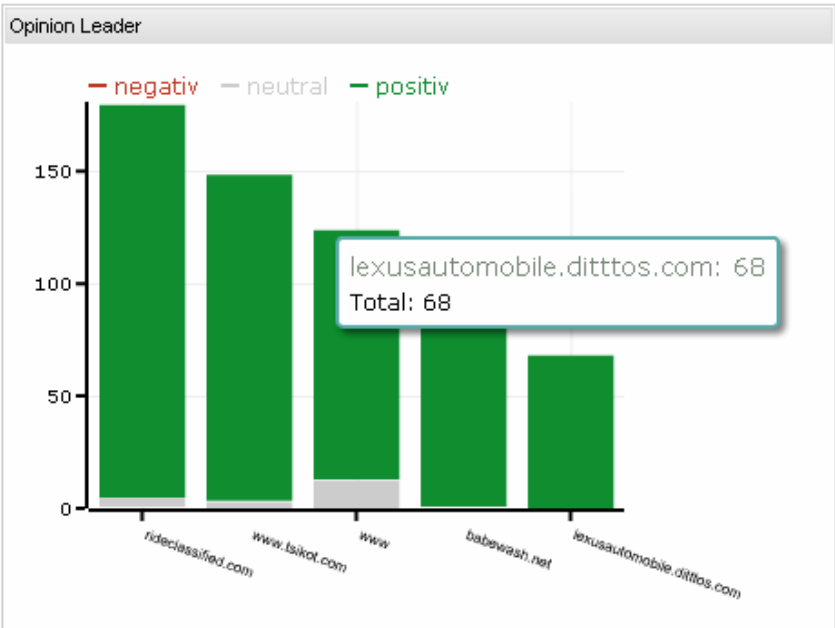
English (en)

- Audi
- BMW
- Mercedes
- Volvo
- Lexus



Sources

Source	negative	neutral	positive
rideclassified.com	0	5	175
www.tsikot.com	0	3	145
www	0	13	111
babewash.net	0	1	82
lexusautomobile.dittos.com	0	0	68
cars.coldsip.com	0	2	63
dailydriverblog.com	0	0	64
cargalaxy.info	0	0	62
cars.isyourniche.com	0	0	60
dealnay.com	0	5	54
rkchevytv.com	0	1	55
www.usedcarssearch.net	0	46	9
www.feras.co.uk	0	1	54



Development/Consumer Electronics

Volume

Sentiment

Sources

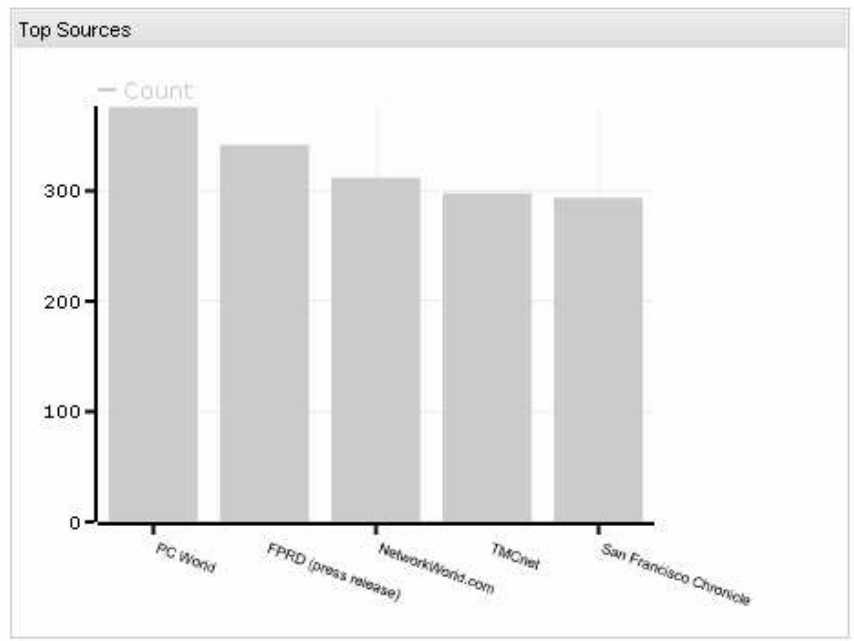
English (en)

Apple

Samsung

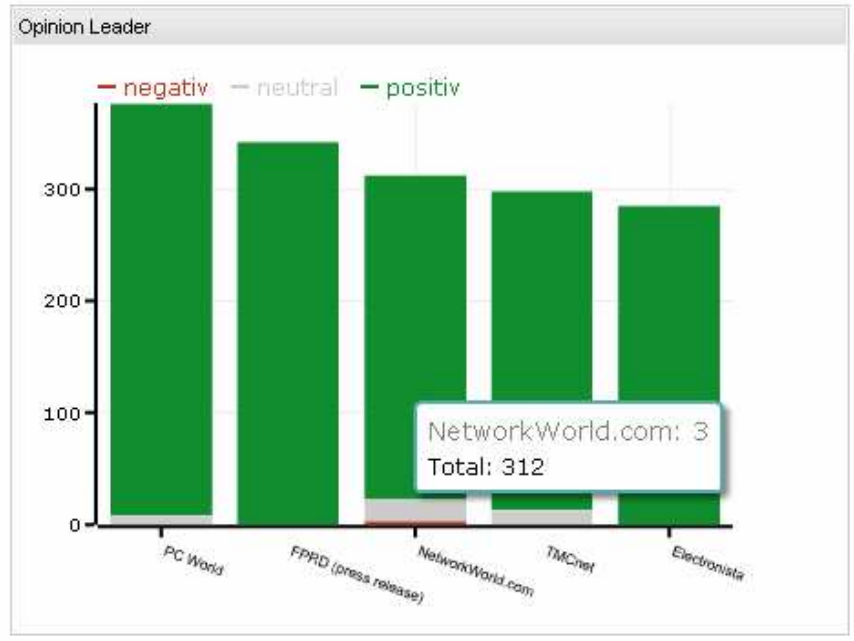
Sony

Panasonic



Sources

Source	negative	neutral	positive
PC World	0	8	368
FPRD (press release)	0	0	342
NetworkWorld.com	3	20	289
TMCnet	0	13	285
San Francisco Chronicle	0	23	271
Electronista	0	0	285
ZDNet (blog)	0	1	246
OfficialMire (press release)	0	1	246
Examiner.com	0	24	221
www.	2	23	210
MarketWatch (press release)	0	0	235
InformationWeek	0	10	224
CNET	0	1	229



Development/Consumer Electronics

Volume

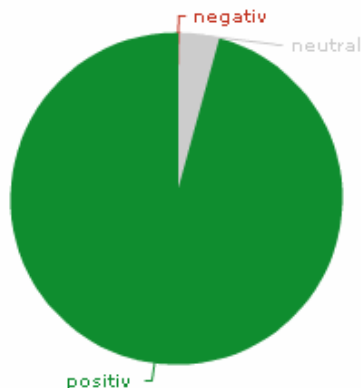
Sentiment

Sources

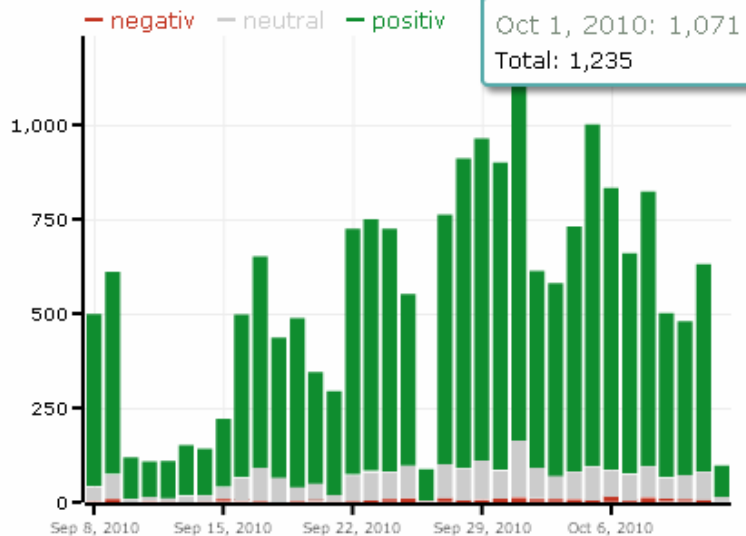
English (en)

Apple Samsung Sony Panasonic

Sentiment



Trend



Most Negative Posts

Date	Title
10/5/10 12:30 A	Sprint Samsung Epic 4G update finally gets pushed again
10/4/10 11:49 PM	Police Blotter: Woman Attacks Boyfriend, Then Officer
10/4/10 9:34 PM	Samsung Galaxy Tab price will be £599
10/4/10 9:33 PM	Samsung Galaxy Tab price will be £599
10/4/10 5:32 PM	LG Android tablet delayed
10/1/10 11:14 PM	Elderly woman burglarized while sleeping
10/1/10 6:24 PM	Samsung Galaxy Tab official UK street date November 1st
10/1/10 6:23 PM	Samsung Galaxy Tab official UK street date November 1st
10/1/10 9:39 AM	Samsung Epic 4G Gets Increased 3G Upload Speeds
10/1/10 6:54 AM	Sprint Samsung Epic 4G update "on hold"
10/1/10 4:27 AM	Samsung Epic 4G OTA Update Coming, But Not Yet - Delayed
9/30/10 9:20 PM	Samsung Epic 4G OTA update begins to roll out

Most Positive Posts

Date	Title
10/12/10 3:55 A	Microsoft shows new smartphones
10/12/10 3:54 A	Nokia N8 Review Part 3: Competition and Conclusion
10/12/10 3:52 A	Samsung Electronics TV Division 4Q Profit Likely Better Vs 3Q - Office
10/12/10 3:51 A	Samsung OMNIA 7 Delivers Breakthrough Entertainment for Your Life
10/12/10 3:49 A	Panasonic TX-P42VT20
10/12/10 3:47 A	Virgin Mobile UK to get Samsung Galaxy S in Q3?
10/12/10 3:44 A	MVCI for Toyota TIS Diagnostic Tools LaptopCarryCase.org
10/12/10 3:39 A	BRAND NEW APPLE IPHONE 4G S 32GB, H T C,NOKIA N900
10/12/10 3:39 A	For Sale Brand New Apple Iphone 4 HD 32GB And Nokia-N8,HTC EV
10/12/10 3:38 A	Micron Q4 sales disappoint
10/12/10 3:38 A	Chips bring reliability to MLC-based SSDs
10/12/10 3:38 A	Samsung X430 coming to Microsoft Stores
10/12/10 3:37 A	Microsoft unveils 10 new phones as it bids to usurp Apple and RIM

Development/Consumer Electronics

Volume

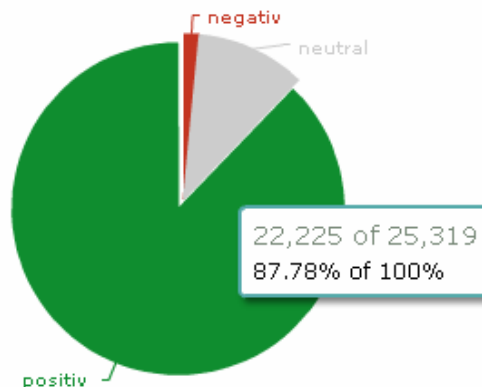
Sentiment

Sources

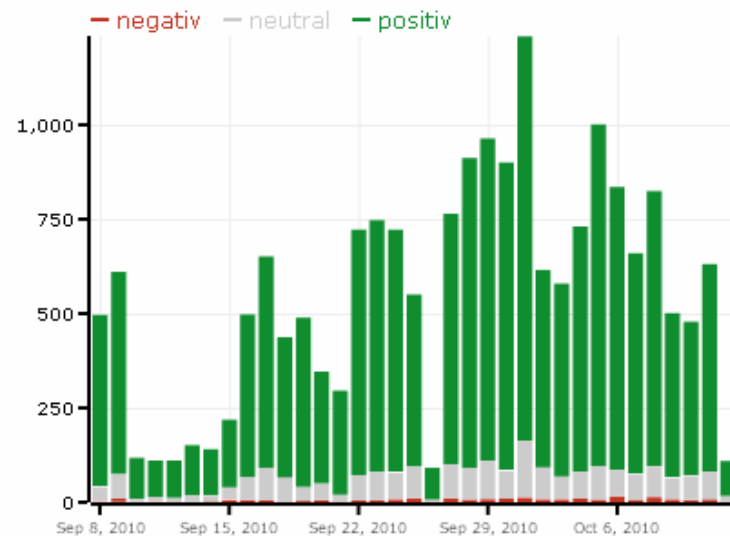
English (en)

Apple Samsung Sony Panasonic

Sentiment



Trend



Most Negative Posts

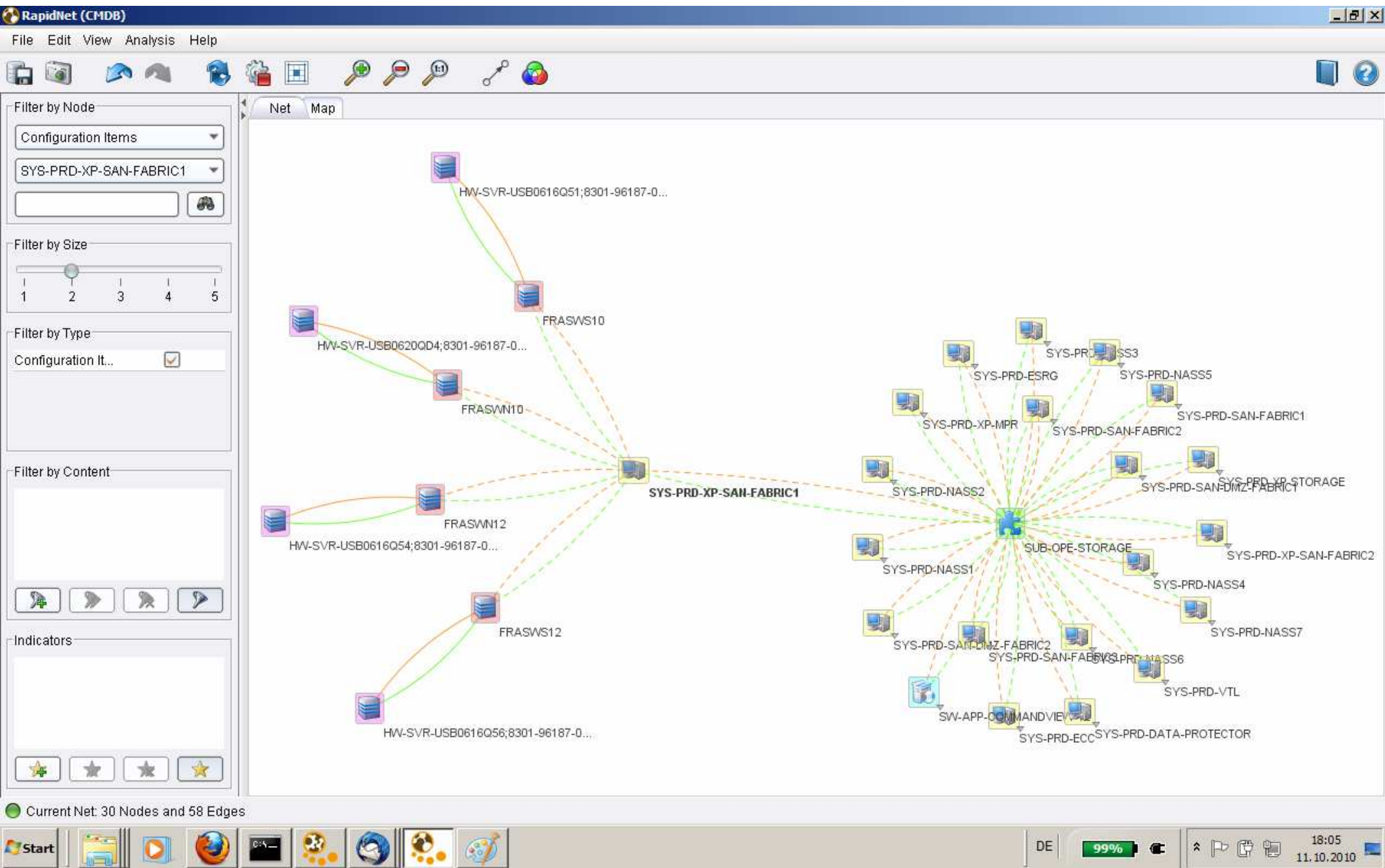
Date	Title
10/7/10 7:02 AM	Medal of Honor Requires PSJailbreak-Killing PS3 Firmware 3.42
10/7/10 6:29 AM	63% of Consolers Think Firmware Makes TVs 3D
10/7/10 4:15 AM	SCEE Halting Sale Of PSP Dev Tools
10/6/10 11:41 PM	The PlayStation 3 Is Prepared To Pillage Your Facebook Profile
10/6/10 9:56 PM	Best Buy charges people for PS3 Firmware updates.
10/6/10 9:04 PM	Apple TV box now on sale in UK
10/6/10 7:52 PM	Police beat (10/7/10)
10/6/10 4:04 PM	Japan, How Would You Like Another PlayStation 3 SKU?
10/6/10 3:17 PM	Apple pulls iS Drive app over BitTorrent connection
10/6/10 3:10 PM	Apple pulls iS Drive app over BitTorrent connection
10/6/10 1:19 PM	Google Goggles now on the iPhone
10/6/10 12:47 PM	Kinect Is the Next Xbox, Says Steve Ballmer
10/6/10 12:20 PM	Sony PSP2 will be launched Christmas 2011?

Most Positive Posts

Date	Title
10/12/10 3:39 AM	BRAND NEW APPLE IPHONE 4G S 32GB, H T C,NOKIA N900
10/12/10 3:39 AM	For Sale Brand New Apple Iphone 4 HD 32GB And Nokia-N8,HTC EV
10/12/10 3:39 AM	Asian Shares Mixed; Miners Hold Sydney Back
10/12/10 3:37 AM	Sony Handycam HDR-HC7E DV Camcorder Digital Camcorder Review
10/12/10 3:36 AM	Liu Wei proves China's got talent
10/12/10 3:33 AM	Bmw Gets Iphone apple iphone 3gs samsung sony ericsson nokia .
10/12/10 3:27 AM	Sony BRAVIA W-Series KDL-46W5100 46-Inch 1080p 120Hz LCD HD
10/12/10 3:27 AM	Cheapest Panasonic Pro AG-HPX170 3CCD P2 High-Definition Camc
10/12/10 3:23 AM	No law against online piracy in Ireland
10/12/10 3:22 AM	Apple iPhone 4..BlackBerry Slider 9800.Apple iPhone 3GS..Nokia N8
10/12/10 3:14 AM	EMusic adds tunes from Universal to its online catalog
10/12/10 3:07 AM	Plasma vs LCD – Panasonic Professional Plasmas – Panasonic TH ...
10/12/10 3:03 AM	KONAMI AND MARVEL ANNOUNCE X-MEN ARCADE FOR PLAYSTA

RapidNet -- Visualizing Relations, Networks, Transactions

- **Examples from several network analysis domains on the following slides:**
 - Hierarchical networks of computers hardware and software in a large international corporation with different kinds of dependencies and other relations.
 - Distribution of certain products or money transactions between countries.
 - Different kinds of relations between different kinds of persons (e.g. sales, customers, ...).
 - Relations of persons and companies, underlied with geographical maps.
- **RapidNet elements:**
 - Selection of start node type and start node for interactive network exploration.
 - Number of levels for automated network expansion – plus further interactive expansion.
 - Definition of filters (e.g. only display nodes with sales > 1 Mio. USD and connecting edges with transactions > 20,000 USD).
 - Definition and visualisation of key performance indices (KPIs) or other indicators as bar charts, trend arrows, or text next to the correspondig nodes.





Startknotenfilter

Alle

SW-APP-PRD-COGNOS

PRD-COGNOS

Größenfilter

1 2 3 4 5

☒ Eingehende Verbindungen

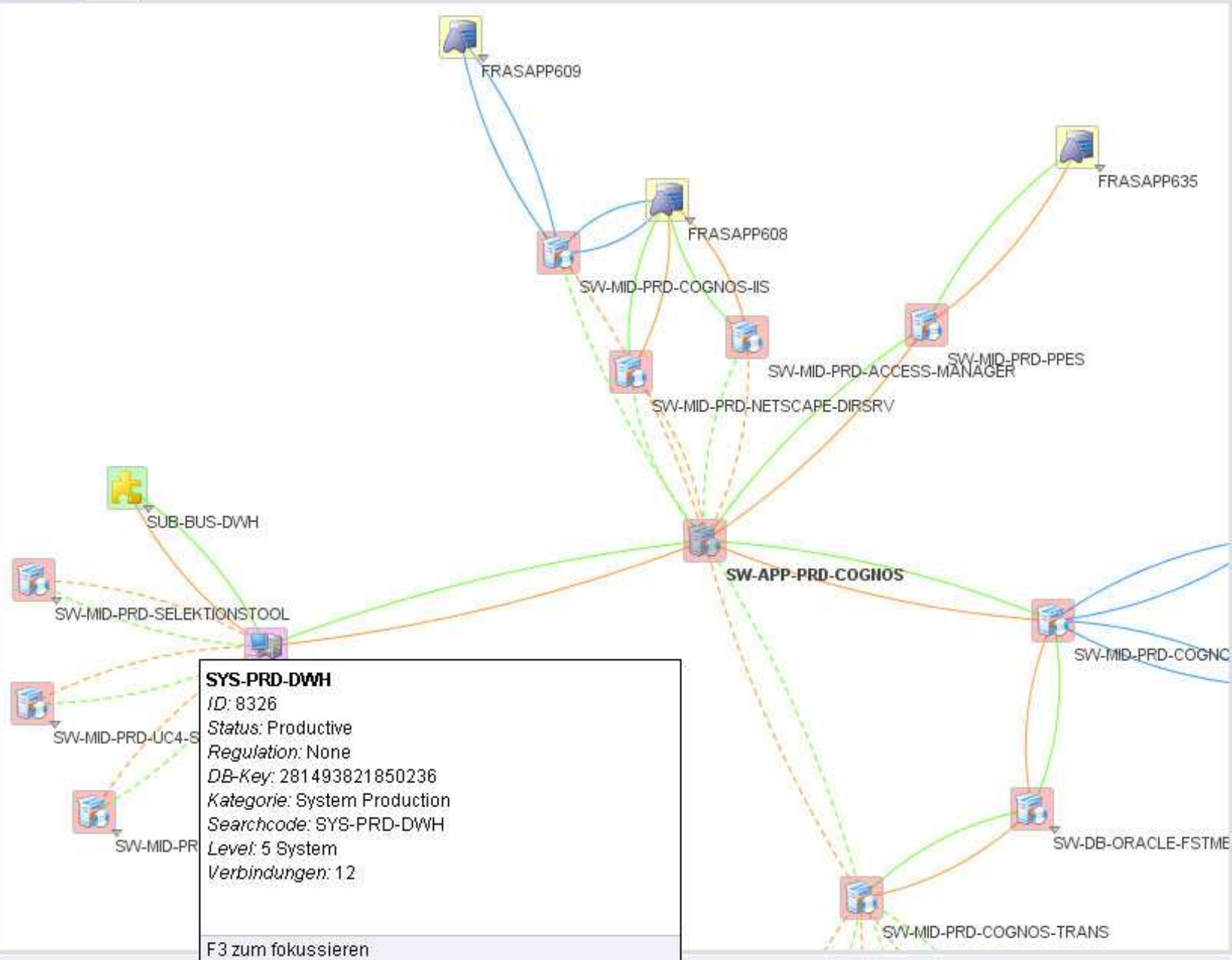
☒ Ausgehende Verbindungen

Inhaltsfilter

☒ Zeige unverbundene Knoten

Kennzahlen

Netz Karte



SYS-PRD-DWH
 ID: 8326
 Status: Productive
 Regulation: None
 DB-Key: 281493821850236
 Kategorie: System Production
 Searchcode: SYS-PRD-DWH
 Level: 5 System
 Verbindungen: 12

F3 zum fokussieren



Startknotenfilter

Alle

SUB-APP-ELOG

ELOG

Größenfilter

1 2 3 4 5

☒ Eingehende Verbindungen

☒ Ausgehende Verbindungen

Inhaltsfilter

☒ Zeige unverbundene Knoten

[Empty list box]

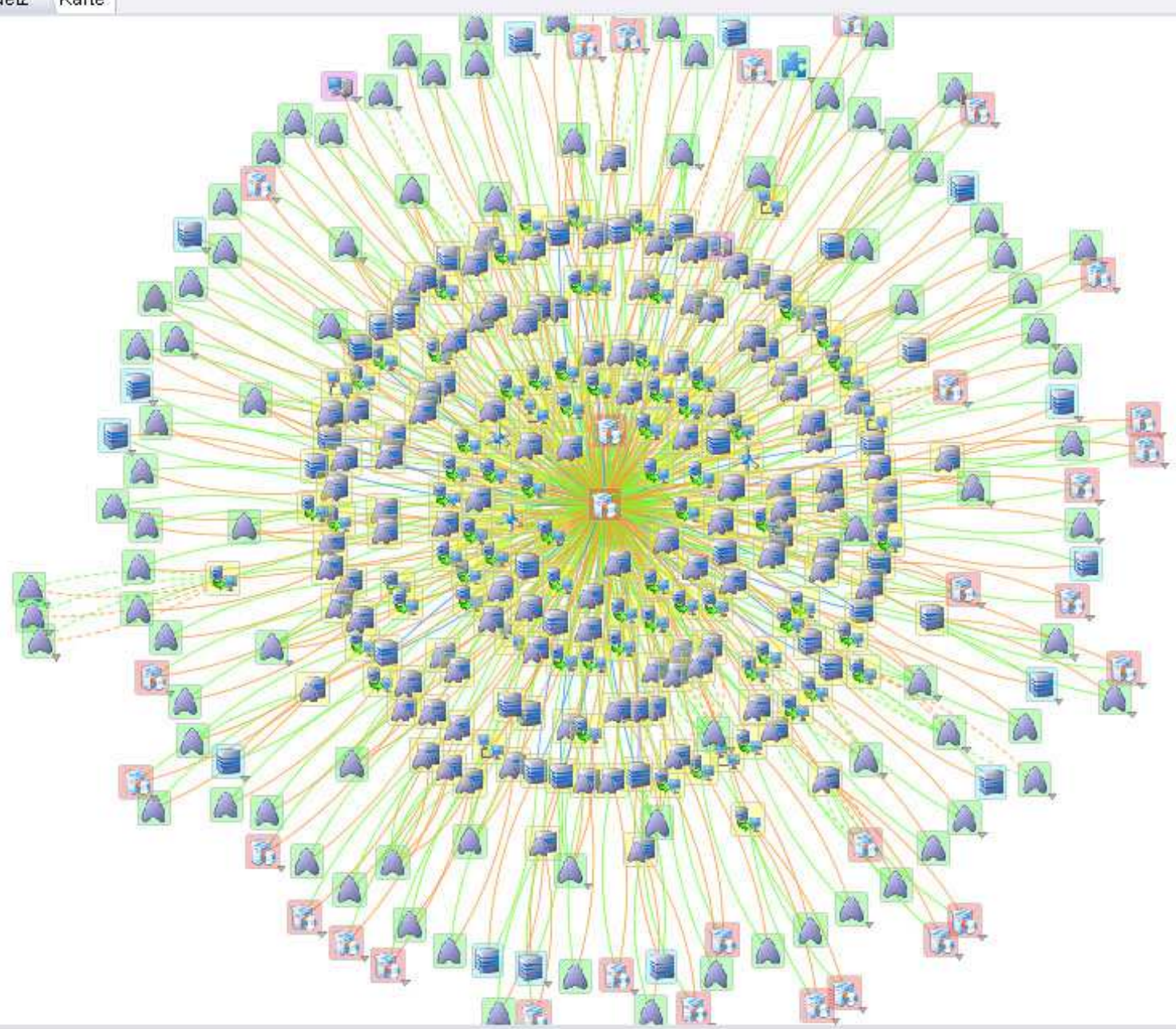
[Filter icons]

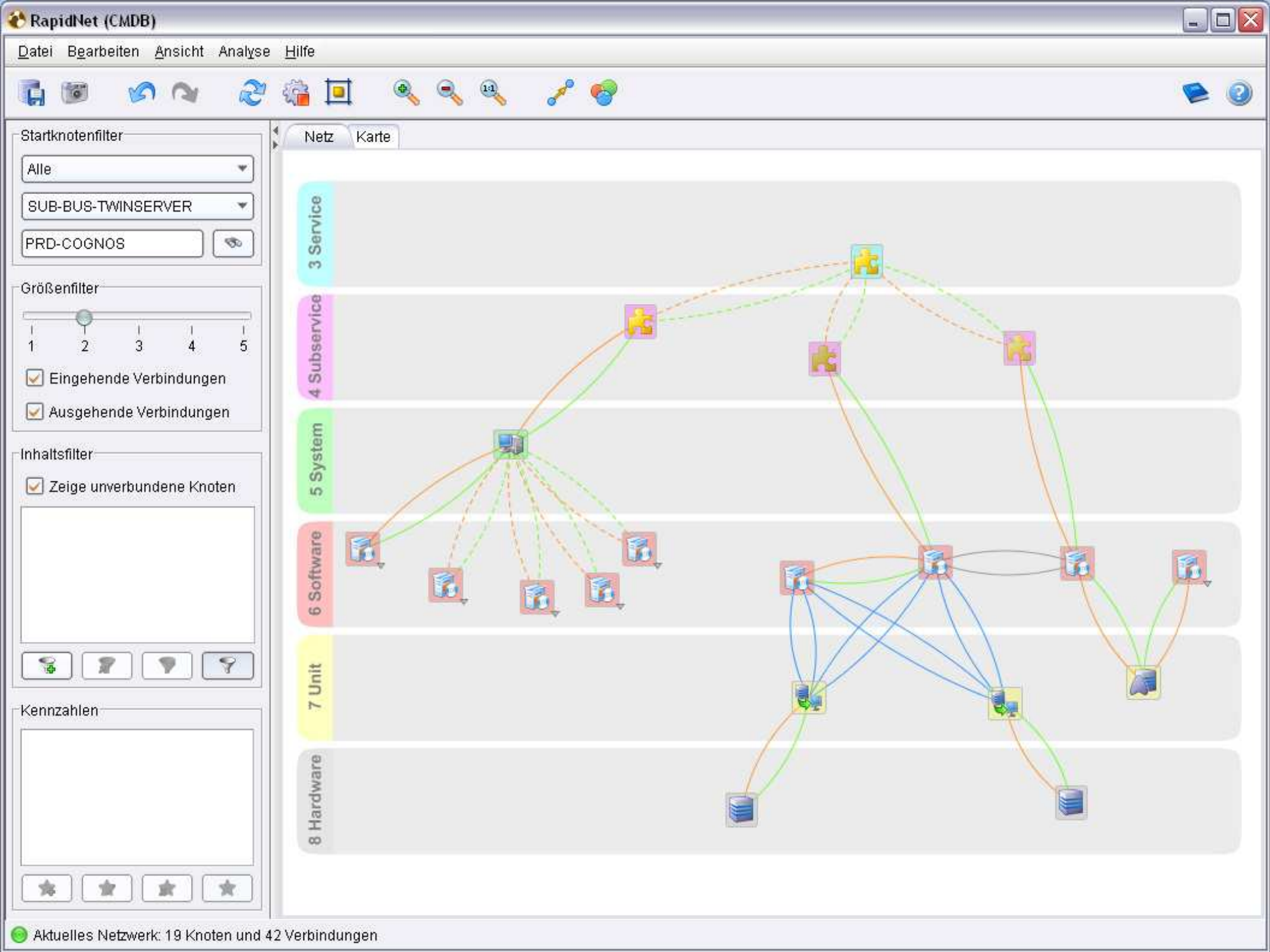
Kennzahlen

[Empty list box]

[Star icons]

Netz Karte







Startknotenfilter

Alle

SW-DB-ORACLE-DOCBT1-F...

ORACLE-DOCB



Größenfilter


☒ Eingehende Verbindungen

☒ Ausgehende Verbindungen

Inhaltsfilter

☒ Zeige unverbundene Knoten

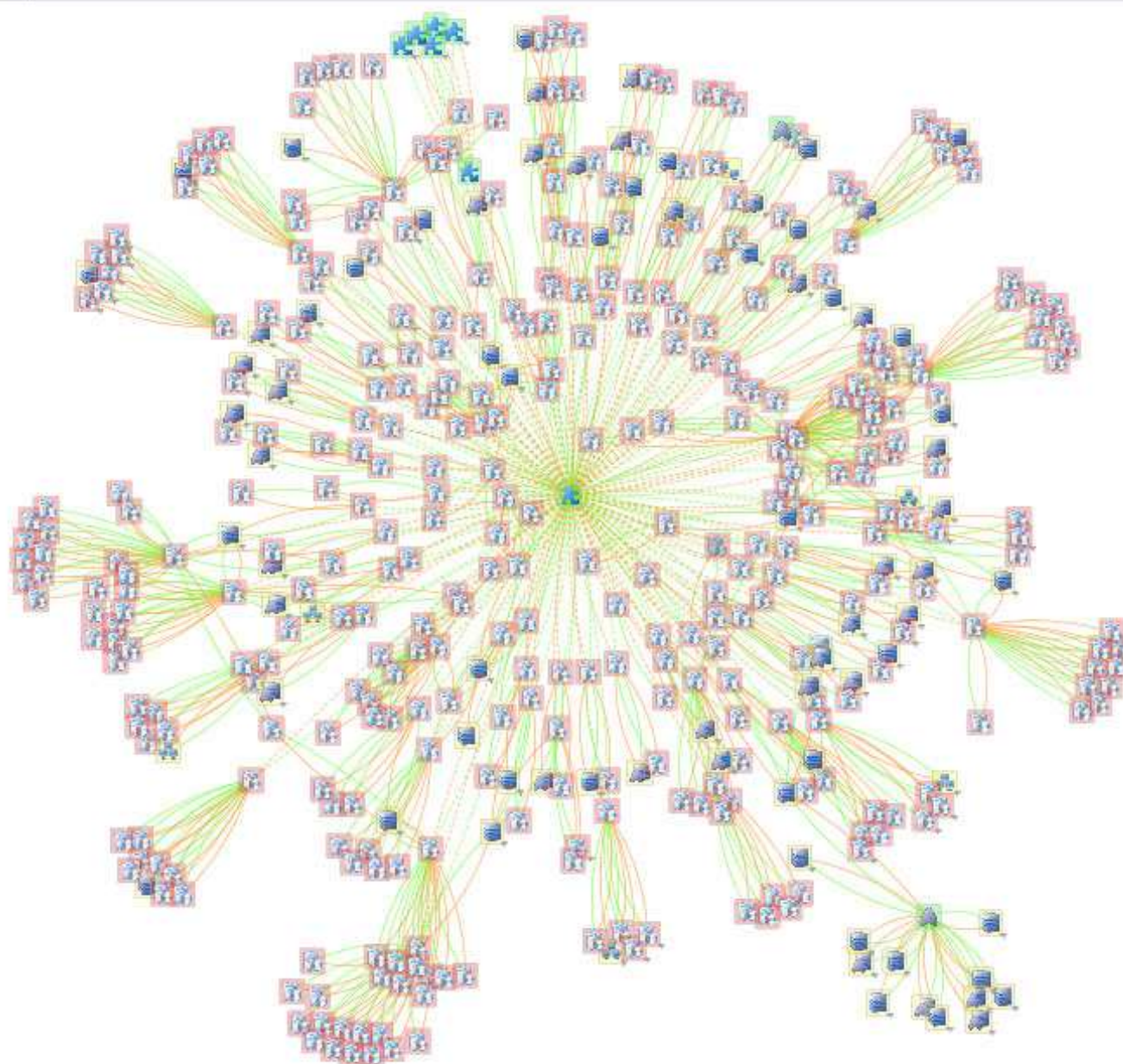


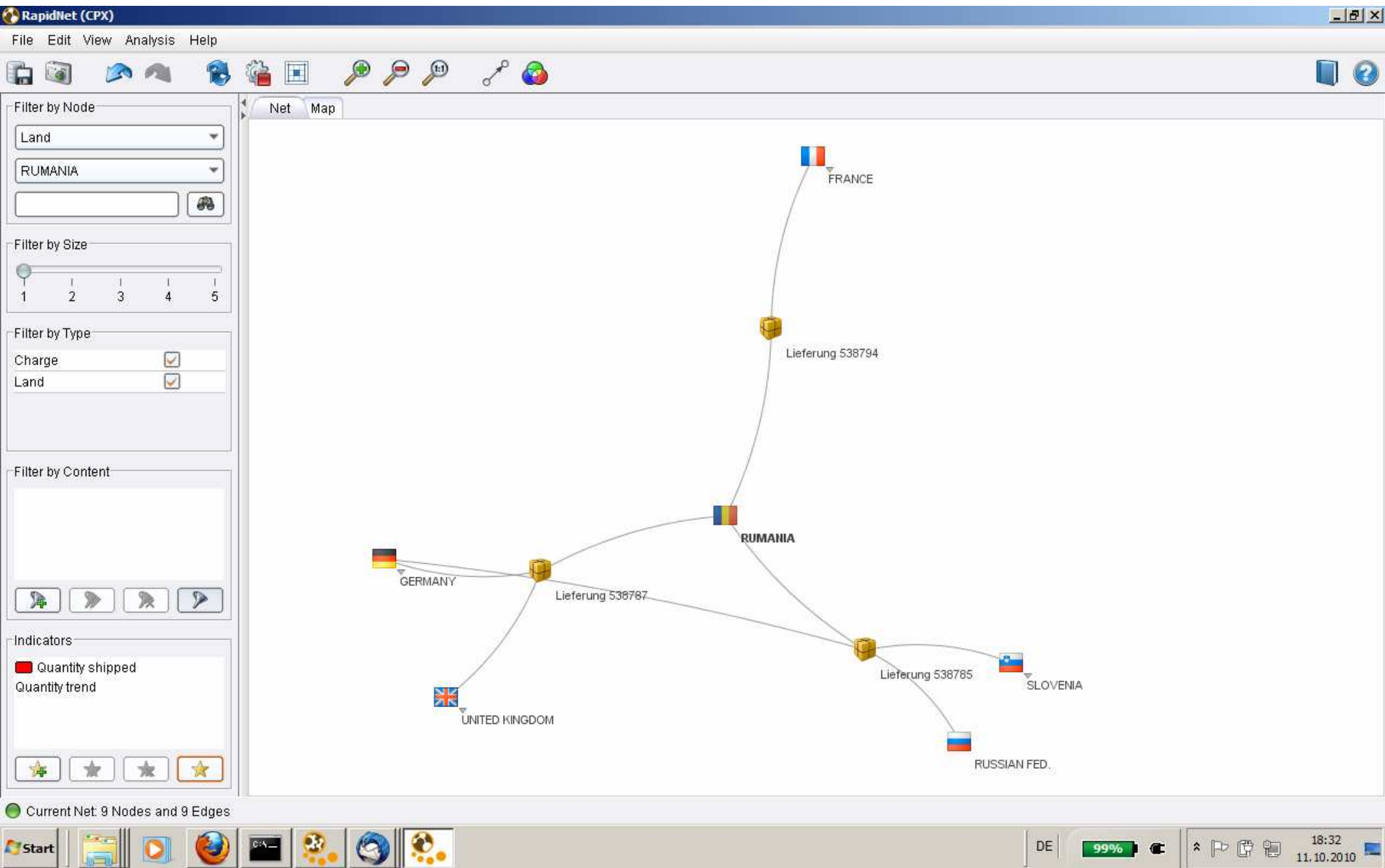
Kennzahlen

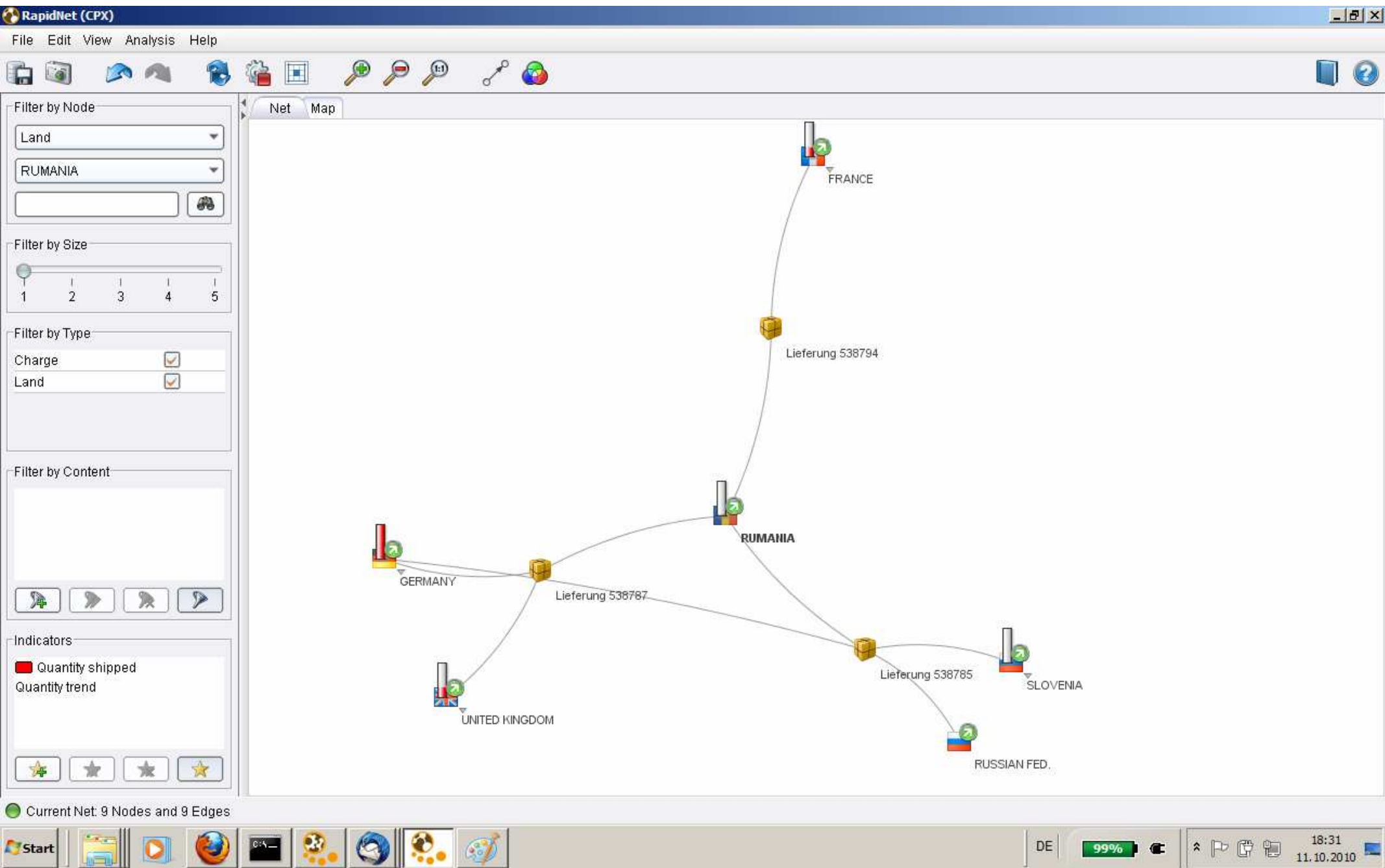


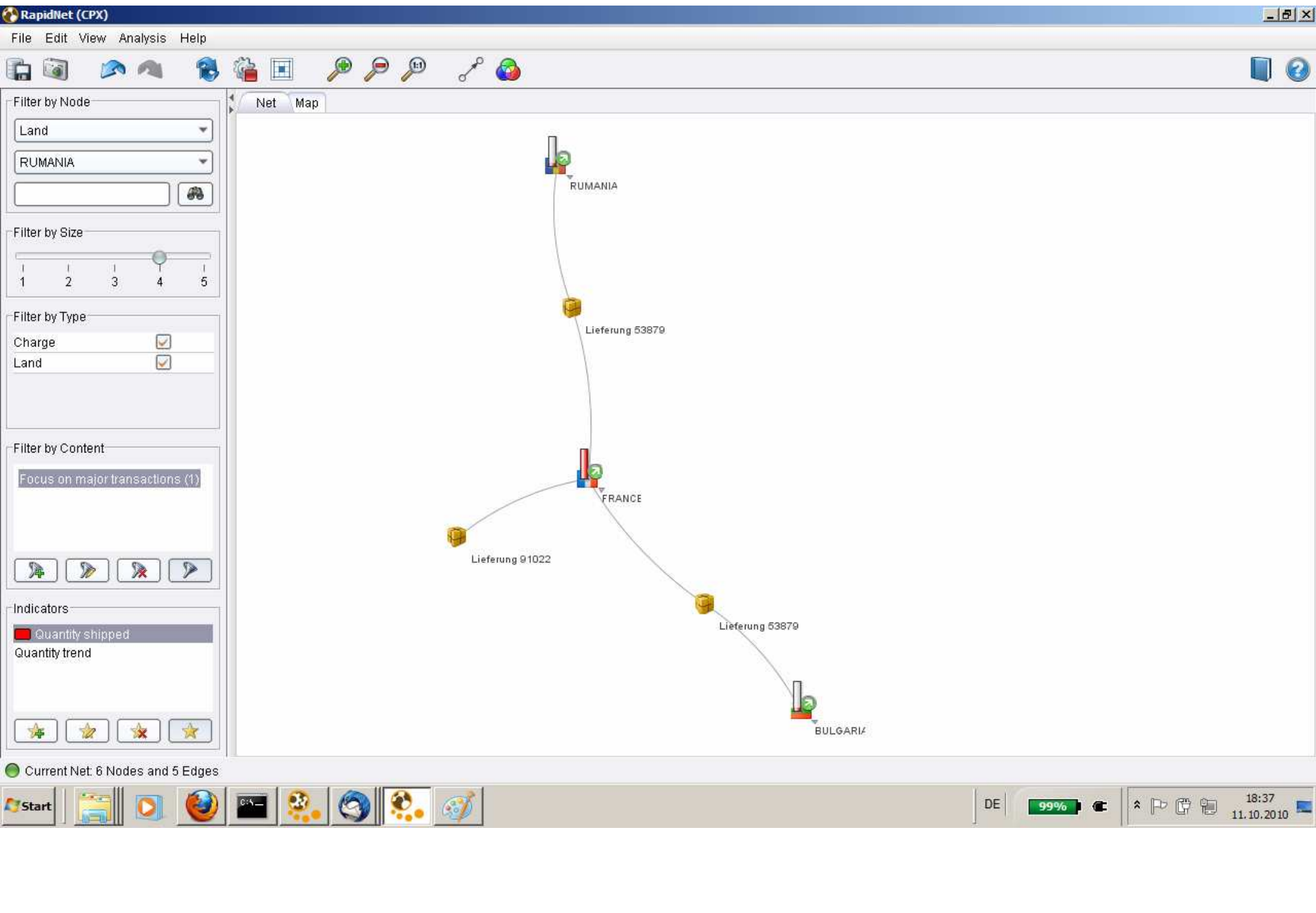
Netz

Karte



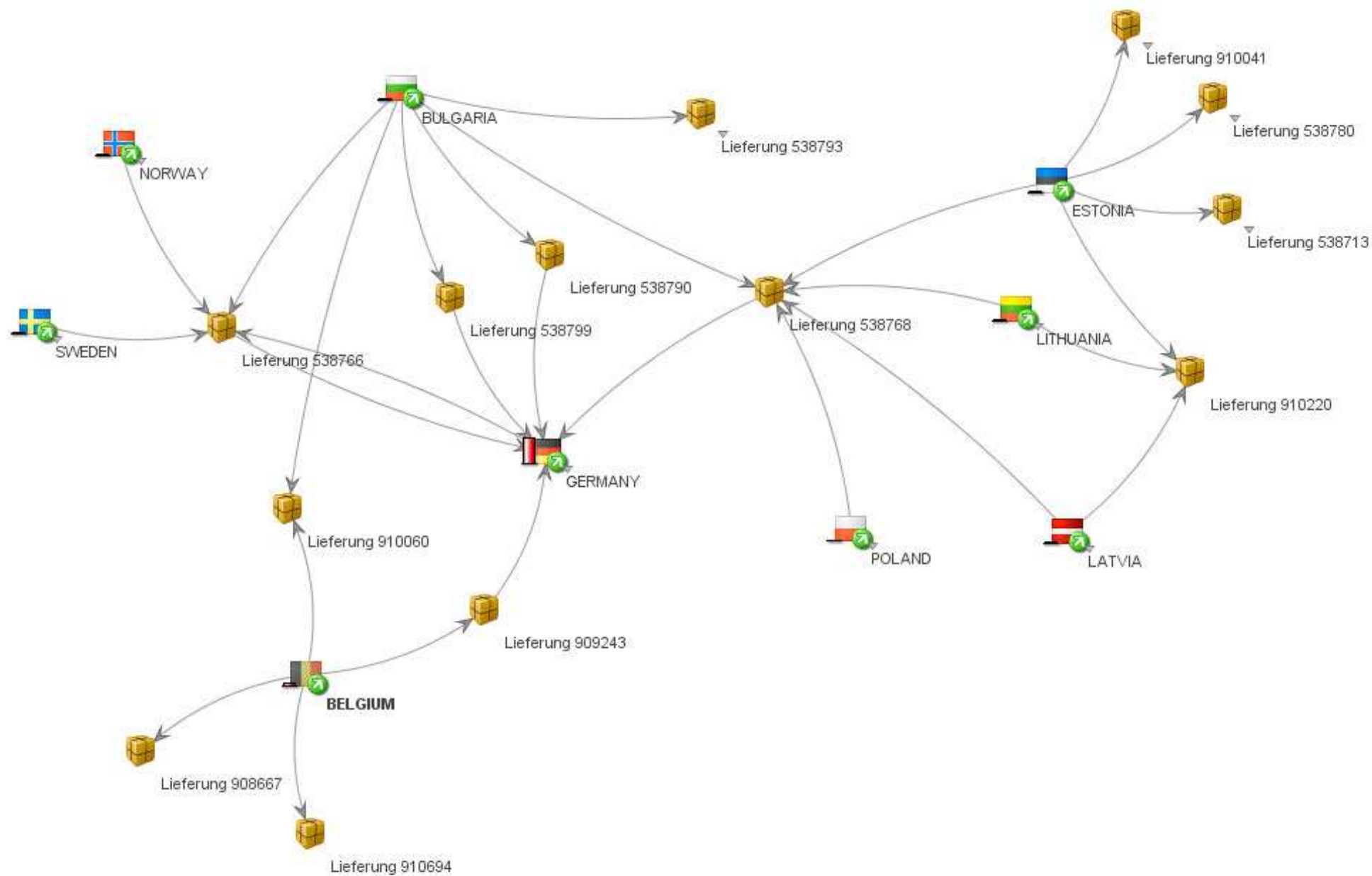


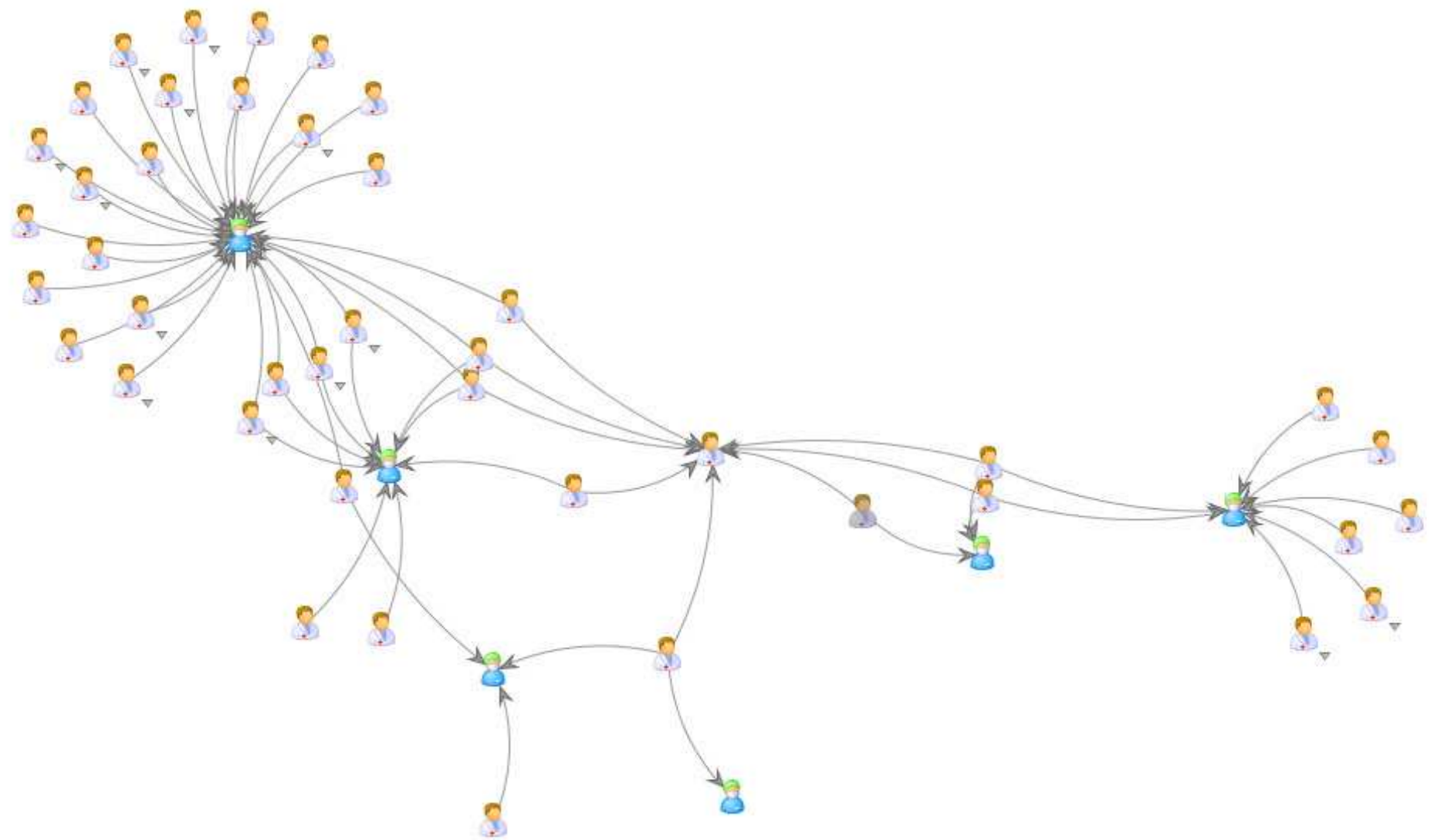


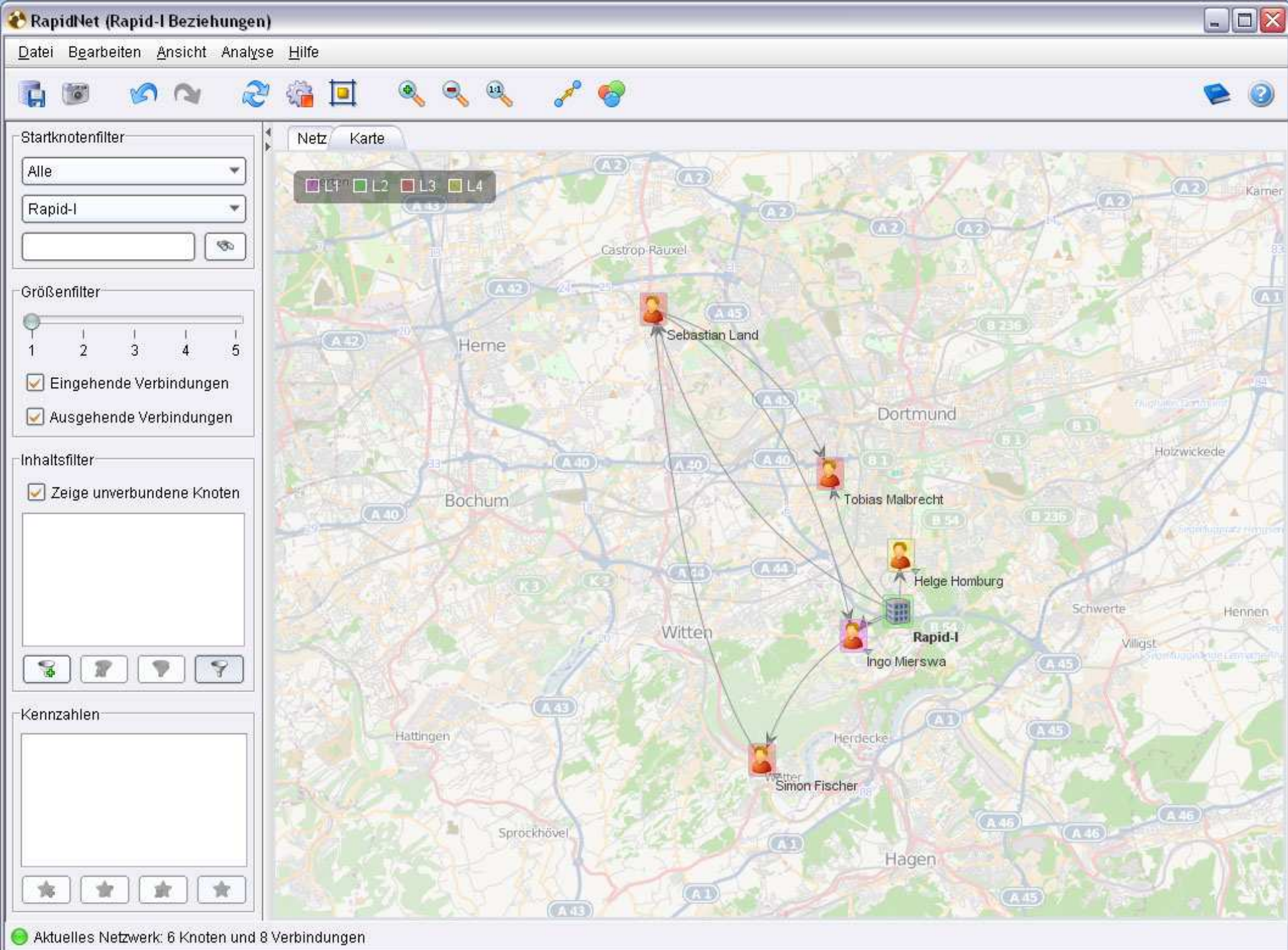


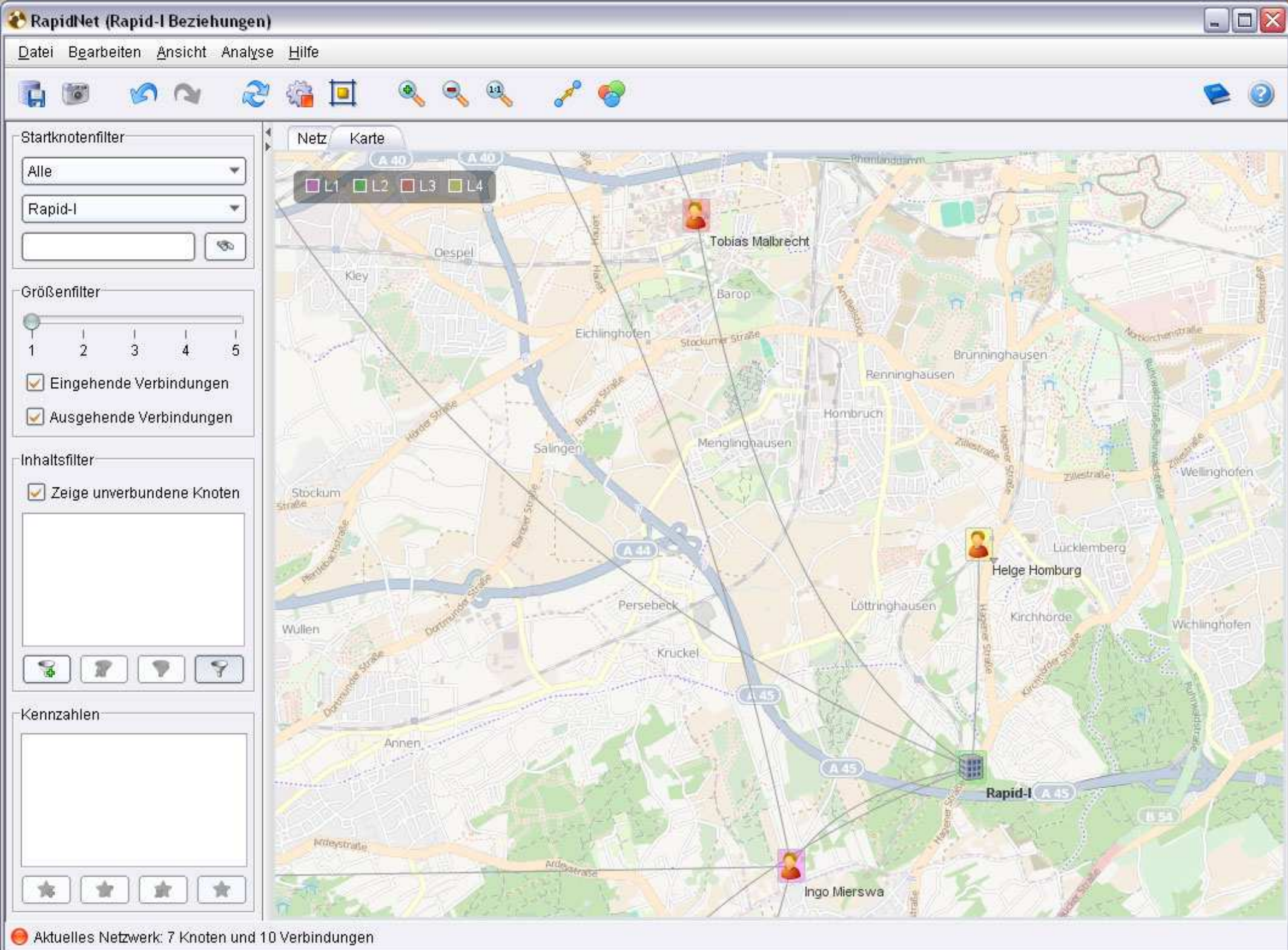


Netz Karte



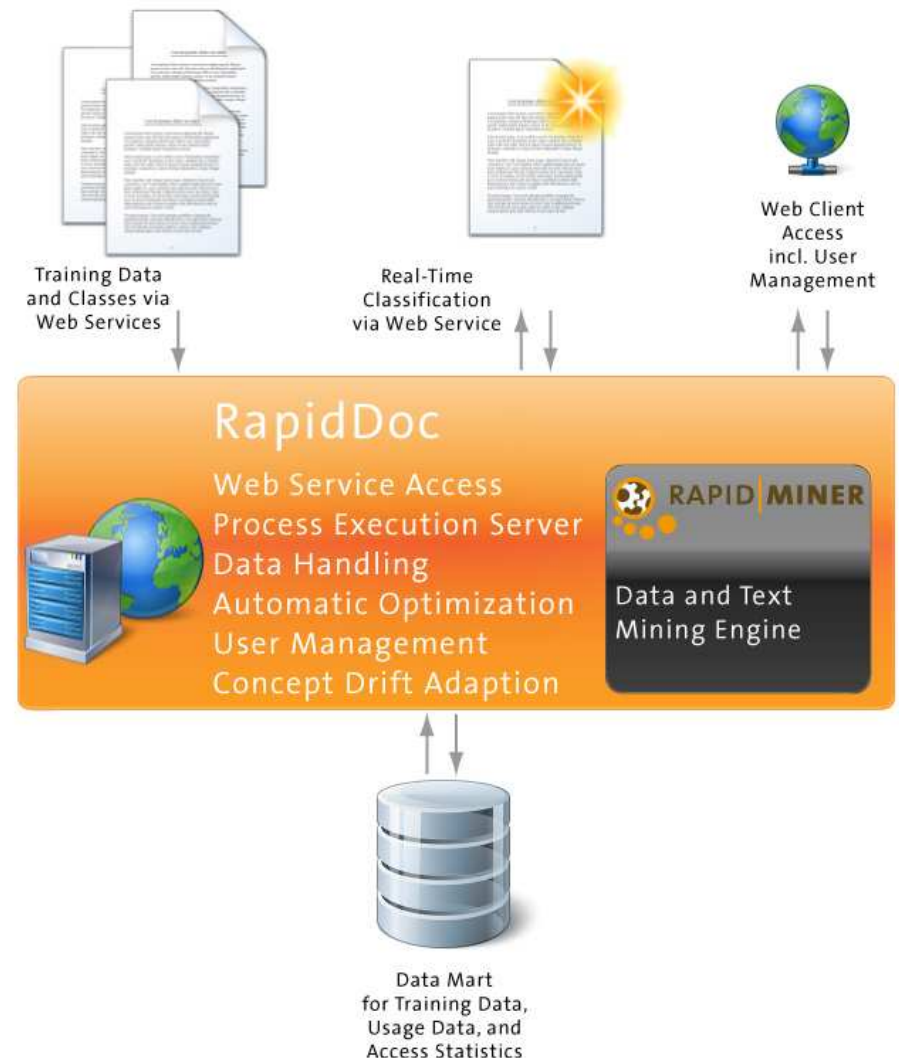






RapidDoc

- Automated text categorization for documents like e-mails, news, web pages, customer feedback, ...
- Automatically score texts according to their content or sentiment
- Real-time scoring of texts and easy integration via web service interface
- Easy to train and to use
- Hosted web service at Rapid-I
=> no effort on your side: configuration, optimization, and maintenance by Rapid-I experts
- Or inhouse at your company:
RapidAnalytics server plus set-up and configuration project



Rapid-I Market Place

<http://marketplace.rapid-i.com/>

- Enables developers to share their extensions with the large RapidMiner community
- Allows RapidMiner users to easily install and deploy these extensions with a few clicks
- Sharing of free and commercial extensions



Marketplace



rapid-i
REPORT THE FUTURE

[Home](#) [Categories](#) [Help](#) [Login](#)

Welcome to the Rapid-I Marketplace Public Beta Test

The Rapid-I Marketplace will soon replace the RapidMiner update server. Using this marketplace, you can share your RapidMiner extensions and make them available for download by the community of RapidMiner users. Currently, we are **beta testing** this server. If you want to use this server in RapidMiner, you must go to the preferences and enter <http://rapidupdate.de:8180/UpdateServer> for the update url. After the beta test, we will change the port back to 80, which is currently occupied by the old update server. You can test the marketplace as a user (downloading extensions) and as an Extension developer. If you want to publish your extension here, please let us know via the [contact form](#).

Beta Mode

Welcome to the Rapid-I Marketplace. Remember, it currently runs in public **beta mode**, so let us know about any problems using the [contact form](#).

Search

...or browse categories.

Latest Events

- 9/26/11 4:48 PM User Rapid-I has uploaded version 5.1.4 of Web Mining Extension.
- 9/13/11 4:26 PM User Rapid-I has uploaded version 5.1.9 of RapidMiner.
- 9/13/11 4:26 PM User Rapid-I has uploaded version 5.1.9 of RapidMiner.
- 9/13/11 4:26 PM User Rapid-I has uploaded version 5.1.9 of RapidMiner.
- 9/13/11 4:26 PM User Rapid-I has uploaded version 5.1.8 of RapidMiner.

Random Product

 **Anomaly Detection**

The Anomaly Detection Extension comprises the most well know unsupervised anomaly detection algorithms, assigning individual anomaly scores to data rows of example sets

Login

[Create new account](#)

Top Links

Latest Updates

- [Web Mining Extension](#) (9/26/11 4:48 PM)
- [RapidMiner](#) (9/13/11 4:26 PM)
- [Imageprocessing](#) (7/25/11 10:33 AM)

Top Downloads

- [Web Mining Extension](#) (41)
- [Imageprocessing](#) (7)
- [Anomaly Detection](#) (6)

Top Rated

RapidUpdate Administration Server - Last update: 9/30/11 9:56:00 AM

Imprint

- **Scalability to even larger data volumes („Big Data“):**
 - Parallelization on multi-processor and multi-core computers
=> RapidMiner and RapidAnalytics extension (available)
 - In-Database Mining => RapidAnalytics Enterprise Edition
 - Profiler => RapidAnalytics Enterprise Edition
 - Hadoop: Map & Reduce
=> Radoop = RapidMiner Hadoop Extension
 - Cluster Computing
=> RapidAnalytics Enterprise Edition (under development)
- **Ease of use and reusability of RapidMiner processes:**
 - Building Blocks
=> RapidMiner and RapidAnalytics (built-in)
 - Process Embedder
=> RapidMiner and RapidAnalytics (built-in)
 - Operator-Library: Using complete RapidMiner processes like configurable operators in other processes
=> RapidMiner and RapidAnalytics (under development)
- **Your ideas and those of the community...**

Data Mining Services by Rapid-I

- **Consulting**
- **Training courses and inhouse workshops**
- **Professional support** (guaranteed response times)
- **Individual product adaptations and extensions**
- **Individual software development**
- **System integration**
- **RapidMiner data mining processes as web services**
- **Complete data analysis** (out-sourcing to Rapid-I)
- **RapidMiner & RapidAnalytics Enterprise Edition =
Community Edition + Additions + Support & Services
+ Guarantees + Intellectual Property Idemnification**
- **RapidMiner OEM Licenses** for your products

Selected Customers / RapidMiner Users

Thank you for your
attention!



More information at:
www.rapid-i.com

About Rapid-I

- Founded in 2006 by the developers of RapidMiner
- Best IT start-up in the nation-wide German start-up competition *start2grow 2006/2007* for all industries
- Winner of the most highly rewarded European start-up price *Open Source Business Award 2008*
- RapidMiner awarded as one of the most innovative open source products by the German initiative for small and medium sized businesses (*Innovationspreis 2008, Initiative Mittelstand*)
- Rapid-I provides innovative data mining and business intelligence solutions increasing the efficiency and profitability of its customers
- Data mining software development, consulting, and services based on RapidMiner and beyond

