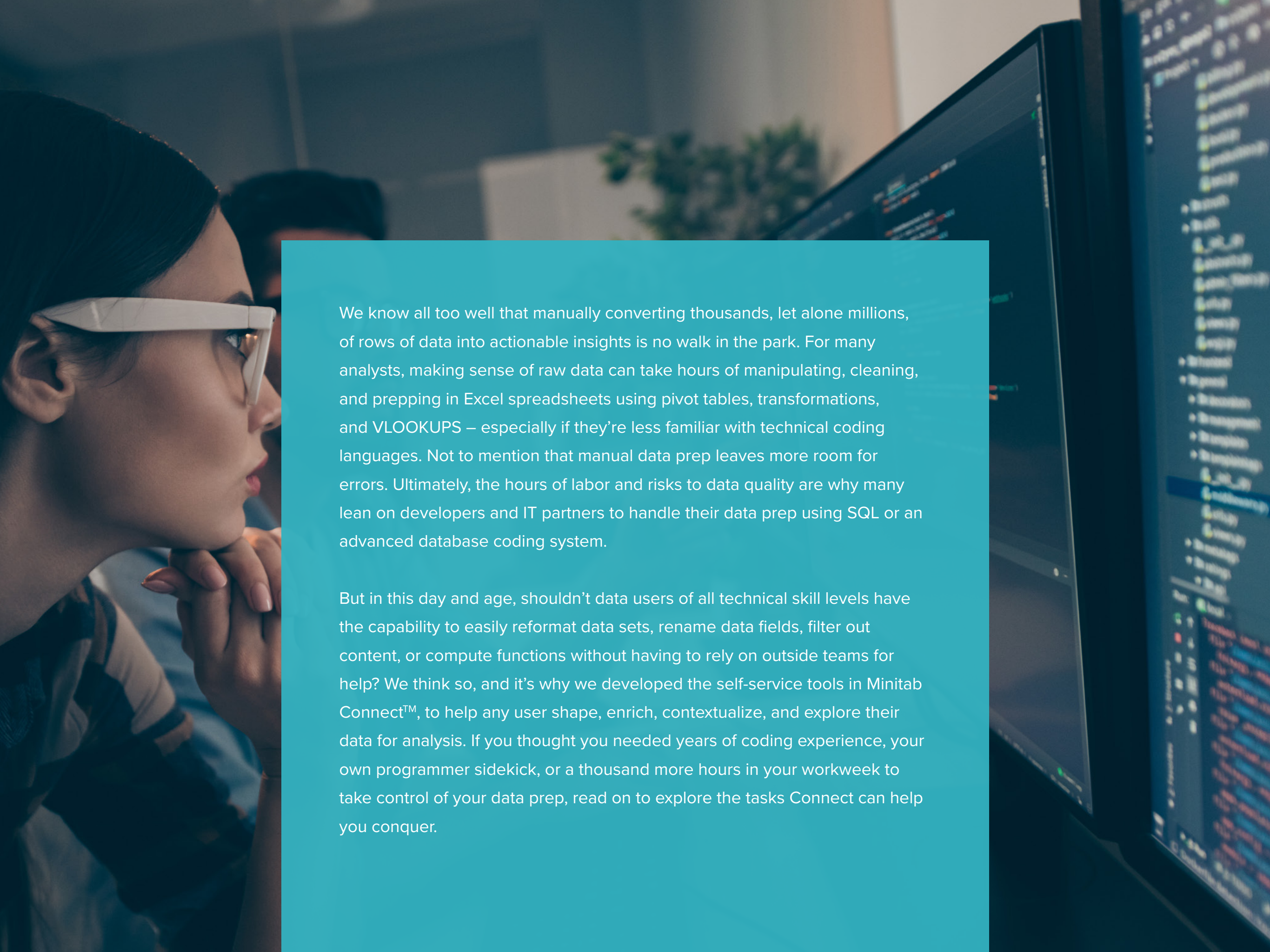




Six Data Preparation Tasks You Thought Only Programmers Could Handle



We know all too well that manually converting thousands, let alone millions, of rows of data into actionable insights is no walk in the park. For many analysts, making sense of raw data can take hours of manipulating, cleaning, and prepping in Excel spreadsheets using pivot tables, transformations, and VLOOKUPS – especially if they’re less familiar with technical coding languages. Not to mention that manual data prep leaves more room for errors. Ultimately, the hours of labor and risks to data quality are why many lean on developers and IT partners to handle their data prep using SQL or an advanced database coding system.

But in this day and age, shouldn’t data users of all technical skill levels have the capability to easily reformat data sets, rename data fields, filter out content, or compute functions without having to rely on outside teams for help? We think so, and it’s why we developed the self-service tools in Minitab Connect™, to help any user shape, enrich, contextualize, and explore their data for analysis. If you thought you needed years of coding experience, your own programmer sidekick, or a thousand more hours in your workweek to take control of your data prep, read on to explore the tasks Connect can help you conquer.

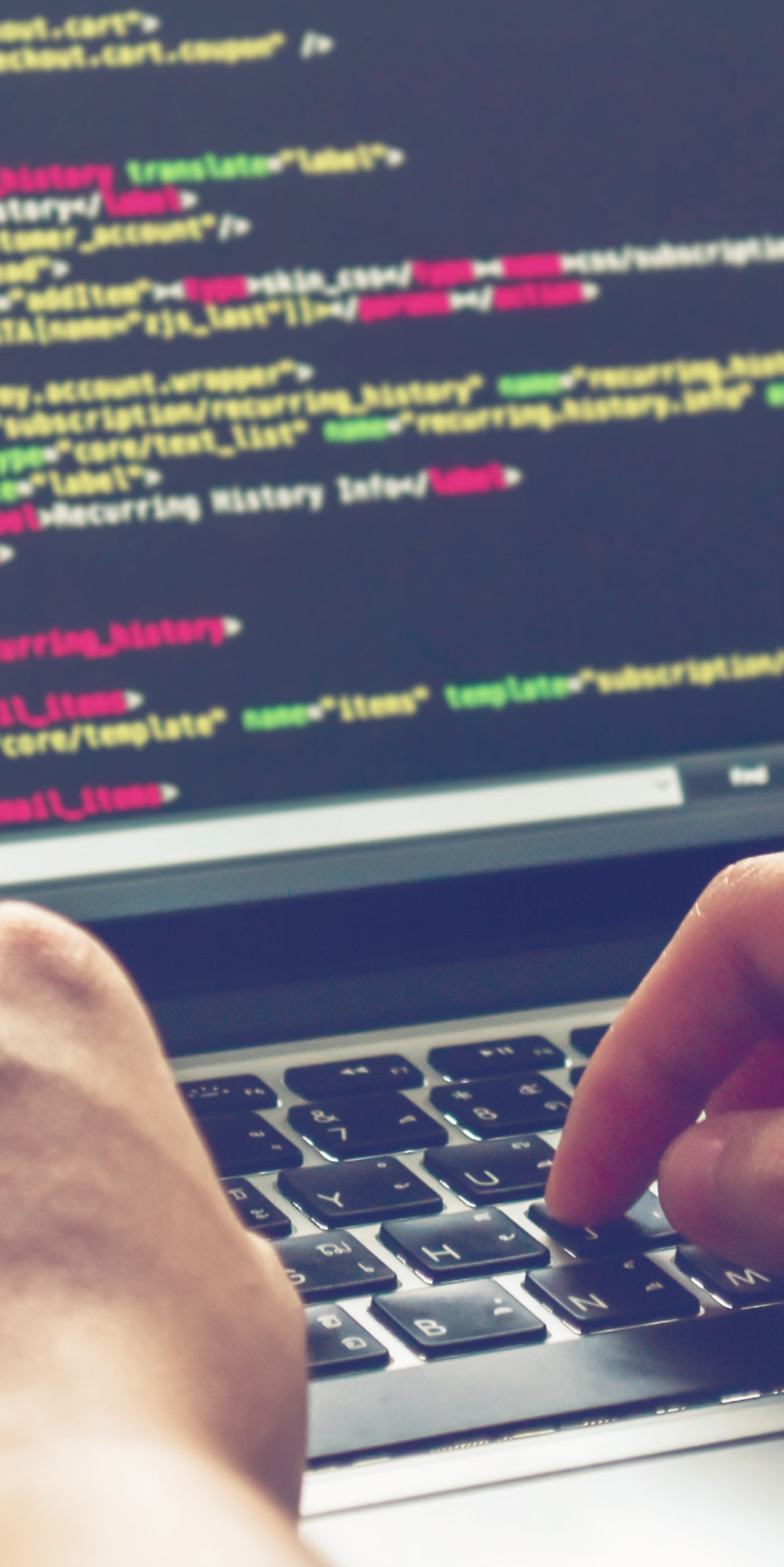


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1. CLEANUP, CREATE, AND SAVE MULTIPLE VIEWS QUICKLY

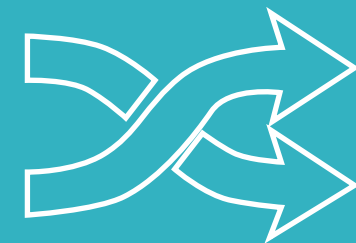
Customization is Minitab Connect's middle name. The tool's easy-to-operate commands allow you to quickly rearrange, rename, filter, compute functions, add and remove columns, blend datasets, and more, so that you can view and showcase data in the way you see fit. Even better, "views" allow you to save your preferences to apply for later use and implement even quicker data cleanup in future datasets.



ACCESS



PREPARE



TRANSFORM



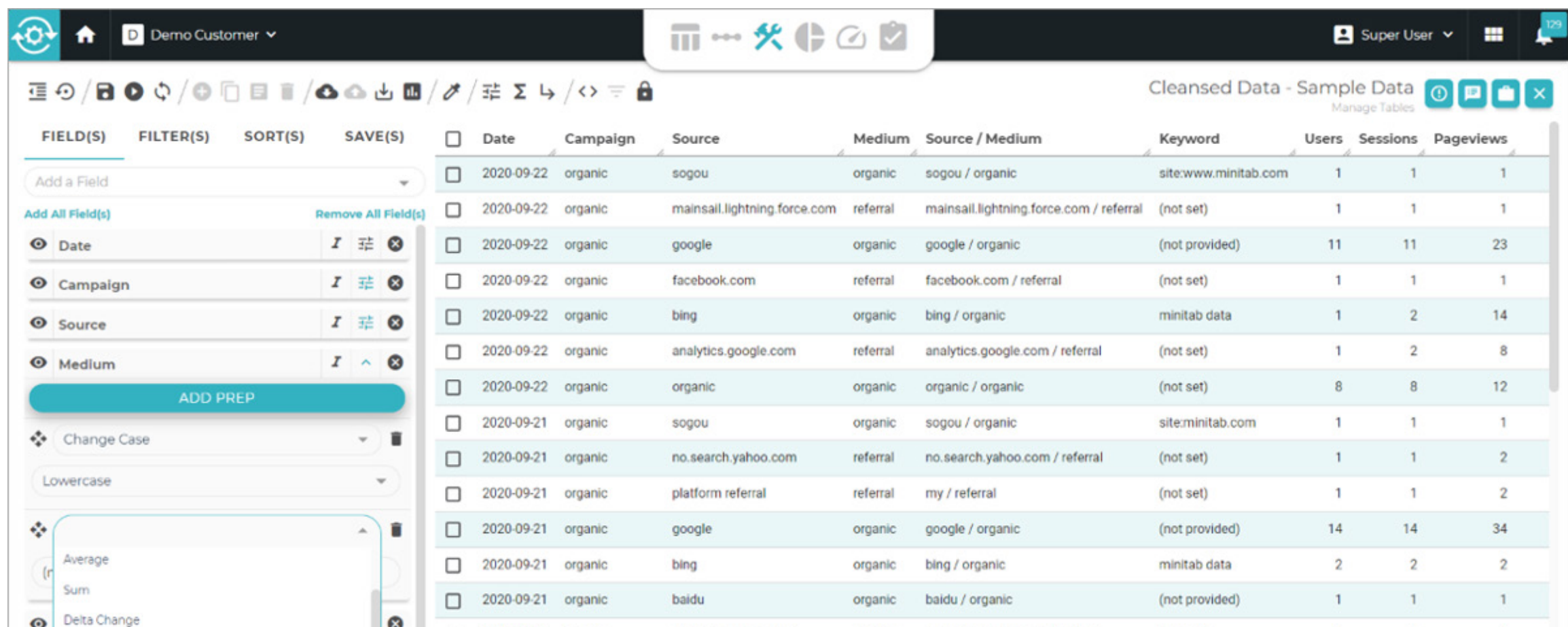
GOVERN



VISUALIZE

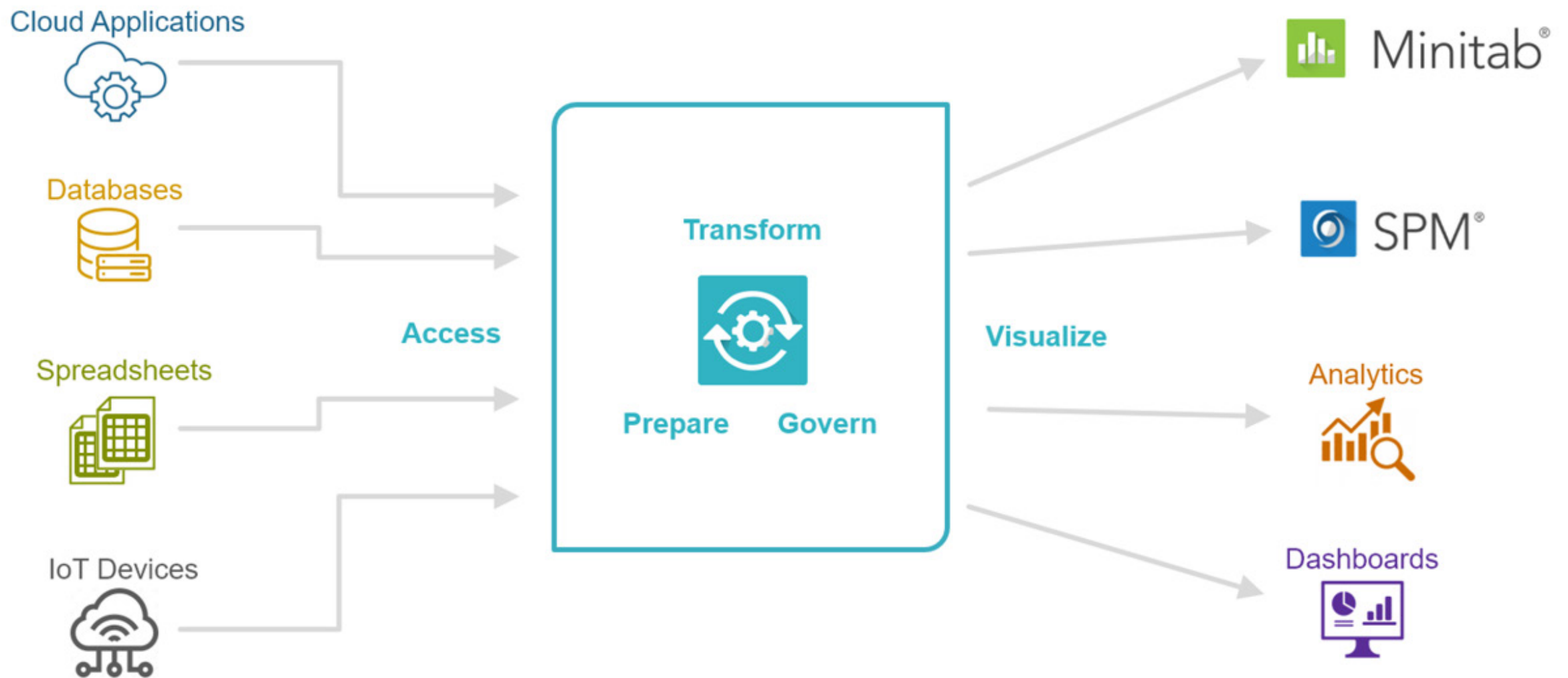
2. EASILY AND CONFIDENTLY INTERACT WITH LARGE QUANTITIES OF DATA

The sheer volume and variety of data so many organizations capture can make data prep incredibly overwhelming for any user. Fortunately, Minitab Connect utilizes an easy point-and-click interface ensuring full access and visualization of datasets. Whether managing hundreds or tens of millions of rows of data, users can filter, clean, or format content and watch their dataset refresh in the process, with the confidence that data quality has been preserved. Because all data is stored within the platform, users can also confidently transform rows and columns without the risk of applying permanent changes to the underlying catalog of data. As a result, there's always an option to revert to the original, un-prepped view of data, or just toggle back and forth to previous views.



The screenshot displays the Minitab Connect interface for a dataset titled "Cleansed Data - Sample Data". The interface includes a top navigation bar with a home icon, a user profile "Demo Customer", and a "Super User" dropdown. A toolbar with various icons is visible below the navigation bar. The main area shows a table with the following columns: Date, Campaign, Source, Medium, Source / Medium, Keyword, Users, Sessions, and Pageviews. The table contains 15 rows of data. On the left side, there is a sidebar with a "FIELD(S)" section containing "Add a Field" and "Add All Field(s)" buttons, and a "FILTER(S)" section with a "Remove All Field(s)" button. Below these are sections for "SORT(S)" and "SAVE(S)". A "Change Case" dropdown menu is set to "Lowercase", and a "Delta Change" section is visible at the bottom of the sidebar. An "ADD PREP" button is also present in the sidebar.

Date	Campaign	Source	Medium	Source / Medium	Keyword	Users	Sessions	Pageviews
2020-09-22	organic	sogou	organic	sogou / organic	site:www.minitab.com	1	1	1
2020-09-22	organic	mainsail.lightning.force.com	referral	mainsail.lightning.force.com / referral	(not set)	1	1	1
2020-09-22	organic	google	organic	google / organic	(not provided)	11	11	23
2020-09-22	organic	facebook.com	referral	facebook.com / referral	(not set)	1	1	1
2020-09-22	organic	bing	organic	bing / organic	minitab data	1	2	14
2020-09-22	organic	analytics.google.com	referral	analytics.google.com / referral	(not set)	1	2	8
2020-09-22	organic	organic	organic	organic / organic	(not set)	8	8	12
2020-09-21	organic	sogou	organic	sogou / organic	site:minitab.com	1	1	1
2020-09-21	organic	no.search.yahoo.com	referral	no.search.yahoo.com / referral	(not set)	1	1	2
2020-09-21	organic	platform referral	referral	my / referral	(not set)	1	1	2
2020-09-21	organic	google	organic	google / organic	(not provided)	14	14	34
2020-09-21	organic	bing	organic	bing / organic	minitab data	2	2	2
2020-09-21	organic	baidu	organic	baidu / organic	(not provided)	1	1	1



3. QUICKLY ADD A NEW DATA SOURCE TO YOUR ANALYSIS

Part of Minitab Connect's power comes from its data integration capabilities. Together, the Connect tools combine to allow easy access to additional data sources, so you have the freedom to dive deeper into your analysis without having to bother IT for a data integration request first.

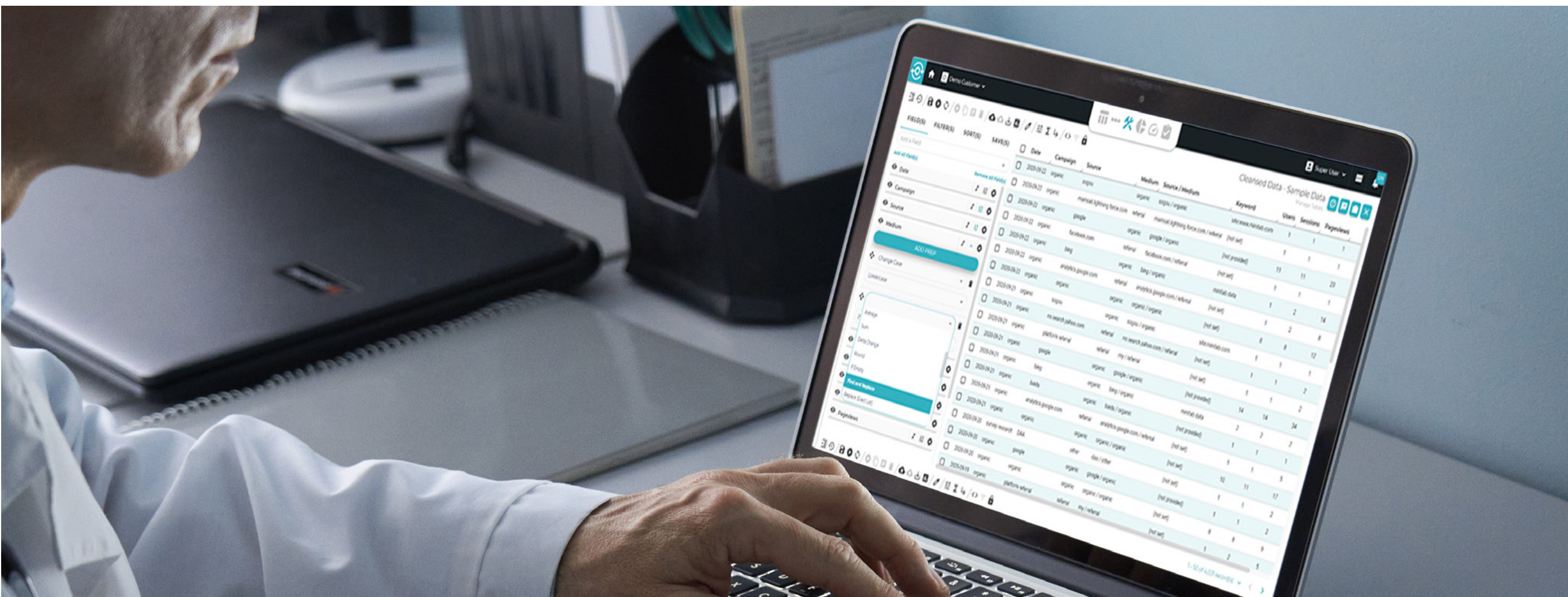
4. GET ANSWERS TO “ONE-OFF” ANALYSIS QUESTIONS OR DATA LOOKUPS QUICKLY



Need to know how many widgets one of your machines produced during the third shift, or details about the line productivity over the past three years? Minitab Connect allows you to explore data outside of your regular reporting, and immediately investigate specific questions or data entries with search and filtering functionalities, no matter the size of the dataset.

5. PREP DATA WITH SOPHISTICATED FUNCTIONALITIES FLUENT IN SQL

While you don't need to know technical coding languages to take full advantage of Minitab Connect, the platform is fluent and compatible with SQL coding language — along with PHP, Python, and Perl — and has a wide range of advanced data preparation functionalities. As users make adjustments to their data, Connect simultaneously maintains “magic” codes with accurate syntax, great for use as reference and for more technical users.



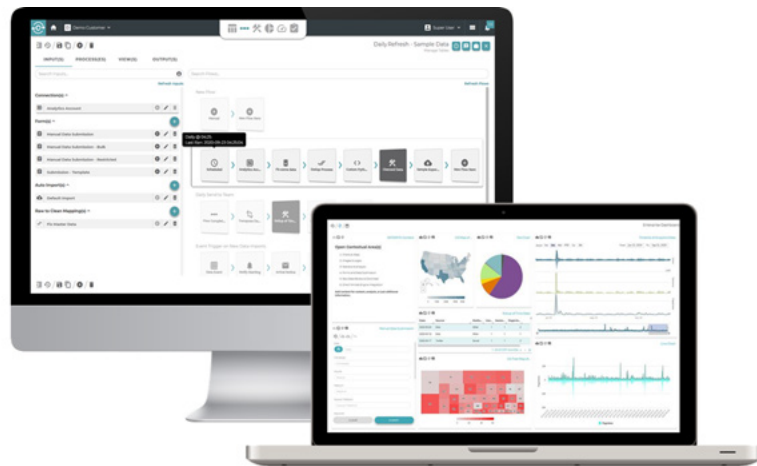


6. COLLABORATE AND SHARE DURING DATA PREP

Who says data work is isolating? With the notes and documentation functionality, users can increase collaboration by adding details about the transformations they've applied to the prepped data and have conversations within the platform. Increased communication helps avoid the redundancies of multiple analysts doing the same preps on the same data. Further, Minitab Connect can keep roles clear with permissioned data views limited to certain user-defined groups and hierarchies.

And just like that, no more bugging IT or drowning in data prep. Instead, Minitab Connect puts the power of your data back in your hands.

About Minitab Connect



Access, blend, and enrich data from all your critical sources for meaningful business intelligence and confident, informed decision-making with Minitab Connect™. Feed analytics initiatives and foster organization-wide collaboration with self-serve tools for data integration, automation, and governance. Data users from across the enterprise can effortlessly

blend and explore data from databases, cloud and on-premise applications, unstructured data, spreadsheets, and more. Flexible, automated workflows accelerate every step of the data integration process, while powerful data preparation and visualization tools help yield transformative insights. Discover how you can accelerate your digital transformation with Minitab Connect at minitab.com/connect.

For nearly 50 years, Minitab has helped companies and institutions spot trends, solve problems and discover valuable insights in data by delivering a comprehensive and best-in-class suite of data analysis and process improvement tools. Combined with unparalleled ease-of-use, Minitab makes it simpler than ever to get deep insights from data.

Thousands of businesses of all sizes and industries worldwide, including the Top 10 Fortune Companies and 85% of the Fortune 500, use and trust Minitab® Statistical Software, Minitab Connect™, Salford Predictive Modeler®, Quality Trainer®, Minitab Engage™, and Minitab Workspace™ to make better, faster and more accurate decisions to drive business excellence.





Minitab Connect™

Talk to Minitab today
minitab.com/connect

Interested in learning how Minitab Connect could help with your data needs?

Data Analysis



Powerful statistical software
everyone can use.

Data Transformation



Data access, automation, and governance for
comprehensive insights.

Predictive Modeling



Machine learning and predictive
analytics software.

Online Stat Training



Master statistics and Minitab anywhere
with online training.

Visual Business Tools



Visual tools to ensure process and product
excellence.

Project Ideation & Execution



Start, track, manage, and execute innovation
and improvement initiatives.