AroniSmartLytics™: Welcome and Features

Researchers, Scientists, Engineers, Students, Politicians, Economists, Political Analysts, Business Analysts, Financial Analysts, Statisticians, and most **practitioners** use statistics, econometrics, data mining, text analytics and other analytical techniques to answer questions or to support decision making that require data analysis. The analytical techniques help to describe the results of, among others, investigations, experiments, and observations. When data about the subject or object of interest is somehow comprehensive, data analysis using *descriptive statistics* may be what is needed.

Unfortunately, in the world of statistics, econometrics, data mining, text analytics, and discovery, things may not be that straightforward. The population of interest may not be fully observable or accessible. Hence, the statistician will have to make inference or, in statistics terms, appeal to *inferential statistics*. Inferential statistics involve statistical tests. One of the major issues facing statisticians and researchers is to choose which test to use. The choice involves first a decision between two families of test statistics: *parametric* and *nonparametric*. Then, a

choice of specific statistical test must be made.

AroniSmartLytics™ intends to help beginners, practitioners and most advanced statisticians, analysts and researchers to navigate this tricky step in learning, research, and interpretation and application of or action on results. To achieve these goals, ***AroniSmartLytics™*** is built around five modules that provide the five main benefits:

I. The specific module of ***AroniSmartLytics™*** dedicated to Statistical tests offers an in-depth, user friendly and intuitive reference and selection tool that will facilitate the task, save time, while being rigorously thought out. In this module, ***AroniSmartLytics™*** shows in a unique graphical template the key relationships and the connectivity among statistical variables. This visual and intuitive tool offers to statisticians, econometricians and researchers an invaluable reference for linking and deriving key probability distributions, and hence arriving quickly to solutions. Beginners and casual or regular users will quickly find this tool easy to use and handy. Advanced users and researchers will have at their fingertip a powerful research and reference tool.

II. The module dedicated to Probability Distribution is a user-friendly interface with most of the usual statistical distributions, their properties and their graphical representations.

III. For researchers, advanced statisticians, econometricians, data analysts, students, and other users, the three remaining modules: Descriptive analysis, Statistical testing, and Regression Analysis and Segmentation help conduct descriptive analyses, conduct statistical analyses, test hypotheses, conduct regression analysis and perform segmentation and classification on real or empirical data provided by the users themselves.

IV. With the advance in Big Data, Text Mining, and Discovery, Bayesian Models and Bayesian Networks have become an indispensable tool, in the hands of more savvy analysts. AroniSmartLytics® has a module dedicated to Bayesian Models and Network.

V. The graphing capability included in the tool will help to easily simulate distributions and to create histograms and scattergrams.

Statistics may seem, at sometimes, overwhelming for beginners or may require remembering several mathematical formulas. Hence Statisticians and users of statistics need a tool that can help refresh their memories and eventually provide the link needed to connect statistical concepts, while using it to solve real life problems. AroniSmartLytics™ implements an approach to quickly understand statistical methods and at the same time conduct rigorous statistical researches, without writing any code.

AroniSmartLytics™ is self-contained. Some, if not most, concepts contained in the tool may be found on Internet and library resources. AroniSmartLytics™ will give that on the user's computer, at the fingertips. No need for internet connection, multiple searches of internet search engines and portals, or time consuming visits to libraries. AroniSmartLytics™ user does not need pages to seep through or manuals to memorize. The tool will always be at computer length. At the same time, **AroniSmartLytics™** is **a statistical and analytical software destined to be used by researchers, students, and practitioners.**

AroniSmartLytics™ is a cost effective tool, either in time, ease of use, access, or price. It is the best statistical reference, research and analytics tool for the busiest and savvy statistician and statistical practitioner and researcher and data mining expert. The following sections detail the features of AroniSmartLytics™

Enjoy the world of Statistics, Analytics, Econometrics, Data Mining, and Text Analytics with AroniSmartLytics™