

Applied Analytics Using Sas Enterprise Miner Course Notes

Applied Analytics Using Sas Enterprise Miner Course Notes Applied Analytics Using SAS Enterprise Miner Course Notes In todays datadriven world the ability to analyze large datasets and extract meaningful insights is paramount SAS Enterprise Miner EM is a powerful and versatile software suite designed for data mining and predictive analytics empowering users to build predictive models uncover hidden patterns and make datadriven decisions This comprehensive course provides a detailed exploration of applied analytics using SAS EM covering essential concepts practical techniques and realworld applications Module 1 to Data Mining and SAS Enterprise Miner This module introduces the fundamental concepts of data mining its applications and the role of SAS EM in the data analytics process Well explore What is Data Mining Understanding the objectives principles and methodologies of data mining The Data Mining Process Familiarizing yourself with the steps involved in a typical data mining project from problem definition to model deployment to SAS Enterprise Miner Overview of SAS EMs user interface key components and functionalities Data Exploration and Preparation Techniques for handling missing values outliers and data transformations to prepare data for analysis Module 2 Predictive Modeling Techniques This module delves into the core of data mining building predictive models to forecast future outcomes Well discuss various techniques and their applications Regression Analysis Understanding linear regression logistic regression and their use in predicting continuous and categorical variables Decision Trees and Ensemble Methods Exploring decision tree models bagging and random forests for classification and regression problems Neural Networks Introducing the principles of neural networks their structure and their use in complex pattern recognition 2 Clustering and Association Rules Understanding clustering techniques for grouping similar data points and association rule mining to identify relationships between items Module 3 Model Evaluation and Validation Building a predictive model is only half the story This module emphasizes the importance of model evaluation and validation to ensure its accuracy and reliability Model Performance Metrics Understanding various metrics such as accuracy precision recall and AUC for evaluating model performance CrossValidation Techniques Implementing strategies like kfold crossvalidation to assess model

generalization ability Model Selection and Optimization Selecting the best model based on performance metrics and using techniques like grid search for parameter optimization Model Deployment and Monitoring Deploying the trained model for realtime predictions and establishing monitoring processes to track its performance over time Module 4 Case Studies and RealWorld Applications This module explores practical applications of SAS EM in diverse industries Customer Relationship Management CRM Analyzing customer data to understand behavior predict churn and personalize marketing campaigns Financial Risk Management Using models to assess credit risk fraud detection and market prediction Healthcare Analytics Analyzing patient data to predict disease outcomes optimize treatment strategies and identify potential outbreaks Marketing Analytics Identifying target audiences optimizing marketing campaigns and predicting product demand Module 5 Advanced Topics and Future Trends This module delves into advanced topics and emerging trends in the field of data mining Big Data Analytics Handling and analyzing massive datasets using SAS EMs capabilities for distributed computing and scalable processing Text Mining and Natural Language Processing Extracting insights from unstructured text data using SAS EMs text analytics tools Machine Learning and Deep Learning Integrating machine learning algorithms and deep learning techniques with SAS EM for advanced predictive modeling Artificial Intelligence and Automation Exploring the role of SAS EM in building intelligent systems and automating datadriven decisions Conclusion Mastering applied analytics with SAS Enterprise Miner empowers you to unlock the hidden value within your data This course serves as a comprehensive guide to using SAS EM for building predictive models analyzing data and making informed decisions in a datadriven world By understanding the concepts techniques and practical applications covered in these modules you will gain the necessary skills to transform raw data into actionable insights and drive success in your organization Further Resources SAS Enterprise Miner Documentation <https://documentation.sas.com/docset/Idemdocset/Target/titlepage/locale/en/https://documentation.sas.com/docset/Idemdocset/Target/titlepage/locale/en> SAS Enterprise Miner Community Forum <https://communities.sas.com/t5/SAS-Enterprise-Miner/bd/pem> Online Courses and Tutorials <https://www.sas.com/en/training/courses/byarea/data/miningandanalytics.html> <https://www.sas.com/en/training/courses/byarea/data/miningandanalytics.html>

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Analytics with SAS Learn Business Analytics in Six Steps Using SAS and R SAS Visual Analytics for SAS Viya Applied Analytics Using SAS® Enterprise Miner™ SAS Essentials Data Manipulation and Analytics Using SAS® Enterprise Guide Interactive Reports in SAS® Visual Analytics Applying Data Science Intelligence at the Edge BUSINESS INTELLIGENCE and ANALYTICS with SAS VISUAL ANALYTICS Practical Business Analytics Using SAS Business Analytics Principles, Concepts, and Applications with SAS Data Analysis Plans SAS Visual Analytics 6. 1 Gerhard Svolba Venkat Reddy Konasani Olivia Parr-Rud Sas Shailendra Kadre Gerhard Svolba David Pope Subhashini Sharma Tripathi Sas SAS Institute Alan C. Elliott Peter Christie Nicole Ball Gerhard Svolba Michael Harvey Cesar Perez Marc J. Schniederjans Kathleen Jablonski SAS Institute

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text addresses such tasks as viewing analytic data preparation in the context of its business environment identifying the specifics of predictive modeling for data mart creation understanding the concepts and considerations of data preparation for time series analysis and using sas procedures for scoring

practical business analytics using sas a hands on guide shows sas users and businesspeople how to analyze data effectively in real life business scenarios the book begins with an introduction to analytics analytical tools and sas programming the authors both sas statistics analytics and big data experts first show how sas is used in business and then how to get started programming in sas by importing data and learning how to manipulate it besides illustrating sas basic functions you will

see how each function can be used to get the information you need to improve business performance each chapter offers hands on exercises drawn from real business situations the book then provides an overview of statistics as well as instruction on exploring data preparing it for analysis and testing hypotheses you will learn how to use sas to perform analytics and model using both basic and advanced techniques like multiple regression logistic regression and time series analysis among other topics the book concludes with a chapter on analyzing big data illustrations from banking and other industries make the principles and methods come to life readers will find just enough theory to understand the practical examples and case studies which cover all industries written for a corporate it and programming audience that wants to upgrade skills or enter the analytics field this book includes more than 200 examples and exercises including code and datasets for practice relevant examples for all industries case studies that show how to use sas analytics to identify opportunities solve complicated problems and chart a course practical business analytics using sas a hands on guide gives you the tools you need to gain insight into the data at your fingertips predict business conditions for better planning and make excellent decisions whether you are in retail finance healthcare manufacturing government or any other industry this book will help your organization increase revenue drive down costs improve marketing and satisfy customers better than ever before

this tutorial for data analysts new to sas enterprise guide and sas enterprise miner provides valuable experience using powerful statistical software to complete the kinds of business analytics common to most industries this beginner's guide with clear illustrated step by step instructions will lead you through examples based on business case studies you will formulate the business objective manage the data and perform analyses that you can use to optimize marketing risk and customer relationship management as well as business processes and human resources topics include descriptive analysis predictive modeling and analytics customer segmentation market analysis share of wallet analysis penetration analysis and business intelligence

discover your data and create reports in an elegant and intuitive web based interface sas visual analytics for sas viya is a practical guide designed to get you started investigating your data and creating reports with sas visual analytics a web based tool that enables you to explore huge volumes of data to identify patterns trends and opportunities learn how to report share and collaborate on insights from data with no sas programming skills necessary this book is accessible to all including decision makers business analysts report creators and citizen data scientists sas visual analytics for sas viya first introduces the basics needed to prepare and explore your data

make discoveries and create a report in sas visual analytics then the second section describes more advanced topics such as using automated explanation and creating advanced interactive reports with parameters the book covers adding and manipulating data items within sas visual analytics analyzing data with sas visual analytics designing and sharing reports using sas visual analytics demonstrations and practices are included for you to follow to gain hands on experience with sas visual analytics and the data sets used in the book are also provided to download

practical business analytics using sas a hands on guide shows sas users and businesspeople how to analyze data effectively in real life business scenarios the book begins with an introduction to analytics analytical tools and sas programming the authors both sas statistics analytics and big data experts first show how sas is used in business and then how to get started programming in sas by importing data and learning how to manipulate it besides illustrating sas basic functions you will see how each function can be used to get the information you need to improve business performance each chapter offers hands on exercises drawn from real business situations the book then provides an overview of statistics as well as instruction on exploring data preparing it for analysis and testing hypotheses you will learn how to use sas to perform analytics and model using both basic and advanced techniques like multiple regression logistic regression and time series analysis among other topics the book concludes with a chapter on analyzing big data illustrations from banking and other industries make the principles and methods come to life readers will find just enough theory to understand the practical examples and case studies which cover all industries written for a corporate it and programming audience that wants to upgrade skills or enter the analytics field this book includes more than 200 examples and exercises including code and datasets for practice relevant examples for all industries case studies that show how to use sas analytics to identify opportunities solve complicated problems and chart a course practical business analytics using sas a hands on guide gives you the tools you need to gain insight into the data at your fingertips predict business conditions for better planning and make excellent decisions whether you are in retail finance healthcare manufacturing government or any other industry this book will help your organization increase revenue drive down costs improve marketing and satisfy customers better than ever before

analytics offers many capabilities and options to measure and improve data quality and sas is perfectly suited to these tasks gerhard svolba s data quality for analytics using sas focuses on selecting the right data sources and ensuring data quantity relevancy and completeness the book is made up of three parts the first part which is conceptual defines data quality and contains text

definitions explanations and examples the second part shows how the data quality status can be profiled and the ways that data quality can be improved with analytical methods the final part details the consequences of poor data quality for predictive modeling and time series forecasting

leverage the capabilities of sas to process and analyze big data about this book combine sas with platforms such as hadoop sap hana and cloud foundry based platforms for efficient big data analytics learn how to use the web browser based sas studio and ipython jupyter notebook interfaces with sas practical real world examples on predictive modeling forecasting optimizing and reporting your big data analysis with sas who this book is for sas professionals and data analysts who wish to perform analytics on big data using sas to gain actionable insights will find this book to be very useful if you are a data science professional looking to perform large scale analytics with sas this book will also help you a basic understanding of sas will be helpful but is not mandatory what you will learn configure a free version of sas in order do hands on exercises dealing with data management analysis and reporting understand the basic concepts of the sas language which consists of the data step for data preparation and procedures or procs for analysis make use of the web browser based sas studio and ipython jupyter notebook interfaces for coding in the sas ds2 and fedsql programming languages understand how the ds2 programming language plays an important role in big data preparation and analysis using sas integrate and work efficiently with big data platforms like hadoop sap hana and cloud foundry based systems in detail sas has been recognized by money magazine and payscale as one of the top business skills to learn in order to advance one's career through innovative data management analytics and business intelligence software and services sas helps customers solve their business problems by allowing them to make better decisions faster this book introduces the reader to the sas and how they can use sas to perform efficient analysis on any size data including big data the reader will learn how to prepare data for analysis perform predictive forecasting and optimization analysis and then deploy or report on the results of these analyses while performing the coding examples within this book the reader will learn how to use the web browser based sas studio and ipython jupyter notebook interfaces for working with sas finally the reader will learn how sas's architecture is engineered and designed to scale up and or out and be combined with the open source offerings such as hadoop python and r by the end of this book you will be able to clearly understand how you can efficiently analyze big data using sas style and approach the book starts off by introducing the reader to sas and the sas programming language which provides data management analytical and reporting capabilities most chapters include hands on examples which highlights how sas provides the power to know the reader will learn that if they are looking to

perform large scale data analysis that sas provides an open platform engineered and designed to scale both up and out which allows the power of sas to combine with open source offerings such as hadoop python and r

apply analytics to business problems using two very popular software tools sas and r no matter your industry this book will provide you with the knowledge and insights you and your business partners need to make better decisions faster learn business analytics in six steps using sas and r teaches you how to solve problems and execute projects through the dcova and i define collect organize visualize analyze and insights process you no longer need to choose between the two most popular software tools this book puts the best of both worlds sas and r at your fingertips to solve a myriad of problems whether relating to data science finance web usage product development or any other business discipline what you ll learn use the dcova and i process define collect organize visualize analyze and insights harness both sas and r the star analytics technologies in the industry use various tools to solve significant business challenges understand how the tools relate to business analytics see seven case studies for hands on practice who this book is for this book is for all it professionals especially data analysts as well as anyone who likes to solve business problems and is good with logical thinking and numbers wants to enter the analytics world and is looking for a structured book to reach that goal is currently working on sas r or any other analytics software and strives to use its full power

discover your data and create reports in an elegant and intuitive web based interface sasvisual analytics for sasviya is a practical guide designed to get you started investigating your data and creating reports with sas visual analytics a web based tool that enables you to explore huge volumes of data to identify patterns trends and opportunities learn how to report share and collaborate on insights from data with no sas programming skills necessary this book is accessible to all including decision makers business analysts report creators and citizen data scientists sasvisual analytics for sasviya first introduces the basics needed to prepare and explore your data make discoveries and create a report in sas visual analytics then the second section describes more advanced topics such as using automated explanation and creating advanced interactive reports with parameters the book covers adding and manipulating data items within sas visual analytics analyzing data with sas visual analytics designing and sharing reports using sas visual analytics demonstrations and practices are included for you to follow to gain hands on experience with sas visual analytics and the data sets used in the book are also provided to download

a step by step introduction to using sas statistical software as a foundational approach to data analysis and interpretation presenting a straightforward introduction from the ground up sas essentials mastering sas for data analytics second edition illustrates sas using hands on learning techniques and numerous real world examples keeping different experience levels in mind the highly qualified author team has developed the book over 20 years of teaching introductory sas courses divided into two sections the first part of the book provides an introduction to data manipulation statistical techniques and the sas programming language the second section is designed to introduce users to statistical analysis using sas procedures featuring self contained chapters to enhance the learning process the second edition also includes programming approaches for the most up to date version of the sas platform including information on how to use the sas university edition discussions to illustrate the concepts and highlight key fundamental computational skills that are utilized by business government and organizations alike new chapters on reporting results in tables and factor analysis additional information on the data step for data management with an emphasis on importing data from other sources combining data sets and data cleaning updated anova and regression examples as well as other data analysis techniques a companion website with the discussed data sets additional code and related powerpoint slides sas essentials mastering sas for data analytics second edition is an ideal textbook for upper undergraduate and graduate level courses in statistics data analytics applied sas programming and statistical computer applications as well as an excellent supplement for statistical methodology courses the book is an appropriate reference for researchers and academicians who require a basic introduction to sas for statistical analysis and for preparation for the basic sas certification exam

elevate your reports with more user control and interactive elements want to create exciting user friendly visualizations to bring greater intelligence to your organization by mastering the full power of sas visual analytics you can add features that will enhance your reports and bring more depth and insight to your data interactive reports in sas visual analytics advanced features and customization is for experienced users who want to harness the advanced functionality of visual analytics on sas viya to create visualizations or augment existing reports the book is full of real world examples and step by step instructions to help you unlock the full potential of your reports in this book you will learn how to create interactive url links to external websites use parameters to give the viewer more control add custom graphs and maps execute sas code using sas viya jobs and more

see how data science can answer the questions your business faces applying data science business

case studies using sas by gerhard svolba shows you the benefits of analytics how to gain more insight into your data and how to make better decisions in eight entertaining and real world case studies svolba combines data science and advanced analytics with business questions illustrating them with data and sas code the case studies range from a variety of fields including performing headcount survival analysis for employee retention forecasting the demand for new projects using monte carlo simulation to understand outcome distribution among other topics the data science methods covered include kaplan meier estimates cox proportional hazard regression arima models poisson regression imputation of missing values variable clustering and much more written for business analysts statisticians data miners data scientists and sas programmers applying data science bridges the gap between high level business focused books that skimp on the details and technical books that only show sas code with no business context

explore powerful sas analytics and the internet of things the world that we live in is more connected than ever before the internet of things iot consists of mechanical and electronic devices connected to one another and to software through the internet businesses can use the iot to quickly make intelligent decisions based on massive amounts of data gathered in real time from these connected devices iot increases productivity lowers operating costs and provides insights into how businesses can serve existing markets and expand into new ones intelligence at the edge using sas with the internet of things is for anyone who wants to learn more about the rapidly changing field of iot current practitioners explain how to apply sas software and analytics to derive business value from the internet of things the cornerstone of this endeavor is sas event stream processing which enables you to process and analyze continuously flowing events in real time with step by step guidance and real world scenarios you will learn how to apply analytics to streaming data each chapter explores a different aspect of iot including the analytics life cycle monitoring deployment geofencing machine learning artificial intelligence condition based maintenance computer vision and edge devices

organizations are turning to analytics to gain a competitive edge but the real advantage goes to those organizations that are quicker more innovative and more willing to explore the road less traveled learn how companies like yours are transforming their culture sas visual analytics is an easy to use web based product that leverages sas high performance analytic technologies sas visual analytics empowers organizations to explore huge volumes of data very quickly to identify patterns and trends and to identify opportunities for further analysis sas visual data builder the data builder enables users to summarize data join data and enhance the predictive power of their

data users can prepare data for exploration and mining quickly and easily the highly visual drag and drop data interface of sas visual analytics explorer the explorer combined with the speed of the sas lasr analytic server accelerate analytic computations and enable organizations to derive value from massive amounts of data this creates an unprecedented ability to solve difficult problems improve business performance and mitigate risk rapidly and confidently sas visual analytics designer the designer enables users to quickly create reports or dashboards which can be viewed on a mobile device or on the web sas visual analytics empowers business users business analysts and it administrators to accomplish tasks from an integrated suite of applications that are accessed from a home page the central entry point for sas visual analytics enables users to perform a wide variety of tasks such as preparing data sources exploring data designing reports as well as analyzing and interpreting data most important reports can be displayed on a mobile device or in the sas visual analytics viewer the viewer you can use sas visual analytics to explore and view data interact with and create reports and display reports on a mobile device or on the web you can explore your data by using interactive visualizations such as charts histograms and tables report designers can easily point and click to query central sources of data you can add filters and design the layout using tables graphs and gauges you can use drag and drop to create a well formatted report using sas visual analytics users can enhance the analytic power of their data explore new data sources investigate them and create visualizations to uncover relevant patterns users can then easily share those visualizations in reports in traditional reporting the resulting output is well defined up front that is you know what you are looking at and what you need to convey however data discovery invites you to plumb the data its characteristics and its relationships then when useful visualizations are created you can incorporate those visualizations into reports that are available on a mobile device or in the viewer

learn everything you need to know to start using business analytics and integrating it throughout your organization business analytics principles concepts and applications with sas brings together a complete integrated package of knowledge for newcomers to the subject the authors present an up to date view of what business analytics is why it is so valuable and most importantly how it is used they combine essential conceptual content with clear explanations of the tools techniques and methodologies actually used to implement modern business analytics initiatives they offer a proven step wise approach to designing an analytics program and successfully integrating it into your organization so it effectively provides intelligence for competitive advantage in decision making using step by step examples the authors identify common challenges that can be addressed by business analytics illustrate each type of analytics

descriptive prescriptive and predictive and guide users in undertaking their own projects illustrating the real world use of statistical information systems and management science methodologies these examples help readers successfully apply the methods they are learning unlike most competitive guides this text demonstrates the use of sas software permitting instructors to spend less time teaching software and more time focusing on business analytics itself business analytics principles concepts and applications with sas will be a valuable resource for all beginning to intermediate level business analysts and business analytics managers for mba masters degree students in the field and for advanced undergraduates majoring in statistics applied mathematics or engineering operations research

data analysis plans a blueprint for success using sas gets you started on building an effective data analysis plan with a solid foundation for planning and managing your analytics projects data analysis plans are critical to the success of analytics projects and can improve the workflow of your project when implemented effectively this book provides step by step instructions on writing implementing and updating your data analysis plan it emphasizes the concept of an analysis plan as a working document that you update throughout the life of a project this book will help you manage the following tasks control client expectations limit and refine the scope of the analysis enable clear communication and understanding among team members organize and develop your final report sas users of any level of experience will benefit from this book but beginners will find it extremely useful as they build foundational knowledge for performing data analysis and hypotheses testing subject areas include medical research public health research social studies educational testing and evaluation and environmental studies

provides step by step instructions for performing tasks such as preparing data exploring data and designing reports using sas visual analytics this guide also explains how to view reports on a mobile device or in a web browser

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Introduction

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Conclusion

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FAQs

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