

# Applied Analytics Using Sas Enterprise Miner Course Notes

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Using SAS Enterprise Miner 5 Applied Data Mining for Forecasting Using SAS Applied Analytics through Case Studies Using SAS and R Handbook of Statistical Analysis and Data Mining Applications Statistical Analysis of Medical Data Using SAS Developing Credit Risk Models Using SAS Enterprise Miner and SAS/STAT Applied Health Analytics and Informatics Using SAS

### **Using SAS for Econometrics**

A supplement such as Using SAS for Econometrics is quite essential for use in a classroom environment, for those attempting to learn SAS, and for quick and useful reference. The SAS documentation comes in many volumes, and several are thousands of pages long. This makes for a very difficult challenge when getting started with SAS. This volume spans several levels of econometrics. It is suitable for undergraduate students who will use “canned” SAS statistical procedures, and for graduate students who will use advanced procedures as well as direct programming in SAS’s matrix language, discussed in chapter appendices. Material within the chapters is accessible to undergraduate and/or Masters students, with appendices to chapters devoted to more advanced materials and matrix programming.

### **Practical Business Analytics Using SAS**

Practical Business Analytics Using SAS: A Hands-on Guide shows SAS users and businesspeople how to

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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

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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.

### **Getting Started with SAS Enterprise Miner 14.1**

The most thorough and up-to-date introduction to data mining techniques using SAS Enterprise Miner. The Sample, Explore, Modify, Model, and Assess (SEMMA) methodology of SAS Enterprise Miner is an extremely valuable analytical tool for making critical business and marketing decisions. Until now, there has been no single, authoritative book that explores every node relationship and pattern that is a part of the Enterprise Miner software with regard to SEMMA design and data mining analysis. Data Mining Using SAS Enterprise Miner introduces readers to a wide variety of data mining techniques and explains the purpose of-and reasoning behind-every node that is a part of the Enterprise Miner software. Each chapter begins with a short introduction to the assortment of statistics that is generated from the various nodes in SAS Enterprise Miner v4.3, followed by detailed explanations of configuration settings that are located within each node. Features of the book include: The exploration of node relationships and patterns using data from an assortment of computations, charts, and graphs commonly used in SAS procedures A step-by-step approach to each node discussion, along with an

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assortment of illustrations that acquaint the reader with the SAS Enterprise Miner working environment Descriptive detail of the powerful Score node and associated SAS code, which showcases the important of managing, editing, executing, and creating custom-designed Score code for the benefit of fair and comprehensive business decision-making Complete coverage of the wide variety of statistical techniques that can be performed using the SEMMA nodes An accompanying Web site that provides downloadable Score code, training code, and data sets for further implementation, manipulation, and interpretation as well as SAS/IML software programming code This book is a well-crafted study guide on the various methods employed to randomly sample, partition, graph, transform, filter, impute, replace, cluster, and process data as well as interactively group and iteratively process data while performing a wide variety of modeling techniques within the process flow of the SAS Enterprise Miner software. Data Mining Using SAS Enterprise Miner is suitable as a supplemental text for advanced undergraduate and graduate students of statistics and computer science and is also an invaluable, all-encompassing guide to data mining for novice statisticians and experts alike.

### **Data Analysis Using SAS Enterprise Guide**

The fun and easy way to learn to use this leading business intelligence tool Written by an author team who is directly involved with SAS, this easy-to-follow guide is fully updated for the latest release of SAS and

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covers just what you need to put this popular software to work in your business. SAS allows any business or enterprise to improve data delivery, analysis, reporting, movement across a company, data mining, forecasting, statistical analysis, and more. SAS For Dummies, 2nd Edition gives you the necessary background on what SAS can do for you and explains how to use the Enterprise Guide. SAS provides statistical and data analysis tools to help you deal with all kinds of data: operational, financial, performance, and more. Places special emphasis on Enterprise Guide and other analytical tools, covering all commonly used features. Covers all commonly used features and shows you the practical applications you can put to work in your business. Explores how to get various types of data into the software and how to work with databases. Covers producing reports and Web reporting tools, analytics, macros, and working with your data. In the easy-to-follow, no-nonsense For Dummies format, SAS For Dummies gives you the knowledge and the confidence to get SAS working for your organization. Note: CD-ROM/DVD and other supplementary materials are not included as part of eBook file.

### **Decision Trees for Analytics Using SAS Enterprise Miner**

This book presents the basic procedures for utilizing SAS Enterprise Guide to analyze statistical data. SAS Enterprise Guide is a graphical user interface (point and click) to the main SAS application. Each chapter contains a brief conceptual overview and then guides

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the reader through concrete step-by-step examples to complete the analyses. The eleven sections of the book cover a wide range of statistical procedures including descriptive statistics, correlation and simple regression, t tests, one-way chi square, data transformations, multiple regression, analysis of variance, analysis of covariance, multivariate analysis of variance, factor analysis, and canonical correlation analysis. Designed to be used either as a stand-alone resource or as an accompaniment to a statistics course, the book offers a smooth path to statistical analysis with SAS Enterprise Guide for advanced undergraduate and beginning graduate students, as well as professionals in psychology, education, business, health, social work, sociology, and many other fields.

### **Predictive Modeling with SAS Enterprise Miner**

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

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segmentation, market analysis, share-of-wallet analysis, penetration analysis, and business intelligence. --

### **Mastering Machine Learning with Python in Six Steps**

The aim of this textbook (previously titled SAS for Data Analytics) is to teach the use of SAS for statistical analysis of data for advanced undergraduate and graduate students in statistics, data science, and disciplines involving analyzing data. The book begins with an introduction beyond the basics of SAS, illustrated with non-trivial, real-world, worked examples. It proceeds to SAS programming and applications, SAS graphics, statistical analysis of regression models, analysis of variance models, analysis of variance with random and mixed effects models, and then takes the discussion beyond regression and analysis of variance to conclude. Pedagogically, the authors introduce theory and methodological basis topic by topic, present a problem as an application, followed by a SAS analysis of the data provided and a discussion of results. The text focuses on applied statistical problems and methods. Key features include: end of chapter exercises, downloadable SAS code and data sets, and advanced material suitable for a second course in applied statistics with every method explained using SAS analysis to illustrate a real-world problem. New to this edition:

- Covers SAS v9.2 and incorporates new commands
- Uses SAS ODS (output delivery system) for reproduction of tables and graphics output
-

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Presents new commands needed to produce ODS output • All chapters rewritten for clarity • New and updated examples throughout • All SAS outputs are new and updated, including graphics • More exercises and problems • Completely new chapter on analysis of nonlinear and generalized linear models • Completely new appendix

Mervyn G. Marasinghe, PhD, is Associate Professor Emeritus of Statistics at Iowa State University, where he has taught courses in statistical methods and statistical computing. Kenneth J. Koehler, PhD, is University Professor of Statistics at Iowa State University, where he teaches courses in statistical methodology at both graduate and undergraduate levels and primarily uses SAS to supplement his teaching.

## **Organizational Applications of Business Intelligence Management: Emerging Trends**

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

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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.

### **Contemporary Perspectives in Data Mining**

Written for anyone involved in the data preparation process for analytics, Gerhard Svolba's Data Preparation for Analytics Using SAS offers practical advice in the form of SAS coding tips and tricks, and provides the reader with a conceptual background on data structures and considerations from a business point of view. The tasks addressed include 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, using various SAS procedures and SAS Enterprise Miner for scoring, creating meaningful derived variables for all data mart types, using powerful SAS macros to make changes among the various data mart structures, and more!

### **Predictive Business Analytics**

## **Applied Data Mining**

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.

## **Data Analysis Plans: A Blueprint for Success Using SAS**

Analysis of Clinical Trials Using SAS®: A Practical Guide, Second Edition bridges the gap between

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modern statistical methodology and real-world clinical trial applications. Tutorial material and step-by-step instructions illustrated with examples from actual trials serve to define relevant statistical approaches, describe their clinical trial applications, and implement the approaches rapidly and efficiently using the power of SAS. Topics reflect the International Conference on Harmonization (ICH) guidelines for the pharmaceutical industry and address important statistical problems encountered in clinical trials. Commonly used methods are covered, including dose-escalation and dose-finding methods that are applied in Phase I and Phase II clinical trials, as well as important trial designs and analysis strategies that are employed in Phase II and Phase III clinical trials, such as multiplicity adjustment, data monitoring, and methods for handling incomplete data. This book also features recommendations from clinical trial experts and a discussion of relevant regulatory guidelines. This new edition includes more examples and case studies, new approaches for addressing statistical problems, and the following new technological updates: SAS procedures used in group sequential trials (PROC SEQDESIGN and PROC SEQTEST) SAS procedures used in repeated measures analysis (PROC GLIMMIX and PROC GEE) macros for implementing a broad range of randomization-based methods in clinical trials, performing complex multiplicity adjustments, and investigating the design and analysis of early phase trials (Phase I dose-escalation trials and Phase II dose-finding trials) Clinical statisticians, research scientists, and graduate students in biostatistics will greatly benefit from the decades of clinical research experience and the ready-

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to-use SAS macros compiled in this book.

### **Statistical Data Analysis Using SAS**

Big data: It's unstructured, it's coming at you fast, and there's lots of it. In fact, the majority of big data is text-oriented, thanks to the proliferation of online sources such as blogs, emails, and social media. However, having big data means little if you can't leverage it with analytics. Now you can explore the large volumes of unstructured text data that your organization has collected with *Text Mining and Analysis: Practical Methods, Examples, and Case Studies Using SAS*. This hands-on guide to text analytics using SAS provides detailed, step-by-step instructions and explanations on how to mine your text data for valuable insight. Through its comprehensive approach, you'll learn not just how to analyze your data, but how to collect, cleanse, organize, categorize, explore, and interpret it as well. *Text Mining and Analysis* also features an extensive set of case studies, so you can see examples of how the applications work with real-world data from a variety of industries. Text analytics enables you to gain insights about your customers' behaviors and sentiments. Leverage your organization's text data, and use those insights for making better business decisions with *Text Mining and Analysis*. This book is part of the SAS Press program.

### **Applying Data Science**

Learn the art and science of predictive analytics —

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techniques that get results Predictive analytics is what translates big data into meaningful, usable business information. Written by a leading expert in the field, this guide examines the science of the underlying algorithms as well as the principles and best practices that govern the art of predictive analytics. It clearly explains the theory behind predictive analytics, teaches the methods, principles, and techniques for conducting predictive analytics projects, and offers tips and tricks that are essential for successful predictive modeling. Hands-on examples and case studies are included. The ability to successfully apply predictive analytics enables businesses to effectively interpret big data; essential for competition today This guide teaches not only the principles of predictive analytics, but also how to apply them to achieve real, pragmatic solutions Explains methods, principles, and techniques for conducting predictive analytics projects from start to finish Illustrates each technique with hands-on examples and includes as series of in-depth case studies that apply predictive analytics to common business scenarios A companion website provides all the data sets used to generate the examples as well as a free trial version of software Applied Predictive Analytics arms data and business analysts and business managers with the tools they need to interpret and capitalize on big data.

## **SAS Programming and Data Visualization Techniques**

## **Data Preparation for Analytics Using SAS**

SAS Programming and Data Visualization Techniques: A Power User's Guide brings together a wealth of ideas about strategic and tactical solutions to everyday situations experienced when transferring, extracting, processing, analyzing, and reporting the valuable data you have at your fingertips. Best, you can achieve most of the solutions using the SAS components you already license, meaning that this book's insights can keep you from throwing money at problems needlessly. Author Philip R. Holland advises a broad range of clients throughout Europe and the United States as an independent consultant and founder of Holland Numerics Ltd, a SAS technical consultancy. In this book he explains techniques—through code samples and example—that will enable you to increase your knowledge of all aspects of SAS programming, improve your coding productivity, and interface SAS with other programs. He also provides an expert's overview of Graph Templates, which was recently moved into Base SAS. You will learn to create attractive, standardized, reusable, and platform-independent graphs—both statistical and non-statistical—to help you and your business users explore, visualize, and capitalize on your company's data. In addition, you will find many examples and cases pertaining to healthcare, finance, retail, and other industries. Among other things, SAS Programming and Data Visualization Techniques will show you how to: Write efficient and reusable SAS code Combine look-up data sets with larger data sets

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effectively Run R and Perl from SAS Run SAS programs from SAS Studio and Enterprise Guide Output data into insightful, valuable charts and graphs SAS Programming and Data Visualization Techniques prepares you to make better use of your existing SAS components by learning to use the newest features, improve your coding efficiency, help you develop applications that are easier to maintain, and make data analysis easier. In other words, it will save you time, money, and effort—and make you a more valuable member of the development team. What You'll Learn How to write more efficient SAS code—either code that runs quicker, code that is easier to maintain, or both How to do more with the SAS components you already license How to take advantage of the newest features in SAS How to interface external applications with SAS software How to create graphs using SAS ODS Graphics Who This Book Is For SAS programmers wanting to improve their existing programming skills, and programming managers wanting to make better use of the SAS software they already license.

### **Business Analytics Using SAS Enterprise Guide and SAS Enterprise Miner**

Statistical Data Mining Using SAS Applications, Second Edition describes statistical data mining concepts and demonstrates the features of user-friendly data mining SAS tools. Integrating the statistical and graphical analysis tools available in SAS systems, the book provides complete statistical data mining solutions without writing SAS program co

## **Data Mining Using SAS Enterprise Miner**

Introduces the core functionality of SAS Enterprise Miner and shows how to perform basic data mining tasks. Provides step-by-step examples that create a complete process-flow diagram including graphic results.

## **Building Better Models with JMP Pro**

Combine complex concepts facing the financial sector with the software toolsets available to analysts. The credit decisions you make are dependent on the data, models, and tools that you use to determine them. *Developing Credit Risk Models Using SAS Enterprise Miner and SAS/STAT: Theory and Applications* combines both theoretical explanation and practical applications to define as well as demonstrate how you can build credit risk models using SAS Enterprise Miner and SAS/STAT and apply them into practice. The ultimate goal of credit risk is to reduce losses through better and more reliable credit decisions that can be developed and deployed quickly. In this example-driven book, Dr. Brown breaks down the required modeling steps and details how this would be achieved through the implementation of SAS Enterprise Miner and SAS/STAT. Users will solve real-world risk problems as well as comprehensively walk through model development while addressing key concepts in credit risk modeling. The book is aimed at credit risk analysts in retail banking, but its applications apply to risk modeling outside of the retail banking sphere. Those who would benefit from

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this book include credit risk analysts and managers alike, as well as analysts working in fraud, Basel compliancy, and marketing analytics. It is targeted for intermediate users with a specific business focus and some programming background is required. Efficient and effective management of the entire credit risk model lifecycle process enables you to make better credit decisions. Developing Credit Risk Models Using SAS Enterprise Miner and SAS/STAT: Theory and Applications demonstrates how practitioners can more accurately develop credit risk models as well as implement them in a timely fashion.

### **Data Analysis Using SAS**

Examine business problems and use a practical analytical approach to solve them by implementing predictive models and machine learning techniques using SAS and the R analytical language. This book is ideal for those who are well-versed in writing code and have a basic understanding of statistics, but have limited experience in implementing predictive models and machine learning techniques for analyzing real world data. The most challenging part of solving industrial business problems is the practical and hands-on knowledge of building and deploying advanced predictive models and machine learning algorithms. Applied Analytics through Case Studies Using SAS and R is your answer to solving these business problems by sharpening your analytical skills. What You'll Learn Understand analytics and basic data concepts Use an analytical approach to solve Industrial business problems Build predictive

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model with machine learning techniques Create and apply analytical strategies Who This Book Is For Data scientists, developers, statisticians, engineers, and research students with a great theoretical understanding of data and statistics who would like to enhance their skills by getting practical exposure in data modeling.

### **SAS For Dummies**

Leverage the full potential of SAS to get unique, actionable insights from your data Key Features Build enterprise-class data solutions using SAS and become well-versed in SAS programming Work with different data structures, and run SQL queries to manipulate your data Explore essential concepts and techniques with practical examples to confidently pass the SAS certification exam Book Description SAS is one of the leading enterprise tools in the world today when it comes to data management and analysis. It enables the fast and easy processing of data and helps you gain valuable business insights for effective decision-making. This book will serve as a comprehensive guide that will prepare you for the SAS certification exam. After a quick overview of the SAS architecture and components, the book will take you through the different approaches to importing and reading data from different sources using SAS. You will then cover SAS Base and 4GL, understanding data management and analysis, along with exploring SAS functions for data manipulation and transformation. Next, you'll discover SQL procedures and get up to speed on creating and validating queries. In the concluding

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chapters, you'll learn all about data visualization, right from creating bar charts and sample geographic maps through to assigning patterns and formats. In addition to this, the book will focus on macro programming and its advanced aspects. By the end of this book, you will be well versed in SAS programming and have the skills you need to easily handle and manage your data-related problems in SAS. What you will learn

Explore a variety of SAS modules and packages for efficient data analysis  
Use SAS 4GL functions to manipulate, merge, sort, and transform data  
Gain useful insights into advanced PROC SQL options in SAS to interact with data  
Get to grips with SAS Macro and define your own macros to share data  
Discover the different graphical libraries to shape and visualize data with Apply the SAS Output Delivery System to prepare detailed reports

Who this book is for Budding or experienced data professionals who want to get started with SAS will benefit from this book. Those looking to prepare for the SAS certification exam will also find this book to be a useful resource. Some understanding of basic data management concepts will help you get the most out of this book.

### **Business Analytics Using SAS Enterprise Guide and SAS Enterprise Miner**

This example-driven guide illustrates the application and operation of decision trees in data mining, business intelligence, business analytics, prediction, and knowledge discovery. It explains in detail the use of decision trees as a data mining technique and how this technique complements and supplements other

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business intelligence applications.

### **Text Mining and Analysis**

This is the first book to present time series analysis using the SAS Enterprise Guide software. It includes some starting background and theory to various time series analysis techniques, and demonstrates the data analysis process and the final results via step-by-step extensive illustrations of the SAS Enterprise Guide software. This book is a practical guide to time series analyses in SAS Enterprise Guide, and is valuable resource that benefits a wide variety of sectors.

### **Visual Analytics and Interactive Technologies: Data, Text and Web Mining Applications**

Applied Data Mining for Forecasting Using SAS, by Tim Rey, Arthur Kordon, and Chip Wells, introduces and describes approaches for mining large time series data sets. Written for forecasting practitioners, engineers, statisticians, and economists, the book details how to select useful candidate input variables for time series regression models in environments when the number of candidates is large, and identifies the correlation structure between selected candidate inputs and the forecast variable.

### **Decision Trees for Business Intelligence and Data Mining**

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Data Analysis Using SAS offers a comprehensive core text focused on key concepts and techniques in quantitative data analysis using the most current SAS commands and programming language. The coverage of the text is more evenly balanced among statistical analysis, SAS programming, and data/file management than any available text on the market. It provides students with a hands-on, exercise-heavy method for learning basic to intermediate SAS commands while understanding how to apply statistics and reasoning to real-world problems. Designed to be used in order of teaching preference by instructor, the book is comprised of two primary sections: the first half of the text instructs students in techniques for data and file managements such as concatenating and merging files, conditional or repetitive processing of variables, and observations. The second half of the text goes into great depth on the most common statistical techniques and concepts - descriptive statistics, correlation, analysis of variance, and regression - used to analyze data in the social, behavioral, and health sciences using SAS commands. A student study at [www.sagepub.com/pengstudy](http://www.sagepub.com/pengstudy) comes replete with a multitude of computer programs, their output, specific details on how to check assumptions, as well as all data sets used in the book. Data Analysis Using SAS is a complete resource for Data Analysis I and II, Statistics I and II, Quantitative Reasoning, and SAS Programming courses across the social and behavioral sciences and health - especially those that carry a lab component.

## **Analysis of Clinical Trials Using SAS**

Building Better Models with JMP® Pro provides an example-based introduction to business analytics, with a proven process that guides you in the application of modeling tools and concepts. It gives you the "what, why, and how" of using JMP® Pro for building and applying analytic models. This book is designed for business analysts, managers, and practitioners who may not have a solid statistical background, but need to be able to readily apply analytic methods to solve business problems. In addition, this book will greatly benefit faculty members who teach any of the following subjects at the lower to upper graduate level: predictive modeling, data mining, and business analytics. Novice to advanced users in business statistics, business analytics, and predictive modeling will find that it provides a peek inside the black box of algorithms and the methods used. Topics include: regression, logistic regression, classification and regression trees, neural networks, model cross-validation, model comparison and selection, and data reduction techniques. Full of rich examples, Building Better Models with JMP Pro is an applied book on business analytics and modeling that introduces a simple methodology for managing and executing analytics projects. No prior experience with JMP is needed. Make more informed decisions from your data using this newest JMP book.

## **Applying Predictive Analytics**

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Data mining can be defined as the process of selection, exploration and modelling of large databases, in order to discover models and patterns. The increasing availability of data in the current information society has led to the need for valid tools for its modelling and analysis. Data mining and applied statistical methods are the appropriate tools to extract such knowledge from data. Applications occur in many different fields, including statistics, computer science, machine learning, economics, marketing and finance. This book is the first to describe applied data mining methods in a consistent statistical framework, and then show how they can be applied in practice. All the methods described are either computational, or of a statistical modelling nature. Complex probabilistic models and mathematical tools are not used, so the book is accessible to a wide audience of students and industry professionals. The second half of the book consists of nine case studies, taken from the author's own work in industry, that demonstrate how the methods described can be applied to real problems. Provides a solid introduction to applied data mining methods in a consistent statistical framework Includes coverage of classical, multivariate and Bayesian statistical methodology Includes many recent developments such as web mining, sequential Bayesian analysis and memory based reasoning Each statistical method described is illustrated with real life applications Features a number of detailed case studies based on applied projects within industry Incorporates discussion on software used in data mining, with particular emphasis on SAS Supported by a website featuring data sets, software and additional

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material Includes an extensive bibliography and pointers to further reading within the text Author has many years experience teaching introductory and multivariate statistics and data mining, and working on applied projects within industry A valuable resource for advanced undergraduate and graduate students of applied statistics, data mining, computer science and economics, as well as for professionals working in industry on projects involving large volumes of data - such as in marketing or financial risk management.

### **Statistical Data Mining Using SAS Applications**

Decision Trees for Analytics Using SAS Enterprise Miner is the most comprehensive treatment of decision tree theory, use, and applications available in one easy-to-access place. This book illustrates the application and operation of decision trees in business intelligence, data mining, business analytics, prediction, and knowledge discovery. It explains in detail the use of decision trees as a data mining technique and how this technique complements and supplements data mining approaches such as regression, as well as other business intelligence applications that incorporate tabular reports, OLAP, or multidimensional cubes. An expanded and enhanced release of Decision Trees for Business Intelligence and Data Mining Using SAS Enterprise Miner, this book adds up-to-date treatments of boosting and high-performance forest approaches and rule induction. There is a dedicated section on the most recent

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findings related to bias reduction in variable selection. It provides an exhaustive treatment of the end-to-end process of decision tree construction and the respective considerations and algorithms, and it includes discussions of key issues in decision tree practice. Analysts who have an introductory understanding of data mining and who are looking for a more advanced, in-depth look at the theory and methods of a decision tree approach to business intelligence and data mining will benefit from this book.

### **Hands-On SAS for Data Analysis**

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. Today's businesses increasingly use data to drive decisions that keep them competitive. Especially with the influx of big data, the importance of data analysis to improve every dimension of business cannot be overstated. Data analysts are therefore in demand; however, many hires and prospective hires, although talented with respect to business and statistics, lack the know-how to perform business analytics with advanced statistical software. Business Analytics Using SAS Enterprise Guide and SAS Enterprise Miner is a beginner's guide with clear, illustrated, step-by-step instructions that 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

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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. This book is part of the SAS Press program.

### **Applied Predictive Analytics**

Leverage health data into insight! Applied Health Analytics and Informatics Using SAS describes health analytics, a result of the intersection of data analytics and health informatics. Healthcare systems generate nearly a third of the world's data, and analytics can help to eliminate medical errors, reduce readmissions, provide evidence-based care, demonstrate quality outcomes, and add cost-efficient care. This comprehensive textbook includes data analytics and health informatics concepts, along with applied experiential learning exercises and case studies using SAS Enterprise Miner™ within the healthcare industry setting. Topics covered include:

- Sampling and modeling health data – both structured and unstructured
- Exploring health data quality
- Developing health administration and health data assessment procedures
- Identifying future health trends
- Analyzing high-performance health data mining models

Applied Health Analytics and Informatics Using SAS is intended for professionals, lifelong learners, senior-level undergraduates, graduate-level students in professional development

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courses, health informatics courses, health analytics courses, and specialized industry track courses. This textbook is accessible to a wide variety of backgrounds and specialty areas, including administrators, clinicians, and executives. This book is part of the SAS Press program.

### **Time Series Analysis Using SAS Enterprise Guide**

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business's skills, technologies, tools, and processes for continuous analysis of past business performance to gain forward-looking insight and drive business decisions and actions.

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« Written for business analysts, data scientists, statisticians, students, predictive modelers, and data miners, this comprehensive text provides examples that will strengthen your understanding of the essential concepts and methods of predictive modeling. »--

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Examine business problems and use a practical analytical approach to solve them by implementing predictive models and machine learning techniques using SAS and the R analytical language. This book is ideal for those who are well-versed in writing code and have a basic understanding of statistics, but have limited experience in implementing predictive models and machine learning techniques for analyzing real world data. The most challenging part of solving industrial business problems is the practical and hands-on knowledge of building and deploying advanced predictive models and machine learning algorithms. Applied Analytics through Case Studies Using SAS and R is your answer to solving these business problems by sharpening your analytical

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skills. What You'll Learn Understand analytics and basic data concepts Use an analytical approach to solve Industrial business problems Build predictive model with machine learning techniques Create and apply analytical strategies Who This Book Is For Data scientists, developers, statisticians, engineers, and research students with a great theoretical understanding of data and statistics who would like to enhance their skills by getting practical exposure in data modeling.

### **Applied Analytics Using SAS Enterprise Miner 5**

Handbook of Statistical Analysis and Data Mining Applications, Second Edition, is a comprehensive professional reference book that guides business analysts, scientists, engineers and researchers, both academic and industrial, through all stages of data analysis, model building and implementation. The handbook helps users discern technical and business problems, understand the strengths and weaknesses of modern data mining algorithms and employ the right statistical methods for practical application. This book is an ideal reference for users who want to address massive and complex datasets with novel statistical approaches and be able to objectively evaluate analyses and solutions. It has clear, intuitive explanations of the principles and tools for solving problems using modern analytic techniques and discusses their application to real problems in ways accessible and beneficial to practitioners across several areas—from science and engineering, to

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medicine, academia and commerce. Includes input by practitioners for practitioners Includes tutorials in numerous fields of study that provide step-by-step instruction on how to use supplied tools to build models Contains practical advice from successful real-world implementations Brings together, in a single resource, all the information a beginner needs to understand the tools and issues in data mining to build successful data mining solutions Features clear, intuitive explanations of novel analytical tools and techniques, and their practical applications

### **Applied Data Mining for Forecasting Using SAS**

"This book is a comprehensive reference on concepts, algorithms, theories, applications, software, and visualization of data mining, text mining, Web mining and computing/supercomputing, covering state-of-the-art of the theory and applications of mining"--

### **Applied Analytics through Case Studies Using SAS and R**

Statistical analysis is ubiquitous in modern medical research. Logistic regression, generalized linear models, random effects models, and Cox's regression all have become commonplace in the medical literature. But while statistical software such as SAS make routine application of these techniques possible, users who are not primarily statisticians must take care to correctly implement the various procedures and correctly interpret the output.

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Statistical Analysis of Medical Data Using SAS demonstrates how to use SAS to analyze medical data. Each chapter addresses a particular analysis method. The authors briefly describe each procedure, but focus on its SAS implementation and properly interpreting the output. The carefully designed presentation relegates the theoretical details to "Displays," so that the code and results can be explored without interruption. All of the code and data sets used in the book are available for download from either the SAS Web site or [www.crcpress.com](http://www.crcpress.com). Der and Everitt, authors of the best-selling Handbook of Statistical Analyses Using SAS, bring all of their considerable talent and experience to bear in this book. Step-by-step instructions, lucid explanations and clear examples combine to form an outstanding, self-contained guide--suitable for medical researchers and statisticians alike--to using SAS to analyze medical data.

### **Handbook of Statistical Analysis and Data Mining Applications**

Explore fundamental to advanced Python 3 topics in six steps, all designed to make you a worthy practitioner. This updated version's approach is based on the "six degrees of separation" theory, which states that everyone and everything is a maximum of six steps away and presents each topic in two parts: theoretical concepts and practical implementation using suitable Python 3 packages. You'll start with the fundamentals of Python 3 programming language, machine learning history, evolution, and the system

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development frameworks. Key data mining/analysis concepts, such as exploratory analysis, feature dimension reduction, regressions, time series forecasting and their efficient implementation in Scikit-learn are covered as well. You'll also learn commonly used model diagnostic and tuning techniques. These include optimal probability cutoff point for class creation, variance, bias, bagging, boosting, ensemble voting, grid search, random search, Bayesian optimization, and the noise reduction technique for IoT data. Finally, you'll review advanced text mining techniques, recommender systems, neural networks, deep learning, reinforcement learning techniques and their implementation. All the code presented in the book will be available in the form of iPython notebooks to enable you to try out these examples and extend them to your advantage. What You'll Learn Understand machine learning development and frameworks Assess model diagnosis and tuning in machine learning Examine text mining, natural language processing (NLP), and recommender systems Review reinforcement learning and CNN Who This Book Is For Python developers, data engineers, and machine learning engineers looking to expand their knowledge or career into machine learning area.

## **Statistical Analysis of Medical Data Using SAS**

"This book offers a deep look into the latest research, tools, implementations, frameworks, architectures, and case studies within the field of Business Intelligence Management"--Provided by publisher.

## **Developing Credit Risk Models Using SAS Enterprise Miner and SAS/STAT**

### **Applied Health Analytics and Informatics Using SAS**

The series, Contemporary Perspectives on Data Mining, is composed of blind refereed scholarly research methods and applications of data mining. This series will be targeted both at the academic community, as well as the business practitioner. Data mining seeks to discover knowledge from vast amounts of data with the use of statistical and mathematical techniques. The knowledge is extracted from this data by examining the patterns of the data, whether they be associations of groups or things, predictions, sequential relationships between time order events or natural groups. Data mining applications are in business (banking, brokerage, and insurance), marketing (customer relationship, retailing, logistics, and travel), as well as in manufacturing, health care, fraud detection, homeland security and law enforcement.

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