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### F6D - SKYLAR BRYAN

Each passing year bears witness to the development of ever more powerful computers, increasingly fast and cheap storage media, and even higher bandwidth data connections. This makes it easy to believe that we can now – at least in principle – solve any problem we are faced with so long as we only have enough data. Yet this is not the case. Although large databases allow us to retrieve many different single pieces of information and to compute simple aggregations, general patterns and regularities often go undetected. Furthermore, it is exactly these patterns, regularities and trends that are often most valuable. To avoid the danger of “drowning in information, but starving for knowledge” the branch of research known as data analysis has emerged, and a considerable number of methods and software tools have been developed. However, it is not these tools alone but the intelligent application of human intuition in combination with computational power, of sound background knowledge with computer-aided modeling, and of critical reflection with convenient automatic model construction, that results in successful intelligent data analysis projects. Guide to Intelligent Data Analysis provides a hands-on instructional approach to many basic data analysis techniques, and explains how these are used to solve data analysis problems. Topics and features: guides the reader through the process of data analysis, following the interdependent steps of project understanding, data understanding, data preparation, modeling, and deployment and monitoring; equips the reader with the necessary information in order to obtain hands-on experience of the topics under discussion; provides a review of the basics of classical statistics that support and justify many data analysis methods, and a glossary of statistical terms; includes numerous examples using R and KNIME, together with appendices introducing the open source software; integrates illustrations and case-study-style examples to support pedagogical exposition. This practical and systematic textbook/reference for graduate and advanced undergraduate students is also essential reading for all professionals who face data analysis problems. Moreover, it is a book to be used following one's exploration of it. Dr. Michael R. Berthold is Nycomed-Professor of Bioinformatics and Information Mining at the University of Konstanz, Germany. Dr. Christian Borgelt is Principal Researcher at the Intelligent Data Analysis and Graphical Models Research Unit of the European Centre for Soft Computing, Spain. Dr. Frank Höppner is Professor of Information Systems at Ostfalia University of Applied Sciences, Germany. Dr. Frank Klawonn is a Professor in the Department of Computer Science and Head of the Data Analysis and Pattern Recognition Laboratory at Ostfalia University of Applied Sciences, Germany. He is also Head of the Bioinformatics and Statistics group at the Helmholtz Centre for Infection Research, Braunschweig, Germany.

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.

The need for both organizations and government agencies to generate, collect, and utilize data in public and private sector activities is rapidly increasing, placing importance on the growth of data mining applications and tools. Data Mining in Public and Private Sectors: Organizational and Government Applications explores the manifestation of data mining and how it can be enhanced at various levels of management. This innovative publication provides relevant theoretical frameworks and the latest empirical research findings useful to governmental agencies, practicing managers, and academicians.

« 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. »--

Many marketing researchers, companies and business schools need to use statistical procedures and accurately interpret the result, that's why the SAS® Enterprise Guide software, which uses a user-friendly drag-and-drop menu to extract statistical information, is so popular. Marketing Research with SAS Enterprise Guide includes 236 screen shots to provide a detailed explanation of the SAS® Enterprise Guide software. Based on a step-by-step approach and real managerial situations, it guides the reader to an understanding of the use of statistical methods. It demonstrates ways of extracting information, collating it to provide reliable knowledge, and how to use these insights to solve day-to-day business and research problems. SAS ® offers a stand-alone marketing research tool by means of the SAS® OnDemand Enterprise Guide solution for academics and business professionals. This straightforward, pragmatic reference manual will help: -

The Encyclopedia of Measurement and Statistics presents state-of-the-art information and ready-to-use facts from the fields of measurement and statistics in an unimposing style. The ideas and tools contained in these pages are approachable and can be invaluable for understanding our very technical world and the increasing flow of information. Although there are references that cover statistics and assessment in depth, none provides as comprehensive a resource in as focused and accessible a manner as the three volumes of this Encyclopedia. Through approximately 500 contributions, experts provide an overview and an explanation of the major topics in these two areas.

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 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.

Effective healthcare delivery is a vital concern for citizens and communities across the globe. The numerous facets of this industry require constant re-evaluation and optimization of management techniques. The Handbook of Research on Healthcare Administration and Management is a pivotal reference source for the latest scholarly material on emerging strategies and methods for delivering optimal healthcare opportunities and solutions. Highlighting issues relating to decision making, process optimization, and technological applications, this book is ideally designed for policy makers, administrators, students, professionals, and researchers interested in achieving superior healthcare solutions.

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. --

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 da-

ta 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 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.

A practical guide to using web metrics to measure impact and demonstrate value. The web provides an opportunity to collect a host of different metrics, from those associated with social media accounts and websites to more traditional research outputs. This book is a clear guide for library and information professionals as to what web metrics are available and how to assess and use them to make informed decisions and demonstrate value. As individuals and organizations increasingly use the web in addition to traditional publishing avenues and formats, this book provides the tools to unlock web metrics and evaluate the impact of this content. Key topics covered include: • Introduction to web metrics • Bibliometrics, webometrics and web metrics • Data collection tools • Evaluating impact on the web • Evaluating social media impact • Investigating relationships between actors • Exploring traditional publications in a new environment • Web metrics and the web of data • The future of web metrics and the library and information professional. Readership: This book will provide a practical introduction to web metrics for a wide range of library and information professionals, from the bibliometrician wanting to demonstrate the wider impact of a researcher's work than can be demonstrated through traditional citations databases, to the reference librarian wanting to measure how successfully they are engaging with their users on Twitter. It will be a valuable tool for anyone who wants to not only understand the impact of content, but demonstrate this impact to others within the organization and beyond.

Data mining is the process of automatically searching large volumes of data for models and patterns using computational techniques from statistics, machine learning and information theory; it is the ideal tool for such an extraction of knowledge. Data mining is usually associated with a business or an organization's need to identify trends and profiles, allowing, for example, retailers to discover patterns on which to base marketing objectives. This book looks at both classical and recent techniques of data mining, such as clustering, discriminant analysis, logistic regression, generalized linear models, regularized regression, PLS regression, decision trees, neural networks, support vector machines, Vapnik theory, naive Bayesian classifier, ensemble learning and detection of association rules. They are discussed along with illustrative examples throughout the book to explain the theory of these methods, as well as their strengths and limitations. Key Features: Presents a comprehensive introduction to all techniques used in data mining and statistical learning, from classical to latest techniques. Starts from basic principles up to advanced concepts. Includes many step-by-step examples with the main software (R, SAS, IBM SPSS) as well as a thorough discussion and comparison of those software. Gives practical tips for data mining implementation to solve real world problems. Looks at a range of tools and applications, such as association rules, web mining and text mining, with a special focus on credit scoring. Supported by an accompanying website hosting datasets and user analysis. Statisticians and business intelligence analysts, students as well as computer science, biology, marketing and financial risk professionals in both commercial and government organizations across all business and industry sectors will benefit from this book.

Visit <http://sas-book.com> to download the data sets used in this workbook. This workbook is written for students in higher education. Instructors teaching predictive analytics courses can assign this workbook to their students to expose them to predictive analytics techniques using SAS Enterprise Miner. The workbook is developed using SAS Enterprise Miner 14.3, but it should apply to other versions with little to no changes. This workbook does not require students to have any previous knowledge of SAS Enterprise Miner. It walks students through the predictive analytics process using step-by-step by instructions. Even though the contents of



this workbook can be completed by anyone who has access to SAS Enterprise Miner, knowledge of predictive analytics concepts is essential. Also, this workbook is not a substitute for any lecture or textbook. It is best if this workbook is used in parallel to lectures.

A classic that just keeps getting better, *The Little SAS Book* is essential for anyone learning SAS programming. Lora Delwiche and Susan Slaughter offer a user-friendly approach so that readers can quickly and easily learn the most commonly used features of the SAS language. Each topic is presented in a self-contained, two-page layout complete with examples and graphics. Nearly every section has been revised to ensure that the sixth edition is fully up-to-date. This edition is also interface-independent, written for all SAS programmers whether they use SAS Studio, SAS Enterprise Guide, or the SAS windowing environment. New sections have been added covering PROC SQL, iterative DO loops, DO WHILE and DO UNTIL statements, %DO statements, using variable names with special characters, the ODS EXCEL destination, and the XLSX LIBNAME engine. This title belongs on every SAS programmer's bookshelf. It's a resource not just to get you started, but one you will return to as you continue to improve your programming skills. Learn more about the updates to *The Little SAS Book, Sixth Edition* here. Reviews for *The Little SAS Book, Sixth Edition* can be read here.

This book explores all relevant aspects of net scoring, also known as uplift modeling: a data mining approach used to analyze and predict the effects of a given treatment on a desired target variable for an individual observation. After discussing modern net score modeling methods, data preparation, and the assessment of uplift models, the book investigates software implementations and real-world scenarios. Focusing on the application of theoretical results and on practical issues of uplift modeling, it also includes a dedicated chapter on software solutions in SAS, R, Spectrum Miner, and KNIME, which compares the respective tools. This book also presents the applications of net scoring in various contexts, e.g. medical treatment, with a special emphasis on direct marketing and corresponding business cases. The target audience primarily includes data scientists, especially researchers and practitioners in predictive modeling and scoring, mainly, but not exclusively, in the marketing context.

"This book provides the latest ideas and research on advancing the understanding and implementation of business intelligence within organizations"--Provided by publisher.

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.

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 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.

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 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.

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 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.

The seven volumes LNCS 12249-12255 constitute the refereed proceedings of the 20th International Conference on Computational Science and Its Applications, ICCSA 2020, held in Cagliari, Italy, in July 2020. Due to COVID-19 pandemic the conference was organized in an online event. Computational Science is the main pillar of most of the present research, industrial and commercial applications, and plays a unique role in exploiting ICT innovative technologies. The 466 full papers and 32 short papers presented were carefully reviewed and selected from 1450 submissions. Apart from the general track, ICCSA 2020 also include 52 workshops, in various areas of computational sciences, ranging from computational science technologies, to specific areas of computational sciences, such as software engineering, security, machine learning and artificial intelligence, blockchain technologies, and of applications in many fields.

Information technology is ever-changing, and that means that those who are working, or planning to work, in the field of IT management must always be learning. In the new edition of the acclaimed *Information Technology for Management*, the latest developments in the real world of IT management are covered in detail thanks to the input of IT managers and practitioners from top companies and organizations from around the world. Focusing on both the underlying technological developments in the field and the important business drivers performance, growth and sustainability—the text will help students explore and understand the vital importance of IT's role vis-a-vis the three components of business performance improvement: people, processes, and technology. The book also features a blended learning approach that employs content that is presented visually, textually, and interactively to enable students with different learning styles to easily understand and retain information. Coverage of next technologies is up to date, including cutting-edged technologies, and case studies help to reinforce material in a way that few texts can.

*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 code

This book constitutes the refereed proceedings of the 13th Portuguese Conference on Artificial Intelligence, EPIA 2007, held in Guimarães, Portugal, in December 2007 as eleven integrated workshops. The 58 revised full papers presented were carefully reviewed and selected from a total of 210 submissions. In accordance with the eleven constituting workshops, the papers are organized in topical sections on a broad range of subjects.

Providing the necessary background information and hands-on tools to build compelling business cases, this book will increase the reader's capability to champion new business development ideas, take them to senior management, and facilitate the decision process by understanding the key theories and practices of finance and corporate investments.

A non-technical guide to leveraging retail analytics for personal and competitive advantage *Style & Statistics* is a real-world guide to analytics in retail. Written specifically for the non-IT crowd, this

book explains analytics in an approachable, understandable way, and provides examples of direct application to retail merchandise management, marketing, and operations. The discussion covers current industry trends and emerging-standard processes, and illustrates how analytics is providing new solutions to perennial retail problems. You'll learn how to leverage the benefits of analytics to boost your personal career, and how to interpret data in a way that's useful to the average end business user or shopper. Key concepts are detailed in easy-to-understand language, and numerous examples highlight the growing importance of understanding analytics in the retail environment. The power of analytics has become apparent across industries, but it's left an especially indelible mark on retail. It's a complex topic, but you don't need to be a data scientist to take advantage of the opportunities it brings. This book shows you what you need to know, and how to put analytics to work with retail-specific applications. Learn how analytics can help you be better at your job Dig deeper into the customer's needs, wants, and dreams Streamline merchandise management, pricing, marketing, and more Find solutions for inefficiencies and inaccuracies As the retail customer evolves, so must the retail industry. The retail landscape not only includes in-store but also website, mobile site, mobile apps, and social media. With more and more competition emerging on all sides, retailers need to use every tool at their disposal to create value and gain a competitive advantage. Analytics offers a number of ways to make your company stand out, whether it's through improved operations, customer experience, or any of the other myriad factors that build a great place to shop. *Style & Statistics* provides an analytics primer with a practical bent, specifically for the retail industry.

Explains the source and content of administrative healthcare data, which is the product of financial reimbursement for healthcare services. The book integrates the business knowledge of healthcare data with practical and pertinent case studies as shown in SAS Enterprise Guide.

Learning to use SAS Enterprise Guide has never been easier! Whether you are using SAS Enterprise Guide for the first time, or are looking to expand your skills, this is the book for you! With *The Little SAS Enterprise Guide Book*, award-winning authors Susan Slaughter and Lora Delwiche help you quickly become productive in the SAS Enterprise Guide point-and-click environment. A series of carefully designed tutorials help you master the basics of the tasks you'll want to do most frequently. The reference section of the book expands on the tutorial topics, covering specific features in more depth. This edition has been completely rewritten, and updated with new features in SAS Enterprise Guide.

This book includes high-quality papers presented at the International Conference on Data Science and Management (ICDSM 2019), organised by the Gandhi Institute for Education and Technology, Bhubaneswar, from 22 to 23 February 2019. It features research in which data science is used to facilitate the decision-making process in various application areas, and also covers a wide range of learning methods and their applications in a number of learning problems. The empirical studies, theoretical analyses and comparisons to psychological phenomena described contribute to the development of products to meet market demands.

Traditional Artificial Intelligence (AI) systems adopted symbolic processing as their main paradigm. Symbolic AI systems have proved effective in handling problems characterized by exact and complete knowledge representation. Unfortunately, these systems have very little power in dealing with imprecise, uncertain and incomplete data and information which significantly contribute to the description of many real world problems, both physical systems and processes as well as mechanisms of decision making. Moreover, there are many situations where the expert domain knowledge (the basis for many symbolic AI systems) is not sufficient for the design of intelligent systems, due to incompleteness of the existing knowledge, problems caused by different biases of human experts, difficulties in forming rules, etc. In general, problem knowledge for solving a given problem can consist of an explicit knowledge (e.g., heuristic rules provided by a domain expert) and numerical data. A study of huge amounts of these data (collected in databases) and the synthesizing of the knowledge "encoded" in them (also referred to as knowledge discovery in data or data mining), can significantly improve the performance of the intelligent systems designed.

This handbook is written for students in higher education. Instructors teaching predictive analytics courses can assign this handbook to their students to expose them to predictive analytics techniques using SAS Enterprise Miner. The handbook is developed using SAS Enterprise Miner version 12.1, but it should apply to other versions with little to no changes. This handbook does not require students to have any previous knowledge of SAS Enterprise Miner. It walks students through different predictive analytics techniques using step-by-step by instructions. Even though the contents of this handbook can be completed by anyone who has access to SAS Enterprise Miner, knowledge of predictive analytics concepts is essential for this handbook to be helpful. Also, this handbook is not a substitute for any lecture or textbook. It is best if this handbook is used in parallel to lectures.

Understanding your customers is the key to your company's suc-

cess! Segmentation is one of the first and most basic machine learning methods. It can be used by companies to understand their customers better, boost relevance of marketing messaging, and increase efficacy of predictive models. In *Customer Segmentation and Clustering Using SAS Enterprise Miner, Third Edition*, Randy Collica explains, in step-by-step fashion, the most commonly available techniques for segmentation using the powerful data mining software SAS Enterprise Miner. A working guide that uses real-world data, this new edition will show you how to segment customers more intelligently and achieve the one-to-one customer relationship that your business needs. Step-by-step examples and exercises, using a number of machine learning and data mining techniques, clearly illustrate the concepts of segmentation and clustering in the context of customer relationship management. The book includes four parts, each of which increases in complexity. Part 1 reviews the basics of segmentation and clustering at an introductory level, providing examples from a variety of industries. Part 2 offers an in-depth treatment of segmentation with practical topics, such as when and how to update your mod-

els. Part 3 goes beyond traditional segmentation practices to introduce recommended strategies for clustering product affinities, handling missing data, and incorporating textual records into your predictive model with SAS Text Miner. Finally, part 4 takes segmentation to a new level with advanced techniques, such as clustering of product associations, developing segmentation-scoring models from customer survey data, combining segmentations using ensemble segmentation, and segmentation of customer transactions. New to the third edition is a chapter that focuses on predictive models within microsegments and combined segments, and a new parallel process technique is introduced using SAS Factory Miner. In addition, all examples have been updated to the latest version of SAS Enterprise Miner.

New and updated for SAS Enterprise Guide 4.2, this pragmatic, example-driven book demonstrates how programmers can use SAS code to enhance the capabilities of SAS Enterprise Guide.

This book is designed in making statisticians, researchers, and programmers aware of the awesome new product now available in SAS called Enterprise Miner. The book will also make readers get familiar with the neural network forecasting methodology in statis-

tics. One of the goals to this book is making the powerful new SAS module called Enterprise Miner easy for you to use with step-by-step instructions in creating a Enterprise Miner process flow diagram in preparation to data-mining analysis and neural network forecast modeling. Topics discussed in this book An overview to traditional regression modeling. An overview to neural network modeling. Numerical examples of various neural network designs and optimization techniques. An overview to the powerful SAS product called Enterprise Miner. An overview to the SAS neural network modeling procedure called PROC NEURAL. Designing a SAS Enterprise Miner process flow diagram to perform neural network forecast modeling and traditional regression modeling with an explanation to the various configuration settings to the Enterprise Miner nodes used in the analysis. Comparing neural network forecast modeling estimates with traditional modeling estimates based on various examples from SAS manuals and literature with an added overview to the various modeling designs and a brief explanation to the SAS modeling procedures, option statements, and corresponding SAS output listings.