

[SAS-AAEM51]: Applied Analytics Using SAS Enterprise Miner

Length : 3 Days
Delivery Method : Instructor-led (Classroom)

Course Overview

This course covers the skills that are required to assemble analysis flow diagrams using the rich tool set of SAS Enterprise Miner for both pattern discovery (segmentation, association, and sequence analyses) and predictive modeling (decision tree, regression, and neural network models). This course is appropriate for SAS Enterprise Miner 5.3 up to 15.1.

Audience Profile

Data analysts, qualitative experts, and others who want an introduction to SAS Enterprise Miner

At Course Completion

- Define a SAS Enterprise Miner project and explore data graphically.
- Modify data for better analysis results.
- Build and understand predictive models such as decision trees and regression models.
- Compare and explain complex models.
- Generate and use score code.
- Apply association and sequence discovery to transaction data.

Pre-Requisites

Before attending this course, you should be acquainted with Microsoft Windows and Windows software. In addition, you should have at least an introductory-level familiarity with basic statistics and regression modeling. Previous SAS software experience is helpful but not required.

This course addresses SAS Enterprise Miner software.

Course Outline

Module 1: Introduction

Lessons

- Introduction to SAS Enterprise Miner

Module 2: Accessing and Assaying Prepared Data

Lessons

- Creating a SAS Enterprise Miner project, library, and diagram
- Defining a data source
- Exploring a data source

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Module 3: Introduction to Predictive Modeling: Predictive Modeling Fundamentals and Decision Trees

Lessons

- Introduction
- Cultivating decision trees
- Optimizing the complexity of decision trees
- Understanding additional diagnostic tools (self-study)
- Autonomous tree growth options (self-study)

Module 4: Introduction to Predictive Modeling: Regressions

Lessons

- Selecting regression inputs
- Optimizing regression complexity
- Interpreting regression models
- Transforming inputs
- Categorical inputs
- Polynomial regressions (self-study)

Module 5: Introduction to Predictive Modeling: Neural Networks and Other Modeling Tools

Lessons

- Input selection
- Stopped training
- Other modeling tools (self-study)

Module 6: Model Assessment

Lessons

- Model fit statistics
- Statistical graphics
- Adjusting for separate sampling
- Profit matrices

Module 7: Model Implementation

Lessons

- Internally scored data sets
- Score code modules

Module 8: Introduction to Pattern Discovery

Lessons

- Cluster analysis
- Market basket analysis (self-study)

Module 9: Special Topics

Lessons

- Ensemble models
- Variable selection
- Categorical input consolidation

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- Surrogate models
- SAS Rapid Predictive Modeler

Module 10: Case Studies**Lessons**

- Banking segmentation case study
- Website usage associations case study
- Credit risk case study
- Enrollment management case study

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