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Titolo	Practical Business Analytics Using SAS [[electronic resource]] : A Hands-on Guide // by Shailendra Kadre, Venkat Reddy Konasani
Pubbl/distr/stampa	Berkeley, CA : , : Apress : , : Imprint : Apress, , 2015
ISBN	1-4842-0043-8
Edizione	[1st ed. 2015.]
Descrizione fisica	1 online resource (565 p.)
Collana	The expert's voice in analytics
Disciplina	004 006.312
Soggetti	Data mining Data Mining and Knowledge Discovery
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di bibliografia	Includes index.
Nota di contenuto	Contents at a Glance; Part 1: Basics of SAS Programming for Analytics; Chapter 1: Introduction to Business Analytics and Data Analysis Tools; Business Analytics, the Science of Data-Driven Decision Making; Business Analytics Defined; Is Advanced Analytics the Solution for You?; Simulation, Modeling, and Optimization; Simulation; Modeling; Optimization; Data Warehousing and Data Mining; What Can Be Discovered Using Data Mining?; Business Intelligence, Reporting, and Business Analytics; Analytics Techniques Used in the Industry; Regression Modeling and Analysis; Time Series Forecasting Conjoint Analysis Cluster Analysis; Segmentation; Principal Components and Factor Analysis; Correspondence Analysis; Survival Analytics; Some Practical Applications of Business Analytics; Customer Analytics; Operational Analytics; Social Media Analytics; Data Used in Analytics; Big Data vs. Conventional Business Analytics; Introduction to Big Data; Big Data Is Not Just About Size; Sources of Big Data; Big Data Use Cases; Big Data in Retail; Big Data Use Cases in Financial Industry; Introduction to Data Analysis Tools; Commonly Used Data Analysis Software; SAS; SPSS; R; MATLAB; RapidMiner; Weka SAPMinitab; Apache Mahout; Other Tools; Choosing a Tool; Main Parts of SAS, SPSS, and R; SAS; Analysis Using SAS: The Basic Elements; The Main Advantage Offered by SAS; The R Tool; IBM SPSS Analytics Tool; Features of SPSS Statistics 22; Selection of Analytics Tools; The

Background Required for a Successful Career in Business Analytics; Skills Required for a Business Analytics Professional; Communication Skills; Technical Skills; Analytical Skills; Problem-Solving Skills; Decision-Making Skills; Managerial Skills; Conclusion; Chapter 2: SAS Introduction; Starting SAS in Windows
The SAS Opening Screen
The Five Main Windows; Editor Window; Log Window; Output Window; HTML Output; Explorer Window; Results Window; Important Menu Options and Icons; View Options; Run Menu; Solutions Menu; Shortcut Icons; Writing and Executing a SAS Program; Comments in the Code; Your First SAS Program; Debugging SAS Code Using a Log File; Example for Warnings in Log File; Tips for Writing, Reading the Log File, and Debugging; Saving SAS Files; Exercise; Conclusion; Chapter 3: Data Handling Using SAS; SAS Data Sets; Descriptive Portion of SAS Data Sets; Data Portion of Data Set
SAS Libraries
Creating the Library Using the GUI; Rules of Assigning a Library; Creating a New Library Using SAS Code; Permanent and Temporary Libraries; Work Library; Two Main Types of SAS Statements; Importing Data into SAS; Data Set Creation Using the SAS Program; Using the Import Wizard; Import Using the Code; Importing a CSV File Using Code; Importing an Excel File Using SAS Code; Data Manipulations; Making a Copy of a SAS Data Set; Creating New Variables; Creating New Variables Using Multiple Variables; Creating New Variables Using if-then-else; Updating the Same Data Set
Drop and Keep Variables

Sommario/riassunto

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.
