

Predictive Modeling With Sas Enterprise Miner Practical Solutions For Business Applications Second

SAS Institute implements data mining in Enterprise Miner software, which will be used in this book focused segmentation tasks. SAS Institute defines the concept of Data Mining as the process of selecting (Selecting), explore (Exploring), modify (Modifying), modeling (Modeling) and rating (Assessment) large amounts of data with the aim of uncovering unknown patterns which can be used as a comparative advantage with respect to competitors. This process is summarized with the acronym SEMMA which are the initials of the 5 phases which comprise the process of Data Mining according to SAS Institute. The essential content of the book is as follows: SAS ENTERPRISE MINER WORKING ENVIRONMENT SEGMENTATION PREDICTIVE TECHNIQUES MODELING PREDICTIVE TECHNIQUES FOR SEGMENTATION REGRESSION NODE: MULTIPLE REGRESSION MODEL LOGISTIC REGRESSION DMINE REGRESSION NODE SEGMENTATION PREDICTIVE TECHNIQUES. DECISION TREES DECISION TREE NODE DECISION TREE INTERACTIVE TRAINING DECISION TREE NODE OUTPUT DATA SOURCES GRADIENT BOOSTING NODE SEGMENTATION PREDICTIVE MODELS WITH NEURAL NETWORKS NEURAL NETWORKS FOR SEGMENTATION OPTIMIZATION AND ADJUSTMENT OF SEGMENTATION MODELS WITH NETS: NEURAL NETWORK NODE SIMPLE NEURAL NETWORKS PERCEPTRONS HIDDEN LAYERS MULTILAYER PERCEPTRONS (MLPS) RADIAL BASIS FUNCTION (RBF) NETWORKS LOCAL PROCESSING NETWORKS SCORING NEURAL NETWORK NODE TRAIN PROPERTIES NEURAL NETWORK NODE RESULTS AUTONEURAL NODE NETWORK ARCHITECTURES DM NEURAL NODE ENSEMBLE NODE SEGMENTATION DESCRIPTIVE TECHNIQUES. CLUSTER ANALYSIS CLUSTER ANALYSIS ON ENTERPRISE MINER CLUSTER NODE SOM/KOHONEN NODE VARIABLE CLUSTERING NODE PREDICTIVE MODELING WITH VARIABLE CLUSTERING EXAMPLE ASSESS PHASE IN SEGMENTATION PREDICTIVE MODELS CUTOFF NODE SCORE NODE SEGMENT PROFILE NODE

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. -- Analytics offers many capabilities and options to measure and improve data quality, and SAS is perfectly suited to these tasks. Gerhard Svolba's Data Quality for Analytics Using SAS focuses on selecting the right data sources and ensuring data quantity, relevancy, and completeness. The book is made up of three parts. The first part, which is conceptual, defines data quality and contains text, definitions, explanations, and examples. The second part shows how the data quality status can be profiled and the ways that data quality can be improved with analytical methods. The final part details the consequences of poor data quality for predictive modeling and time series forecasting.

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*Data Mining With SAS Enterprise Miner. Predictive Techniques
Predictive Analytics*

Practical Solutions for Business Applications, Third Edition

Neural Network Modeling Using Sas Enterprise Miner

Data Preparation for Analytics Using SAS

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 statistics. 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.

SAS Enterprise Miner 5.3 is the SAS data mining solution that addresses the entire data mining process using an intuitive Java point-and-click interface. This guide introduces you to the core functionality of SAS Enterprise Miner and shows you how to perform basic data mining tasks. You will learn how to use the graphical user interface (GUI) tools to create and manage process flow diagrams and projects, and to export mining results for reporting and integration with other SAS software. The data mining tasks you will learn include sampling, exploring, modifying, modeling, and assessing data in order to create and refine predictive models. Getting Started with Enterprise Miner 5.3 provides step-by-step examples that create a complete process flow diagram, including graphic results. This title is also available online and in hardcopy format. This title is intended for statisticians, quantitative analysts, and business technologists who want to learn to use the data mining capabilities of SAS Enterprise Miner.

Big Data in Unternehmen. Dieses neue Buch gibt Managern ein umfassendes Verständnis dafür, welche Bedeutung Big Data für Unternehmen zukünftig haben wird und wie Big Data tatsächlich genutzt werden kann. Am Ende jedes Kapitels aktivieren Fragen, selbst nach Lösungen für eine erfolgreiche Implementierung und Nutzung von Big Data im eigenen Unternehmen zu suchen. Die Schwerpunkte - Warum Big Data für Sie und Ihr Unternehmen wichtig ist - Wie Big Data Ihre Arbeit, Ihr Unternehmen und Ihre Branche verändern - - wird - Entwicklung einer Big Data-Strategie - Der menschliche Aspekt von Big Data - Technologien für Big Data - Wie Sie erfolgreich mit Big Data arbeiten - Was Sie von Start-ups und Online-Unternehmen lernen können - Was Sie von großen Unternehmen lernen können: Big Data und Analytics 3.0 Der Experte Thomas H. Davenport ist Professor für Informationstechnologie und -management am Babson College und Forschungswissenschaftler am MIT Center for Digital Business. Zudem ist er Mitbegründer und Forschungsdirektor am International Institute for Analytics und Senior Berater von Deloitte Analytics.

This book is about predictive analytics. Yet, each chapter could easily be handled by an entire volume of its own. So one might think of this a survey of predictive modeling. A predictive model is a statistical model or machine learning model used to predict future behavior based on past behavior. In order to use this book, one should have a basic understanding of mathematical statistics - it is an advanced book. Some theoretical foundations are laid out but not proven, but references are provided for additional coverage. Every chapter culminates in an example using R. R is a free software environment for statistical computing and graphics. You may download R, from a preferred CRAN

mirror at <http://www.r-project.org/>. The book is organized so that statistical models are presented first (hopefully in a logical order), followed by machine learning models, and then applications: uplift modeling and time series. One could use this a textbook with problem solving in R- but there are no "by-hand" exercises.

New Data Sets 3rd Edition

A Beginner's Guide

Data Mining Techniques. Segmentation with SAS Enterprise Miner

Methods for Rank Comparisons

Solving Operational Business Intelligence with InfoSphere Warehouse Advanced Edition

This book is written for students in higher education. Instructors teaching predictive analytics courses can assign this book to their students to expose them to predictive analytics techniques using SAS Enterprise Miner. The book is developed using SAS Enterprise Miner 14.3, but it should apply to other versions with little to no changes. This book 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 book can be completed by anyone who has access to SAS Enterprise Miner, knowledge of predictive analytics concepts is essential. Also, this book is not a substitute for any lecture or textbook. It is best if this book is used in parallel to lectures.

The definitive guide to successfully integrating social, mobile, Big-Data analytics, cloud and IoT principles and technologies The main goal of this book is to spur the development of effective big-data computing operations on smart clouds that are fully supported by IoT sensing, machine learning and analytics systems. To that end, the authors draw upon their original research and proven track record in the field to describe a practical approach integrating big-data theories, cloud design principles, Internet of Things (IoT) sensing, machine learning, data analytics and Hadoop and Spark programming. Part 1 focuses on data science, the roles of clouds and IoT devices and frameworks for big-data computing. Big data analytics and cognitive machine learning, as well as cloud architecture, IoT and cognitive systems are explored, and mobile cloud-IoT-interaction frameworks are illustrated with concrete system design examples. Part 2 is devoted to the principles of and algorithms for machine learning, data analytics and deep learning in big data applications. Part 3 concentrates on cloud programming software libraries from MapReduce to Hadoop, Spark and TensorFlow and describes business, educational, healthcare and social media applications for those tools. The first book describing a practical approach to integrating social, mobile, analytics, cloud and IoT (SMACT) principles and technologies Covers theory and computing techniques and technologies, making it suitable for use in both computer science and electrical engineering programs Offers an extremely well-informed vision of future intelligent and cognitive computing environments integrating SMACT technologies Fully illustrated throughout with examples, figures and approximately 150 problems to support and reinforce learning Features a companion website with an instructor manual and PowerPoint slides

www.wiley.com/go/hwangIoT Big-Data Analytics for Cloud, IoT and Cognitive Computing satisfies the demand among university faculty and students for cutting-edge information on emerging intelligent and cognitive computing systems and technologies. Professionals working in data science, cloud computing and IoT applications will also find this book to be an extremely useful working resource.

Understanding your customers is the key to your company's success! 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 models. 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.

A step-by-step guide to predictive modeling! Kattamuri Sarma's Predictive Modeling with SAS Enterprise Miner: Practical Solutions for Business Applications, Third Edition, will show you how to develop and test predictive models quickly using SAS Enterprise Miner. Using realistic data, the book explains complex methods in a simple and practical way to readers from different backgrounds and industries. Incorporating the latest version of Enterprise Miner, this third edition also expands the section on time series. 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. Topics covered include logistic regression, regression, decision trees, neural networks, variable clustering, observation clustering, data imputation, binning, data exploration, variable selection, variable transformation, and much more, including analysis of textual data. Develop predictive models quickly, learn how to test numerous models and compare the results, gain an in-depth understanding of predictive models and multivariate methods, and discover how to do in-depth analysis. Do it all with Predictive Modeling with SAS Enterprise Miner!

Die Kunst Des It-projektmanagements (2nd Edition)

Learning to Perform Segmentation and Predictive Modeling

Customer Segmentation and Clustering Using SAS Enterprise Miner, Third Edition

TRADITIONAL AND DATA-DRIVEN PREDICTIVE STATISTICAL MODELS

Getting Started with SAS Enterprise Miner for Machine Learning

This book, the third one of three volumes, focuses on data and the actions around data, like storage and processing. The angle shifts over the volumes from a business-driven approach in "Disruption and DNA" to a strong technical focus in "Data Storage, Processing and Analysis", leaving "Digitalization and Machine Learning Applications" with the business and technical aspects in-between. In the last volume of the series, "Data Storage, Processing and Analysis", the shifts in the way we deal with data are addressed.

This book presents some recent systems engineering and mathematical tools for health care along with their real-world applications by health care practitioners and engineers. Advanced approaches, tools, and algorithms used in operating room scheduling and patient flow are covered. State-of-the-art results from applications of data mining, business process modeling, and simulation in healthcare, together with optimization methods, form the core of the volume. Systems Analysis Tools for Better Health Care Delivery illustrates the increased need of partnership between engineers and health care professionals. This book will benefit researchers and practitioners in health care delivery institutions, staff members and professionals of specialized hospital units, and lecturers and graduate students in engineering, applied mathematics, business administration and health care.

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

The desire to know the unknown has always been one of the human characteristics that distinguish humans from other living things on the earth. The past is known but cannot be changed, and hence is of no interest. The present is happening and everyone is witnessing it and therefore it is not exciting. But the future is both unknown and perhaps therefore uncertain, and is therefore both interesting and exciting. Using past experience for predicting the unknown future was initially treated as an art because it requires careful choice of parts of the past that will make prediction both easy and accurate, and there were times when it was felt that it is impossible to formulate a method for this. Prediction was then not considered to be scientific empirical sciences that learn from scientist and professionals realized the scientific nature of the ability to predict. What then began as the preparation for developing a prediction formula involved finding common patterns in past data and their consequences so that the consequence can be predicted as soon as the relevant pattern is observed. At the same time the discipline of statistics developed the concept and methodology for building statistical models. With experience in the development and applications of different models, scientists and researchers identify models as belonging to four different classes namely, the class of descriptive models, the class of diagnostic models, the class of predictive models, and the class of prescriptive or prognostic models. The scientific or theoretical activity of building models and analyzing data accordingly is known as analytics. It has therefore been recognized that there are four classes of analytics, namely descriptive analytics, diagnostic analytics, prescriptive analytics and predictive analytics. These four classes are defined briefly for convenience of the reader.

Get actionable insights from your Big Data using the power of SAS

Text Mining Techniques for Healthcare Provider Quality Determination: Methods for Rank Comparisons

Getting Started with SAS Enterprise Miner 5.3

The Power to Predict Who Will Click, Buy, Lie, Or Die

The Digital Journey of Banking and Insurance, Volume III

This textbook presents a practical approach to predictive analytics for classroom learning. It focuses on using analytics to solve business problems and compares several different modeling techniques, all explained from examples using the SAS Enterprise Miner software. The authors demystify complex algorithms to show how they can be utilized and explained within the context of enhancing business opportunities. Each chapter includes an opening vignette that provides real-life example of how business analytics have been used in various aspects of organizations to solve issue or improve their results. A running case provides an example of a how to build and analyze a complex analytics model and utilize it to predict future outcomes.

"SAS Enterprise Miner is SAS's premier tool for data mining and predictive modeling. This course introduces Enterprise Miner while demonstrating two common applications: segmentation and predictive modeling. It starts with a brief overview of the software and then covers segmentation and predictive modeling using a case-study approach based on real-world data. Upon completing the course, learners will have a basic, working knowledge of how to use Enterprise Miner to perform data mining and machine learning tasks. Participants should have a quantitative background and (ideally) some basic understanding of predictive models, including regression."--Resource description page.

IBM® InfoSphere® Warehouse is the IBM flagship data warehouse platform for departmental data marts and enterprise data warehouses. It offers leading architecture, performance, backup, and recovery tools that help improve efficiency and reduce time to market through increased understanding of current data assets, while simplifying the daily operations of managing complex warehouse deployments. InfoSphere Warehouse Advanced Enterprise Edition delivers an enhanced set of database performance, management, and design tools. These tools assist companies in maintaining and increasing value from their warehouses, while helping to reduce the total cost of maintaining these complex environments. In this IBM Redbooks® publication we explain how you can build a business intelligence system with InfoSphere Warehouse Advanced Enterprise to manage and support daily business operations for an enterprise, to generate more income with lower cost. We describe the foundation of the business analytics, the Data Warehouse features and functions, and the solutions that can deliver immediate analytics solutions and help you drive better business outcomes. We show you how to use

the advanced analytics of InfoSphere Warehouse Advanced Enterprise Edition and integrated tools for data modeling, mining, text analytics, and identifying and meeting the data latency requirements. We describe how the performance and storage optimization features can make building and managing a large data warehouse more affordable, and how they can help significantly reduce the cost of ownership. We also cover data lifecycle management and the key features of IBM Cognos® Business Intelligence. This book is intended for data warehouse professionals who are interested in gaining in-depth knowledge about the operational business intelligence solution for a data warehouse that the IBM InfoSphere Warehouse Advanced Enterprise Edition offers.

SAS Enterprise Miner streamlines the data mining process to create highly accurate predictive and descriptive models based on analysis of vast amounts of data from across an enterprise. Data mining is applicable in a variety of industries and provides methodologies for such diverse business problems as fraud detection, householding, customer retention and attrition, database marketing, market segmentation, risk analysis, affinity analysis, customer satisfaction, bankruptcy prediction, and portfolio analysis. In SAS Enterprise Miner, the data mining process has the following (SEMMA) steps: Sample the data by creating one or more data sets. The sample should be large enough to contain significant information, yet small enough to process. This step includes the use of data preparation tools for data import, merge, append, and filter, as well as statistical sampling techniques. Explore the data by searching for relationships, trends, and anomalies in order to gain understanding and ideas. This step includes the use of tools for statistical reporting and graphical exploration, variable selection methods, and variable clustering. Modify the data by creating, selecting, and transforming the variables to focus the model selection process. This step includes the use of tools for defining transformations, missing value handling, value recoding, and interactive binning. Model the data by using the analytical tools to train a statistical or machine learning model to reliably predict a desired outcome. This step includes the use of techniques such as linear and logistic regression, decision trees, neural networks, partial least squares, LARS and LASSO, nearest neighbor, and importing models defined by other users or even outside SAS Enterprise Miner. Assess the data by evaluating the usefulness and reliability of the findings from the data mining process. This step includes the use of tools for comparing models and computing new fit statistics, cutoff analysis, decision support, report generation, and score code management. You might or might not include all of the SEMMA steps in an analysis, and it might be necessary to repeat one or more of the steps several times before you are satisfied with the results. After you have completed the SEMMA steps, you can apply a scoring formula from one or more champion models to new data that might or might not contain the target variable. Scoring new data that is not available at the time of model training is the goal of most data mining problems. Furthermore, advanced visualization tools enable you to quickly and easily examine large amounts of data in multidimensional histograms and to graphically compare modeling results.

First Steps in Data Mining with SAS Enterprise Miner

Predictive Analytics für Dummies

Course Notes

SAS Enterprise Miner Exercise and Assignment Book

Data Storage, Data Processing and Data Analysis

Leverage the capabilities of SAS to process and analyze Big Data About This Book Combine SAS with platforms such as Hadoop, SAP HANA, and Cloud Foundry-based platforms for efficient Big Data analytics Learn how to use the web browser-based SAS Studio and iPython Jupyter Notebook interfaces with SAS Practical, real-world examples on predictive modeling, forecasting, optimizing and reporting your Big Data analysis with SAS Who This Book Is For SAS professionals and data analysts who wish to perform analytics on Big Data using SAS to gain actionable insights will find this book to be very useful. If you are a data science professional looking to perform large-scale analytics with SAS, this book will also help you. A basic understanding of SAS will be helpful, but is not mandatory. What You Will Learn Configure a free version of SAS in order to do hands-on exercises dealing with data management, analysis, and reporting. Understand the basic concepts of the SAS language which consists of the data step (for data preparation) and procedures (or PROCs) for analysis. Make use of the web browser based SAS Studio and iPython Jupyter Notebook interfaces for coding in the SAS, DS2, and FedSQL programming languages. Understand how the DS2 programming language plays an important role in Big Data preparation and analysis using SAS Integrate and work efficiently with Big Data platforms like Hadoop, SAP HANA, and cloud foundry based systems. In Detail SAS has been recognized by Money Magazine and Payscale as one of the top business skills to learn in order to advance one's career. Through innovative data management, analytics, and business intelligence software and services, SAS helps customers solve their business problems by allowing them to make better decisions faster. This book introduces the reader to the SAS and how they can use SAS to perform efficient analysis on any size data, including Big Data. The reader will learn how to prepare data for analysis, perform predictive, forecasting, and optimization analysis and then deploy or report on the results of these analyses. While performing the coding examples within this book the reader will learn how to use the web browser based SAS Studio and iPython Jupyter Notebook interfaces for working with SAS. Finally, the reader will learn how SAS's architecture is engineered and designed to scale up and/or out and be combined with the open source offerings such as Hadoop, Python, and R. By the end of this book, you will be able to clearly understand how you can efficiently analyze Big Data using SAS. Style and approach The book starts off by introducing the reader to SAS and the SAS programming language which provides data management, analytical, and reporting capabilities. Most chapters include hands on examples which highlights how SAS provides The Power to Know®. The reader will learn that if they are looking to perform large-scale data analysis that SAS provides an open platform engineered and designed to scale both up and out which allows the power of SAS to combine with open source offerings such as Hadoop, Python, and R. Providing an in-depth explanation of the methodology and the theory behind each tool in SAS Enterprise Miner software, Dr. Sarma covers such topics as data collection, data cleaning, data exploration, logistic regression models, and more. The CD-ROM includes data sets and SAS code.

Mesmerizing & fascinating. . . The Seattle Post-Intelligencer The Freakonomics of big data. Stein Kretsinger, founding executive of Advertising.com Winner of the Nonfiction Book and Small Business Book Awards Used in courses at more than 30 universities Translated into 9 languages An introduction for everyone In this rich, fascinating surprisingly accessible introduction,

leading expert Eric Siegel reveals how predictive analytics works, and how it affects everyone every day. Rather than a how to for hands-on techies, the book serves lay readers and experts alike by covering new case studies and the latest state-of-the-art techniques. Prediction is booming. It reinvents industries and runs the world. Companies, governments, law enforcement, hospitals, and universities are seizing upon the power. These institutions predict whether you're going to click, buy, lie, or die. Why? For good reason: predicting human behavior combats risk, boosts sales, fortifies healthcare, streamlines manufacturing, conquers spam, optimizes social networks, toughens crime fighting, and wins elections. How? Prediction is powered by the world's most potent, flourishing unnatural resource: data. Accumulated in large part as the by-product of routine tasks, data is the unsalted, flavorless residue deposited en masse as organizations churn away. Surprise! This heap of refuse is a gold mine. Big data embodies an extraordinary wealth of experience from which to learn. Predictive analytics unleashes the power of data. With this technology, the computer literally learns from data how to predict the future behavior of individuals. Perfect prediction is not possible, but putting odds on the future drives millions of decisions more effectively, determining whom to call, mail, investigate, incarcerate, set up on a date, or medicate. In this lucid, captivating introduction now in its Revised and Updated edition former Columbia University professor and Predictive Analytics World founder Eric Siegel reveals the power and perils of prediction: What type of mortgage risk Chase Bank predicted before the recession Predicting which people will drop out of school, cancel a subscription, or get divorced before they even know it themselves Why early retirement predicts a shorter life expectancy and vegetarians miss fewer flights Five reasons why organizations predict death including one health insurance company How U.S. Bank and Obama for America calculated and Hillary for America 2016 plans to calculate the way to most strongly persuade each individual Why the NSA wants all your data: machine learning supercomputers to fight terrorism How IBM's Watson computer used predictive modeling to answer questions and beat the human champs on TV's Jeopardy! How companies ascertain untold, private truths how Target figures out you're pregnant and Hewlett-Packard deduces you're about to quit your job How judges and parole boards rely on crime-predicting computers to decide how long convicts remain in prison 183 examples from Airbnb, the BBC, Citibank, ConEd, Facebook, Ford, Google, the IRS, LinkedIn, Match.com, MTV, Netflix, PayPal, Pfizer, Spotify, Uber, UPS, Wikipedia, and more How does predictive analytics work? This jam-packed book satisfies by demystifying the intriguing science under the hood. For future hands-on practitioners pursuing a career in the field, it sets a strong foundation, delivers the prerequisite knowledge, and whets your appetite for more. A truly omnipresent science, predictive analytics constantly affects our daily lives. Whether you are a consumer of it or consumed by it get a handle on the power of Predictive Analytics.

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.

Big Data Analytics with SAS

SAS Enterprise Miner Exercise and Assignment Workbook

Applying Predictive Analytics

Data Mining Using SAS Enterprise Miner

Predictive Analytics using R

The essential aim of this book is to use predictive models for Data Mining. Models of decision trees, regression and neural networks are used to predict various categories. This book shows you how to build decision tree models to predict a categorical target and how to build regression tree models and neural network models to predict a continuous target. Successive chapters present examples that clarify the application of the models in the field of Data Mining. The examples are solved step by step with SAS Enterprise Miner in order to make easier the understanding of the methodologies used. The book begins by introducing the basics of creating a project, manipulating data sources, and navigating through different results windows. Data Mining tools are used to build the main models: Decision Tree, Neural Network, and Regression. These are addressed in considerable detail, with numerous examples of practical business applications that are illustrated with tables, charts, displays, equations, and even manual calculations that let you see the essence of what Enterprise Miner is doing when it estimates or optimizes a given model.

The concept of a big data warehouse appeared in order to store moving data objects and temporal data information. Moving objects are geometries that change their position and shape continuously over time. In order to support spatio-temporal data, a data model and associated query language is needed for supporting moving objects. Emerging Perspectives in Big Data Warehousing is an essential research publication that explores current innovative activities focusing on the integration between data warehousing and data mining with an emphasis on the applicability to real-world problems. Featuring a wide

range of topics such as index structures, ontology, and user behavior, this book is ideally designed for IT consultants, researchers, professionals, computer scientists, academicians, and managers.

Learn the theory behind and methods for predictive modeling using SAS Enterprise Miner. Learn how to produce predictive models and prepare presentation-quality graphics in record time with *Predictive Modeling with SAS Enterprise Miner: Practical Solutions for Business Applications, Second Edition*. If you are a graduate student, researcher, or statistician interested in predictive modeling; a data mining expert who wants to learn SAS Enterprise Miner; or a business analyst looking for an introduction to predictive modeling using SAS Enterprise Miner, you'll be able to develop predictive models quickly and effectively using the theory and examples presented in this book. Author Kattamuri Sarma offers the theory behind, programming steps for, and examples of predictive modeling with SAS Enterprise Miner, along with exercises at the end of each chapter. You'll gain a comprehensive awareness of how to find solutions for your business needs. This second edition features expanded coverage of the SAS Enterprise Miner nodes, now including File Import, Time Series, Variable Clustering, Cluster, Interactive Binning, Principal Components, AutoNeural, DMNeural, Dmine Regression, Gradient Boosting, Ensemble, and Text Mining. Develop predictive models quickly, learn how to test numerous models and compare the results, gain an in-depth understanding of predictive models and multivariate methods, and discover how to do in-depth analysis. Do it all with *Predictive Modeling with SAS Enterprise Miner*. This book is part of the SAS Press program.

Weshalb verschieben sich Release-Termine ständig? Warum funktioniert die Team-Kommunikation zwischen Designern, Entwicklern und Marketing nicht? Wie kommt man auf wirklich kreative Ideen? Und was tun, wenn etwas schief geht? Wenn Sie sich Fragen wie diese schon oft gestellt haben - Scott Berkun hat die Antworten für Sie. Mit Humor und scharfem Blick beleuchtet der erfahrene Autor und Projektmanager die klassischen Aufgaben, Herausforderungen und Mechanismen des IT-Projektmanagements. Von der fachkundigen Planung über die zielgerichtete Team-Kommunikation bis hin zum erfolgreichen Projektabschluss - hier erhalten Sie kompetente Einblicke in die Realität der Projektleitung. Projekte realistisch planen Entdecken Sie, welche ersten Schritte das Projekt erfolgreich starten, wie man solide Zeitpläne entwickelt und gute Visionsdokumente und Spezifikationen schreibt, wie neue Ideen entstehen und was man aus ihnen machen kann. Teams effektiv führen Erhalten Sie Einblicke in die erfolgreiche Teamleitung: Lernen Sie, wie man die Team-Moral kultiviert, konfliktfrei kommuniziert, Meetings optimal gestaltet und den Spaß am Projekt steigert. Neu in der überarbeiteten Auflage Die zweite, komplett überarbeitete Auflage wurde um Übungsteile am Ende jeden Kapitels erweitert. Dadurch kann der Leser durch über 120 Übungen die Kapitelinhalte praxisnah erschließen und vertiefen.

Practical Solutions for Business Applications, Second Edition

Predictive Modeling Using Enterprise Miner

Practical Solutions for Business Applications

Unknown MIR Title

Emerging Perspectives in Big Data Warehousing

SAS Institute implements data mining in Enterprise Miner software, which will be used in this book focused predictive models. SAS Institute defines the concept of Data Mining as the process of selecting (Selecting), explore (Exploring), modify (Modifying), modeling (Modeling) and rating (Assessment) large amounts of data with the aim of uncovering unknown patterns which can be used as a comparative advantage with respect to competitors. This process is summarized with the acronym SEMMA which are the initials of the 5 phases which comprise the process of Data Mining according to SAS Institute. The essential content of the book is as follows: SAS ENTERPRISE MINER WORKING ENVIRONMENT MODELLING PREDICTIVE TECHNIQUES WITH SAS ENTERPRISE MINER REGRESSION NODE: MULTIPLE REGRESSION MODEL LOGISTIC REGRESSION DMINE REGRESSION NODE PARTIAL LEAST SQUARES NODE. PLS REGRESSION LARS NODE CLASSIFICATION PREDICTIVE TECHNIQUES. DECISION TREES WITH SAS ENTERPRISE MINER DECISION TREE NODE PREDICTIVE MODELS WITH NEURAL NETWORKS WITH SAS ENTERPRISE MINER OPTIMIZATION AND ADJUSTMENT OF MODELS WITH NETS: NEURAL NETWORK NODE SIMPLE NEURAL NETWORKS PERCEPTRONS HIDDEN LAYERS MULTILAYER PERCEPTRONS (MLPS) RADIAL BASIS FUNCTION (RBF) NETWORKS SCORING AUTONEURAL NODE NETWORK ARCHITECTURES NEURAL NODE TWOSTAGE NODE GRADIENT BOOSTING NODE MEMORY-BASED REASONING (MBR) NODE RULE INDUCTION NODE ENSEMBLE NODE COMBINING MODELS USING THE ENSEMBLE NODE MODEL IMPORT NODE SVM NODE ASSESS PHASE IN DATA MINING PROCESS CUTOFF NODE DECISIONS NODE MODEL COMPARISON NODE SCORE NODE

Analytics offers many capabilities and options to measure and improve data quality, and SAS is perfectly suited to these tasks. Gerhard Svolba's *Data Quality for Analytics Using SAS* focuses on selecting the right data sources and ensuring data quantity, relevancy, and completeness. The book is made up of three parts. The first part, which is conceptual, defines data quality and contains text, definitions, explanations, and examples. The second part shows how the data quality status can be profiled and the ways that data quality can be improved with analytical methods. The final part details the consequences of poor data quality for predictive modeling and time series forecasting. With this book you will learn how you can use SAS to perform advanced profiling of data quality status and how SAS can help improve your data quality. This book is part of the SAS Press program.

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.

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. --

Business Analytics Using SAS Enterprise Guide and SAS Enterprise Miner

Data Quality for Analytics Using SAS

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Big-Data Analytics for Cloud, IoT and Cognitive Computing

big data @ work

The quest for quality in healthcare has led to attempts to develop models to determine which providers have the highest quality in healthcare, with the best outcomes for patients. Text Mining Techniques for Healthcare Provider Quality Determination: Methods for Rank Comparisons discusses the general practice of defining a patient severity index in order to make risk adjustments to compare patient outcomes across multiple providers with the intent of ranking the providers in terms of quality. This innovative reference source, valuable to medical practitioners, researchers, and academicians, brings together research from across the globe focusing on how severity indices are generally defined when determining the best outcome for patient

The new edition of this textbook presents a practical, updated approach to predictive analytics for classroom learning. The authors focus on using analytics to solve business problems and compares several different modeling techniques, all explained from examples using the SAS Enterprise Miner software. The authors demystify complex algorithms to show how they can be utilized and explained within the context of enhancing business opportunities. Each chapter includes an opening vignette that provides real-life examples of how business analytics have been used in various aspects of organizations to solve issues or improve their results. A running case provides an example of a how to build and analyze a complex analytics model and utilize it to predict future outcomes. The new edition includes chapters on clusters and associations and text mining to support predictive models. An additional case is also included that can be used with each chapter or as a semester project.

Data Mining Healthcare and Clinical Databases

Data Mining Techniques with SAS Enterprise Miner. Sampling, Exploratory Analysis and Association Rules

Predictive Modeling with SAS Enterprise Miner

Data Mining Techniques. Predictive Models with SAS Enterprise Miner

Finding Value in Data