Business Analytics Using SAS Enterprise Guide and SAS Enterprise Miner: A Beginner's Guide

By Olivia Parr-Rud

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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.

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- Sales Rank: #1126684 in Books
- Published on: 2014-10-01
- Released on: 2014-10-29
- Original language: English
- Number of items: 1
- Dimensions: 9.25" h x .41" w x 7.50" l, .71 pounds
- Binding: Paperback
- 182 pages

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Editorial Review

About the Author
Olivia Parr-Rud, an internationally recognized expert in predictive analytics, business intelligence, and innovative leadership, founded the SAS Data Mining Users Group, having been a SAS user since 1991 and a SAS instructor and conference presenter for many years. She hosts the popular VoiceAmerica Business radio show Quantum Business Insights (www.quantumbusinessinsights.com) and is a thought leader in the integration of analytic tools and leadership practices to optimize performance and organizational agility. Her predictive analytics research founded her first book, Data Mining Cookbook: Modeling for Marketing, Risk and Customer Relationship Management (Wiley 2000), which unveiled links between the global economy and organizational dynamics, a topic featured in her second book, Business Intelligence Success Factors: Tools for Aligning Your Business in a Global Economy (Wiley and SAS Institute Inc. 2009). Her current research will develop a model that tracks the alignment of business intelligence with human intelligence. Parr-Rud holds a B.A. in mathematics and an M.S. in statistics. In addition to public speaking, she offers training and consulting in both predictive analytics and business leadership, with clients that include numerous Fortune 500 companies. For more, visit www.oliviagroup.com.

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