

Applied Analytics Using SAS Enterprise Miner 6.1

Course Contents

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- placing SAS Enterprise Miner in the analysis workflow
- application examples and case studies
- pattern discovery and predictive modeling

Accessing and Assaying Prepared Data

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- defining a data source
- validating source data

Introduction to Predictive Modeling with Decision Trees

- defining a modeling data source
- partitioning data for model development
- growing a decision tree with the Desktop Tree Application
- running the Decision Tree node
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- understanding predictive modeling results data

Introduction to Predictive Modeling with Regressions

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- using the Regression node
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- performing input selection
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Introduction to Predictive Modeling with Neural Networks and Other Modeling Tools

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- using the Neural Network node
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- other SAS Enterprise Miner 5.3 modeling tools (self-study)

Model Assessment

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- effects of prior vectors on model development
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- introduction to model assessment statistics

Model Implementation

- defining a Score data set
- scoring a data set with the Score node
- using a SAS Code node to export scored data
- generating and using score code

Introduction to Pattern Discovery

- clustering and segmenting data
- using the Transform Variables node
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- applying association and sequence discovery (self-study)
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- quantifying the associations among items (self-study)
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