

SAS® Analytics Training

Advanced Analytics European Tour

April – October
2012



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THE
POWER
TO KNOW.

Advanced Analytics European Tour

Be a part of this innovative collaboration between SAS and highly regarded international thought leaders and practitioners in analytics.

Transform the way your company does business. Join us for a series of advanced analytics courses and learn to harness the full power of business analytics.

- Tour dates: April - October 2012.
- Thirteen training courses offered across eight European countries.
- Featuring a range of technologies and processes for the collection, classification, analysis and interpretation of your data to reveal patterns, anomalies, key variables and relationships.
- Selected courses are offered in conjunction with the 2012 Analytics Conference hosted in Cologne, Germany.

www.sas.com/analyticsseries/europe

Analytics2012 CONFERENCE SERIES

Hotel Pullman
Cologne, Germany

Pre-Conference Training: 11–13 June
Conference: 14–15 June

PRESENTED BY



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pullman
HOTELS



Bart Baesens, PhD

Bart Baesens, PhD, is an assistant professor at K. U. Leuven (Belgium) and a lecturer at the University of Southampton (United Kingdom). His extensive research on predictive analytics, data mining, customer relationship management, Web analytics, fraud detection and credit risk management has been published widely in international journals.

Credit Risk Modeling Using SAS®

Learn how to develop credit risk models in the context of the recent Basel II guidelines through a sound mix of both theoretical and technical insight, as well as practical implementation details illustrated by real-life case studies and exercises.

2-4 April, Marlow, UK
10-12 April, Oslo, Norway
Price: €2,100

Web Analytics and Web Intelligence Using SAS®

Gain an overview of state-of-the-art Web analytics, as well as advanced data mining techniques and applications for the Web, through a sound mix of theory and practice, illustrated by several real-life cases and hands-on exercises using SAS Web Analytics, SAS® Enterprise Miner™ and SAS/STAT® software.

30-31 May, Marlow, UK
13-14 September, Milan, Italy
Price: €1,400



Oral Capps Jr., PhD

Oral Capps Jr., PhD, is a demand and price analyst with particular expertise in econometric modeling and forecasting methods. He is a nationally and internationally recognized leader in demand analysis, specializing in working with large databases. Capps is a full professor and holder of the Southwest Dairy Marketing Endowed Chair in the Department of Agricultural Economics at Texas A&M University, as well as co-director of the Agribusiness, Food, and Consumer Economics Research Center. He is also founder and managing partner of Forecasting and Business Analytics LLC, an economic consulting firm.

Introduction to Applied Econometrics

This course focuses on the development and use of single-equation econometric models that enable a better understanding of the economic/business landscape and improve the ability to make sound economic/business forecasts.

11-13 June, Cologne, Germany – Analytics 2012 Conference
Price: €2,100
Attend both the training and conference in Cologne and save!



Goutam Chakraborty, PhD

Goutam Chakraborty, PhD, has been a professor of marketing at Oklahoma State University for more than 17 years. During that time he has taught data mining and CRM applications, database marketing, new product development, marketing research, digital business strategy, Web-business strategy, electronic commerce, interactive marketing, and product and pricing management. Chakraborty founded the SAS and OSU Data Mining Certificate program.

Customer Segmentation Using SAS® Enterprise Miner™

Gain both theoretical knowledge and practical skills in this hands-on course covering segmentation analysis in the context of business data mining. Topics include the theory of segmentation, as well as four main analytic tools for segmentation: hierarchical clustering, K-means clustering, the RFM cell method, and the SOM/Kohonen method.

11-13 June, Cologne, Germany – Analytics 2012 Conference

18-20 June, Oslo, Norway

Price: €2,100

Attend both the training and conference in Cologne and save!



Kim Larsen

Kim Larsen is Vice President of Analytical Insights at Market Share Partners, a leading marketing science company based in Los Angeles, CA. He has worked in the data mining and statistical modeling industry since 2001 and has programmed in SAS since 1995. Throughout his professional career, Larsen has worked on and managed a wide array of data mining and analytical problems. His main areas of research include additive nonlinear modeling and net lift, or incremental lift, models.

Net Lift Models: Optimizing the Impact of Your Marketing Efforts

Prepare to build net lift models that optimize the incremental impact of marketing campaigns. Learn to identify good net lift predictive variables, build net models with logistic regression, Naive Bayes models and KNN classifiers, and evaluate and deploy net models.

20-21 August, Tervuren, Belgium

Price: €1,400



Gordon S. Linoff

Gordon S. Linoff is a co-founder and principal consultant of Data Miners Inc., a specialist consulting company that focuses on data analysis and data mining, including public courses and on-site training. Linoff is a widely respected thought leader, practitioner and teacher in data mining. He has a keen interest in understanding and analyzing large data sets, and applying the results to business problems.

Applying Survival Analysis to Business Time-to-Event Problems

Get acquainted with survival analysis in the context of business data mining. The focus is on understanding customer behaviors that have a time-to-event component using SAS® Enterprise Guide®.

7-8 June, Stockholm, Sweden

Price: €1,400

Data Mining Techniques: Theory and Practice

Explore the inner workings of data mining techniques and how to make them work for you. Explore each step of a data mining project, beginning with problem definition and data selection and continuing through data exploration, data transformation, sampling, portioning, modeling and assessment.

11-13 June, Cologne, Germany – Analytics 2012 Conference

Price: €2,100

Attend both the training and conference in Cologne and save!



Robert M. Lucas, PhD

Robert M. Lucas, PhD, Director of Statistical Training and Technical Services at SAS, has more than 27 years of experience as an applied statistician. During his tenure at SAS, Lucas has developed and taught advanced statistics, time series, data mining and mathematical optimization classes. He has also provided customized training and consulting for many industries, including government, pharmaceuticals, banking, manufacturing and retail.

Survival Data Mining: Predictive Hazard Modeling for Customer History Data

Identify the benefits and pitfalls of using survival analysis for business intelligence. Review both theoretical justification of various survival data mining methods and their practical implementation using SAS software.

12-14 September, Milan, Italy

17-19 September, Stockholm, Sweden

Price: €2,100



Christophe Mues, PhD

Christophe Mues, PhD, is an assistant professor at the School of Management of the University of Southampton (United Kingdom). One of his key research interests is in the business intelligence domain, where he has investigated the use of decision table and diagram techniques in a variety of problem contexts, most notably business rule modeling and validation. His other key research areas include knowledge discovery and data mining, with a strong interest in applying data mining techniques to financial risk management, particularly credit scoring.

Advanced Analytics for Customer Intelligence Using SAS®

Learn how to adopt state-of-the-art data mining techniques for complex customer intelligence applications. This advanced, highly interactive course offers a sound mix of both theoretical and technical insights as well as practical implementation details, illustrated by several real-life cases.

10-12 April, Heidelberg, Germany

Price: €2,100



Mike Patetta

Mike Patetta has been an instructor and course developer in the Education division at SAS since 1994. His ability to relate course material to a customer's business problems makes him one of the division's most requested instructors. Also a prolific course developer, Patetta has served as the primary developer for some of the division's most popular courses in the SAS Analytics curriculum, including Categorical Data Analysis Using Logistic Regression, Longitudinal Data Analysis with Discrete and Continuous Responses, and Survival Analysis Using the Proportional Hazards Model.

Bayesian Analyses Using SAS®

Gain an understanding of basic Bayesian analysis concepts, learn to fit models with the MCMV procedure and practice Bayesian approaches to clinical trials.

24-25 September, Marlow, UK

27-28 September, Copenhagen, Denmark

Price: €1,400



Catherine Truxillo, PhD

Catherine Truxillo, PhD, has been a statistical training specialist at SAS since 2000 and has written or co-written many SAS training courses for advanced statistical methods. Truxillo also teaches SAS courses using SAS/IML® (the interactive matrix language), SAS® Enterprise Guide® and JMP® software. Previous experience with teaching, statistical consulting and software design led her to teaching statistics for SAS.

Mixed Model Analyses Using SAS®

Learn to analyze linear mixed models using PROC MIXED. The course also includes a brief introduction to analyzing generalized linear mixed models using PROC GLIMMIX.

12-14 September, Stockholm, Sweden

Price: €2,100

Multilevel Modeling of Hierarchical and Longitudinal Data Using SAS®

Learn to identify complex and dynamic relations within multilevel data to inform a variety of decision-making needs. Gain a conceptual understanding of multilevel linear models (MLM), multilevel nonlinear models (MNLMM) and their appropriate use in a variety of settings.

17-19 September, Marlow, UK

Price: €2,100



Jeff Zeanah

Jeff Zeanah is the President of Z Solutions Inc., a firm focused on supporting organizations through predictive analytics and exploratory data mining. His primary interests and research concern the problems organizations face in improving their business decisions through data analysis, including predictive analytics and selling the results. Zeanah has consulted with industry leaders in manufacturing, retail, public health, science, finance, nutrition and utilities.

Exploratory Analysis for Large and Complex Programs Using SAS® Enterprise Miner™

Gain insights into virtually any type of exploratory data analysis problem. There is a focus on fraud detection, with the recognition that the core principles of modeling to solve fraud detection are the basis of all exploratory data analysis. Analytical methods used in the course include decision trees, logistic regression, neural networks, link analysis and social network analysis. Additionally, you'll receive practical advice on presenting complex findings to an audience.

1-2 October, Huizen, Netherlands

4-5 October, Marlow, UK

Price: €1,400

COURSE TITLE	DAYS	APR	MAY	JUN	JUL	AUG	SEP	OCT
Advanced Analytics for Customer Intelligence Using SAS®	3	10-12 DE						
Applying Survival Analysis to Business Time-to-Event Problems	2			7-8 SE				
Bayesian Analyses Using SAS®	2						24-25 UK 27-28 DK	
Credit Risk Modeling Using SAS®	3	2-4 UK 10-12 NO						
Customer Segmentation Using SAS® Enterprise Miner™	3			11-13 DE* 18-20 NO				
Data Mining Techniques: Theory and Practice	3			11-13 DE*				
Exploratory Analysis for Large and Complex Problems Using SAS® Enterprise Miner™	2							1-2 NL 4-5 UK
Introduction to Applied Econometrics	3			11-13 DE*				
Mixed Models Analyses Using SAS®	3						12-14 SE	
Multilevel Modeling of Hierarchical and Longitudinal Data Using SAS®	3						17-19 UK	
Net Lift Models: Optimizing the Impact of Your Marketing Efforts	2					20-21 BE		
Survival Data Mining: Predictive Hazard Modeling for Customer History Data	3						12-14 IT 17-19 SE	
Web Analytics and Web Intelligence Using SAS®	2		30-31 UK					
Analytics 2012 Conference	2			14-15 DE				

*Attend this course in Cologne as part of the Analytics 2012 Conference and save!
SAS reserves the right to cancel or schedule any course at its discretion. Please check the Web or contact your local SAS office for the most current training schedule.
Prices do not include VAT. Local VAT will be added to the course price.

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