

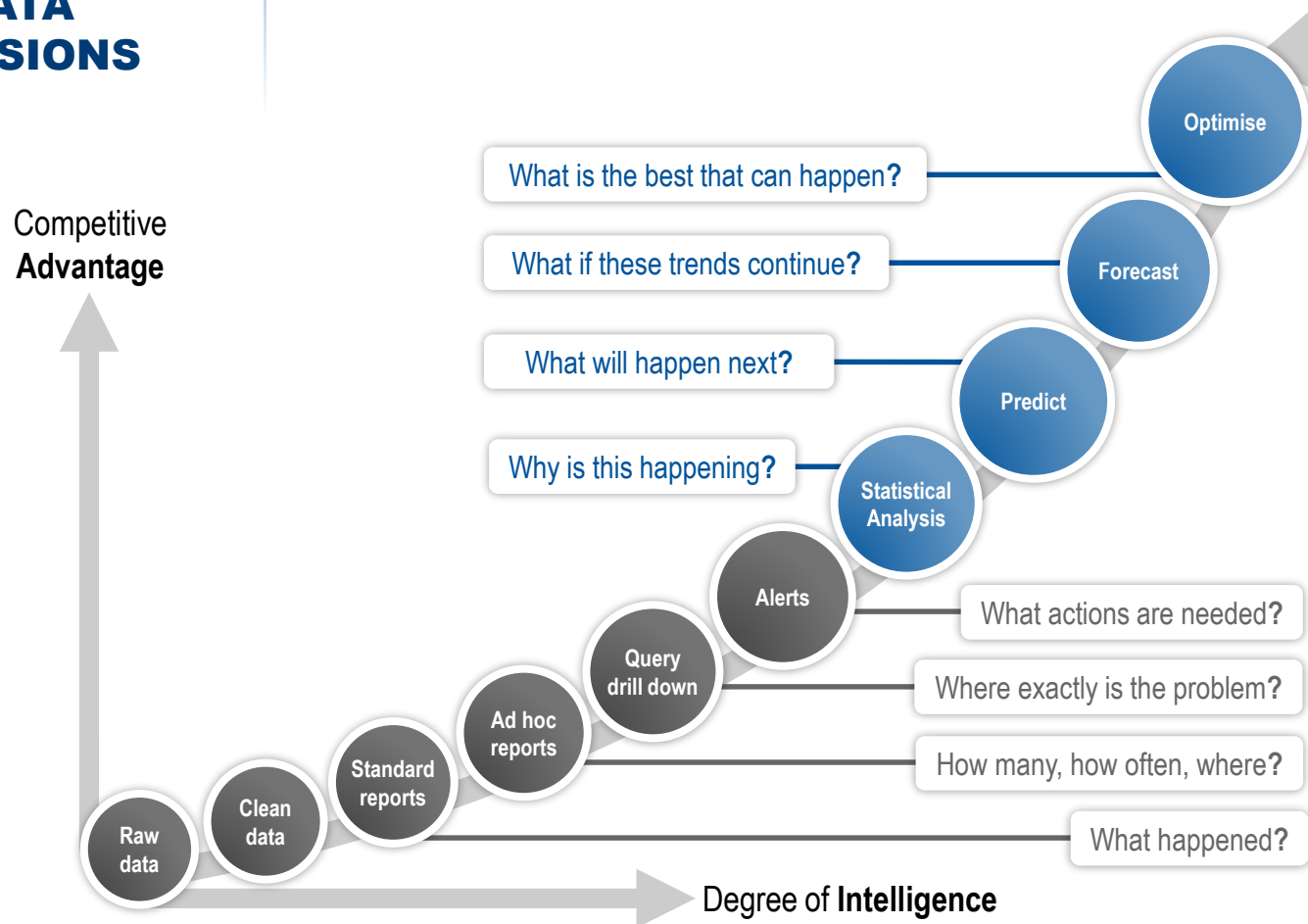


SAS® FORUM
UNITED KINGDOM 2015

Introducing Analytics with SAS Enterprise Miner

Matthew Stainer
Business Analytics Consultant
SAS Analytics & Innovation practice

FROM DATA TO DECISIONS



Advanced Analytics Use Cases



Response Modeling



Cross and Up Selling



Churn Prediction



Customer Segmentation



KPI Forecasting



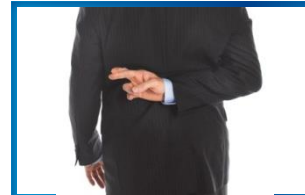
Customer Lifetime Value



Web Mining



Credit Scoring



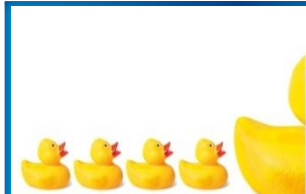
Fraud Detection



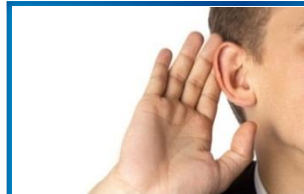
Marketing Optimization



Market Basket Analysis



Customer Link Analytics



Social Media Analytics



Location Analysis



Marketing Mix Analysis

SAS ENTERPRISE MINER

DEVELOPED FOR ...



Flexibility



Accuracy



Scoring



Productivity

ANALYTICS LIFECYCLE

BUSINESS MANAGER



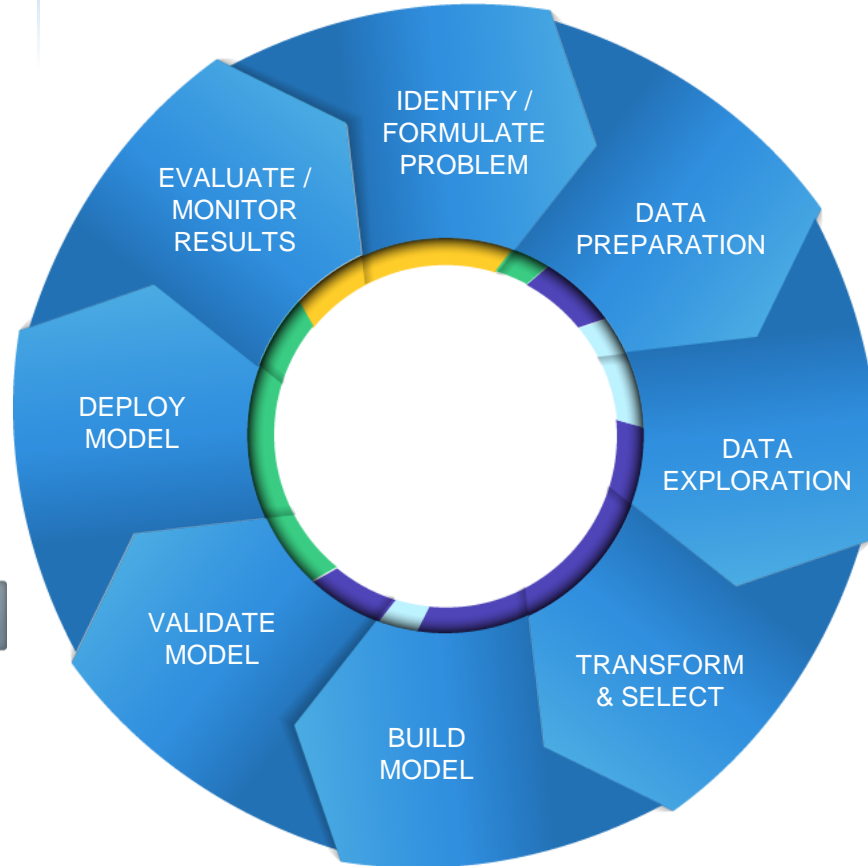
Domain Expert
Makes Decisions
Evaluates Processes and ROI

IT SYSTEMS / MANAGEMENT



Model Validation
Model Deployment
Model Monitoring
Data Preparation

MULTIPLE USER ROLES



BUSINESS ANALYST



Data Exploration
Data Visualization
Report Creation

DATA MINER / STATISTICIAN



Exploratory Analysis
Descriptive Segmentation
Predictive Modeling

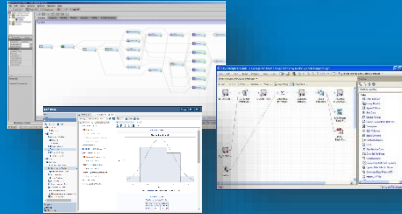
SAS Model Manager



Model Scoring

- Model package
- Export options (BASE SAS, C, Java)
- Scoring Accelerators

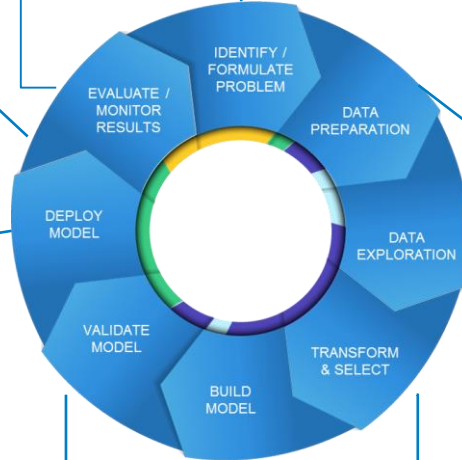
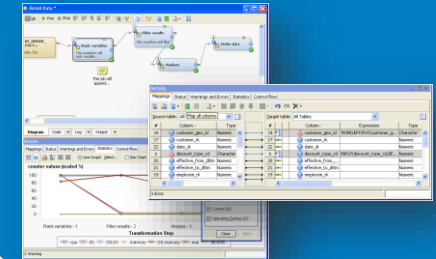
SAS Enterprise Miner



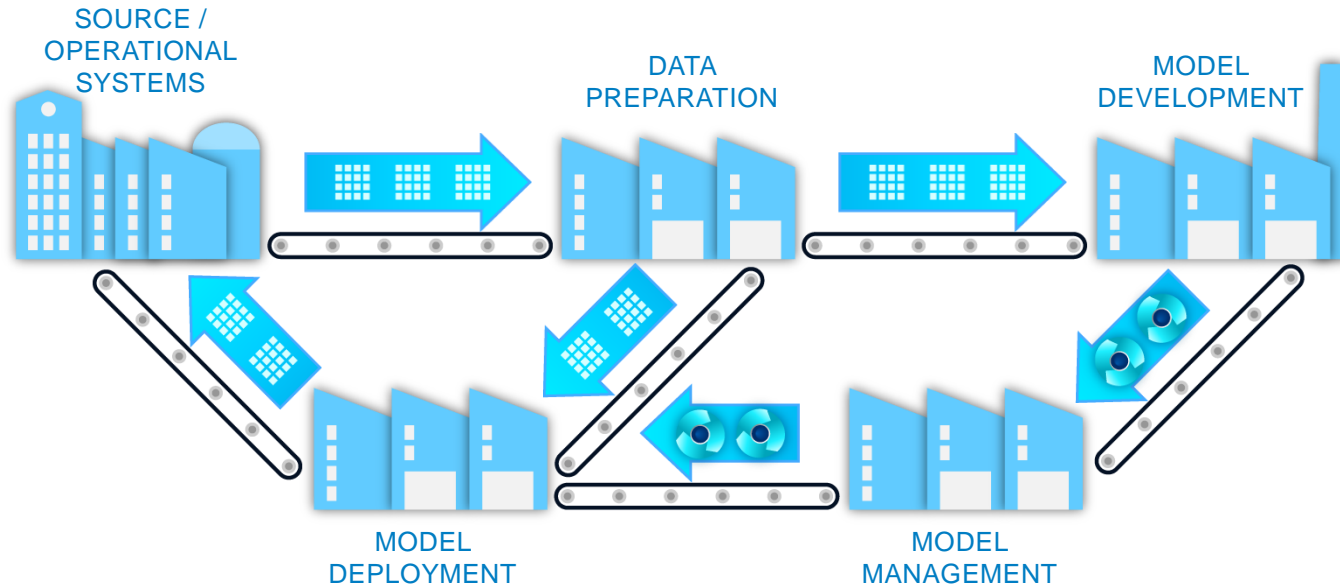
SAS Visual Analytics

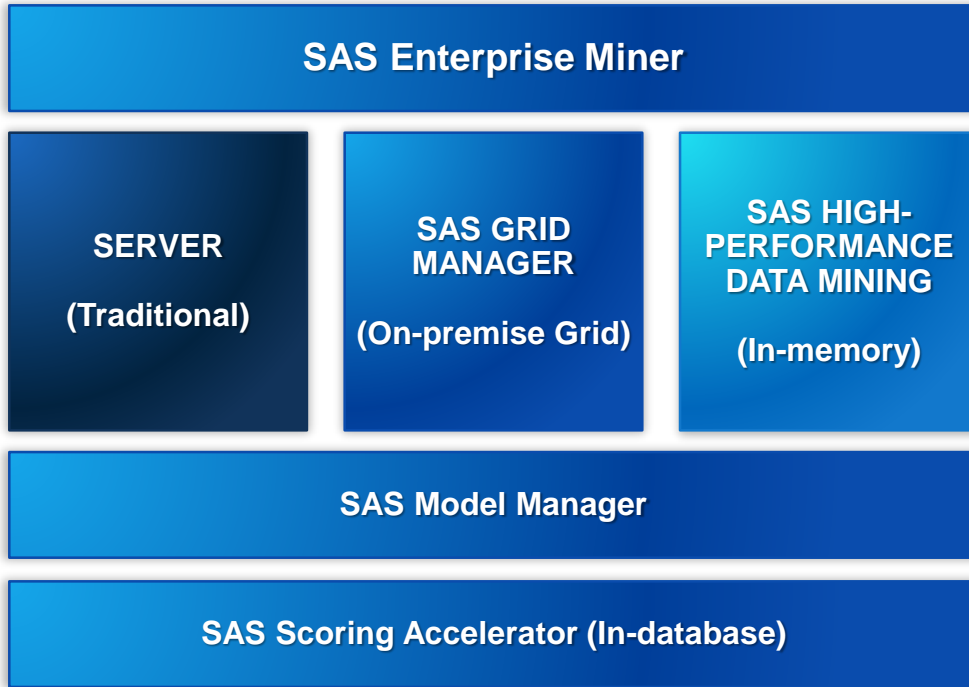


SAS Data Management



SAS® PREDICTIVE ANALYTICS FACTORY





SAS® Enterprise Miner™ nodes

SAMPLE	Append	Data Partition	File Import	Filter	Merge	Sample	Input Data				
EXPLORE	<ul style="list-style-type: none"> All of these “HP” nodes are automatically multithreaded, spreading processing across the cores on your machines. All of these procedures are documented for use outside of the SAS Enterprise Miner interface. 										
MODEL	Tree	Regression	Network	Squares	Regression	Ensemble	Induction	Boosting	MBR	Model Import	
	Incremental Response	Survival Analysis	Credit Scoring**	TS Correlation	TS Data Prep	TS Dimension Reduction	TS Decomp.	TS Similarity	TS Exponential Smoothing		
	HP Explore	HP Regression	HP Transform	HP Variable Selection	HP Neural HP Forest	HP Decision Tree	HP Data Partition	HP GLM	HP SVM	HP Cluster	HP Principal Components
ASSESS	Cutoff	Decisions	Model Comparison	Score	Segment Profile						
UTILITY	Control Point	End Groups Start Groups	Open Source Integration	Reporter	Score Code Export	Metadata	SAS Code Ext Demo	Save Data	Register Metadata		



Demonstration



Best predictions

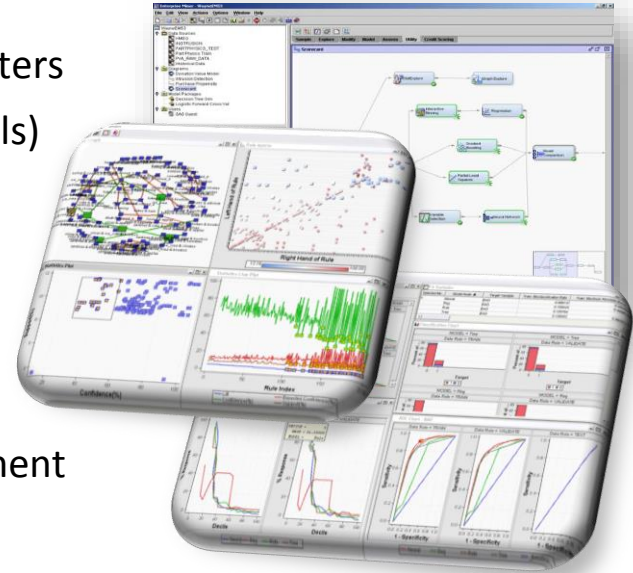
- Comprehensive set of modelling techniques with flexible parameters
- Open design (SAS Code Node + Extension Nodes + External models)
- Collaborative platform

Quick development

- One-click model development functionality
- Advanced model comparison to choose the best model quickly
- High Performance in-memory modelling option for fast development

Easy deployment

- Models registered in the centralised repository
- Score code generated for in-database scoring
- Seamless integration with other SAS Solutions for scoring in batch or real-time





SAS® FORUM
UNITED KINGDOM 2015

communities.sas.com/data-mining



Thank You

www.SAS.com