First Steps in Data Mining with SAS Enterprise Miner (Paperback)

By Martha Abell

Createspace, United States, 2014. Paperback. Book Condition: New. 254 x 203 mm. Language: English . Brand New Book ***** Print on Demand *****.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...

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