

Data Preparation for Analytics Using SAS (SAS Press)



Written for anyone involved in the data preparation process for analytics, this user-friendly text offers practical advice in the form of SAS coding tips and tricks, along with providing the reader with a conceptual background on data structures and considerations from the business point of view. Topics addressed include viewing analytic data preparation in the light of its business environment, identifying the specifics of predictive modeling for data mart creation, understanding the concepts and considerations for data preparation for time series analysis, using various SAS procedures and SAS Enterprise Miner for scoring, creating meaningful derived variables for all data mart types, using powerful SAS macros to make changes among the various data mart structures, and more!

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