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Data Mining Using SAS Applications

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UNIVERSITY OF NEVADA-RENO, USA

A STEP-BY-STEP GUIDE TO DATA MINING

Most books on data mining focus on principles and furnish few instructions on how to carry out a data mining project. **Data Mining Using SAS Applications** not only introduces the key concepts but also enables readers to understand and successfully apply data mining methods using powerful yet user-friendly SAS macro-call files. These methods stress the use of visualization to thoroughly study the structure of data and check the validity of statistical models fitted to data.

- Learn how to convert PC databases to SAS data
- Discover sampling techniques to create training and validation samples
- Understand frequency data analysis for categorical data
- Explore supervised and unsupervised learning
- Master exploratory graphical techniques
- Acquire model validation techniques in regression and classification

The text furnishes 13 easy-to-use SAS data mining macros designed to work with the standard SAS modules. No additional modules or previous experience in SAS programming is required. The author shows how to perform complete predictive modeling, including data exploration, model fitting, assumption checks, validation, and scoring new data, on SAS datasets in less than ten minutes!

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FEATURES

- Covers fundamental concepts before moving on to practical applications
- Provides user-friendly SAS macro-call files through a supporting Web site, which also contains tips, updates, datasets, and an e-mail support service
- Contains step-by-step instructions for performing data mining on sample datasets
- Includes guidelines for performing complete data analysis, including sampling, data exploration, violation checking, model validations, and options for report generation

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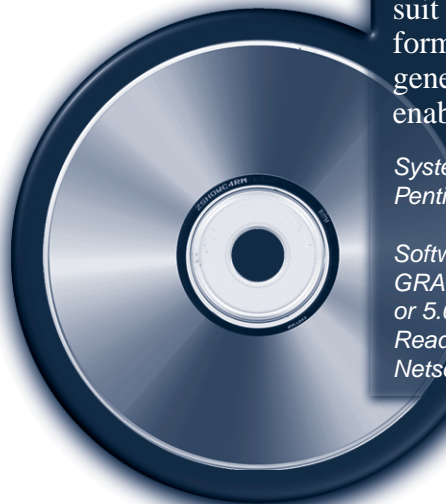
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Datasets and SAS code available on CD-ROM!

The book **Data Mining Using SAS Applications** gives step-by-step instructions for data mining using SAS macros. This companion CD-ROM contains all of the datasets, macro call-files, and the actual SAS macro files used in the book. The author provides these files on CD to allow SAS programmers to modify the SAS codes to suit their individual needs and to use it on different platforms. Using the sample dataset, each SAS macro can generate output files in HTML, RTF, and PDF formats, enabling users to see first-hand the features of the macros.

System Requirements: Windows® 95, NT 4.0 or higher; 200 MHz Pentium processor; 62 MB RAM, CD-ROM drive

Software Requirements: Licensed SAS modules BASE, STAT, GRAPH, and IML, version 6/12 or higher; Microsoft Excel 97/2000 or 5.0/95; Microsoft Word to view RFT output; Adobe Acrobat Reader to view PDF output; and Microsoft Internet Explorer or Netscape Navigator



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