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Practical Business Analytics Using SAS: A Hands-on Guide

Venkat Reddy Konasani, Shailendra Kadre

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Practical Business Analytics Using SAS: A Hands-on Guide shows SAS users and businesspeople how to analyze data effectively in real-life business scenarios.

The book begins with an introduction to analytics, analytical tools, and SAS programming. The authors—both SAS, statistics, analytics, and big data experts—first show how SAS is used in business, and then how to get started programming in SAS by importing data and learning how to manipulate it. Besides illustrating SAS basic functions, you will see how each function can be used to get the information you need to improve business performance. Each chapter offers hands-on exercises drawn from real business situations.

The book then provides an overview of statistics, as well as instruction on exploring data, preparing it for analysis, and testing hypotheses. You will learn how to use SAS to perform analytics and model using both basic and advanced techniques like multiple regression, logistic regression, and time series analysis, among other topics. The book concludes with a chapter on analyzing big data. Illustrations from banking and other industries make the principles and methods come to life.

Readers will find just enough theory to understand the practical examples and case studies, which cover all industries. Written for a corporate IT and programming audience that wants to upgrade skills or enter the analytics field, this book includes:

- More than 200 examples and exercises, including code and datasets for practice.
- Relevant examples for all industries.
- Case studies that show how to use SAS analytics to identify opportunities, solve complicated problems, and chart a course.

Practical Business Analytics Using SAS: A Hands-on Guide gives you the tools you need to gain insight into the data at your fingertips, predict business conditions for better planning, and make excellent decisions. Whether you are in retail, finance, healthcare, manufacturing, government, or any other industry, this book will help your organization increase revenue, drive down costs, improve marketing, and satisfy customers better than ever before.

What you'll learn

- Which are the most important tools for performing analytics
- How to program in SAS
- How to explore, validate, and clean data
- How to understand and use basic statistical methods and techniques
- How to forecast future value using SAS
- How to build predictive models
- Fundamentals of big data

Who this book is for

This book is for IT Professionals who want to become business or data analysts, predictive modelers, data scientists, social media analysts, big data analysts, or BI analysts. It's also for anyone who wants to break into data analytics or professionals who want to expand their skills.

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