



Business Analytics Using SAS Enterprise Guide and SAS Enterprise Miner: A Beginner's Guide

By Olivia Parr-Rud

Download now

Read Online 

Business Analytics Using SAS Enterprise Guide and SAS Enterprise Miner: A Beginner's Guide By Olivia Parr-Rud

This tutorial for data analysts new to SAS Enterprise Guide and SAS Enterprise Miner provides valuable experience using powerful statistical software to complete the kinds of business analytics common to most industries.

Today's businesses increasingly use data to drive decisions that keep them competitive. Especially with the influx of big data, the importance of data analysis to improve every dimension of business cannot be overstated. Data analysts are therefore in demand; however, many hires and prospective hires, although talented with respect to business and statistics, lack the know-how to perform business analytics with advanced statistical software.

Business Analytics Using SAS Enterprise Guide and SAS Enterprise Miner is a beginner's guide with clear, illustrated, step-by-step instructions that will lead you through examples based on business case studies. You will formulate the business objective, manage the data, and perform analyses that you can use to optimize marketing, risk, and customer relationship management, as well as business processes and human resources. Topics include descriptive analysis, predictive modeling and analytics, customer segmentation, market analysis, share-of-wallet analysis, penetration analysis, and business intelligence.

This book is part of the SAS Press program.

 [Download Business Analytics Using SAS Enterprise Guide and ...pdf](#)

 [Read Online Business Analytics Using SAS Enterprise Guide an ...pdf](#)

Business Analytics Using SAS Enterprise Guide and SAS Enterprise Miner: A Beginner's Guide

By Olivia Parr-Rud

Business Analytics Using SAS Enterprise Guide and SAS Enterprise Miner: A Beginner's Guide By Olivia Parr-Rud

This tutorial for data analysts new to SAS Enterprise Guide and SAS Enterprise Miner provides valuable experience using powerful statistical software to complete the kinds of business analytics common to most industries.

Today's businesses increasingly use data to drive decisions that keep them competitive. Especially with the influx of big data, the importance of data analysis to improve every dimension of business cannot be overstated. Data analysts are therefore in demand; however, many hires and prospective hires, although talented with respect to business and statistics, lack the know-how to perform business analytics with advanced statistical software.

Business Analytics Using SAS Enterprise Guide and SAS Enterprise Miner is a beginner's guide with clear, illustrated, step-by-step instructions that will lead you through examples based on business case studies. You will formulate the business objective, manage the data, and perform analyses that you can use to optimize marketing, risk, and customer relationship management, as well as business processes and human resources. Topics include descriptive analysis, predictive modeling and analytics, customer segmentation, market analysis, share-of-wallet analysis, penetration analysis, and business intelligence.

This book is part of the SAS Press program.

Business Analytics Using SAS Enterprise Guide and SAS Enterprise Miner: A Beginner's Guide By Olivia Parr-Rud **Bibliography**

- Sales Rank: #1126684 in Books
- Published on: 2014-10-01
- Released on: 2014-10-29
- Original language: English
- Number of items: 1
- Dimensions: 9.25" h x .41" w x 7.50" l, .71 pounds
- Binding: Paperback
- 182 pages

 [Download Business Analytics Using SAS Enterprise Guide and ...pdf](#)

 [Read Online Business Analytics Using SAS Enterprise Guide an ...pdf](#)

Download and Read Free Online Business Analytics Using SAS Enterprise Guide and SAS Enterprise Miner: A Beginner's Guide By Olivia Parr-Rud

Editorial Review

About the Author

Olivia Parr-Rud, an internationally recognized expert in predictive analytics, business intelligence, and innovative leadership, founded the SAS Data Mining Users Group, having been a SAS user since 1991 and a SAS instructor and conference presenter for many years. She hosts the popular VoiceAmerica Business radio show Quantum Business Insights (www.quantumbusinessinsights.com) and is a thought leader in the integration of analytic tools and leadership practices to optimize performance and organizational agility. Her predictive analytics research founded her first book, *Data Mining Cookbook: Modeling for Marketing, Risk and Customer Relationship Management* (Wiley 2000), which unveiled links between the global economy and organizational dynamics, a topic featured in her second book, *Business Intelligence Success Factors: Tools for Aligning Your Business in a Global Economy* (Wiley and SAS Institute Inc. 2009). Her current research will develop a model that tracks the alignment of business intelligence with human intelligence. Parr-Rud holds a B.A. in mathematics and an M.S. in statistics. In addition to public speaking, she offers training and consulting in both predictive analytics and business leadership, with clients that include numerous Fortune 500 companies. For more, visit www.oliviagroup.com.

Users Review

From reader reviews:

Molly Marquis:

What do you concentrate on book? It is just for students because they're still students or it for all people in the world, what the best subject for that? Simply you can be answered for that problem above. Every person has several personality and hobby per other. Don't to be forced someone or something that they don't need do that. You must know how great along with important the book *Business Analytics Using SAS Enterprise Guide and SAS Enterprise Miner: A Beginner's Guide*. All type of book are you able to see on many resources. You can look for the internet options or other social media.

Dexter Forsyth:

This book untitled *Business Analytics Using SAS Enterprise Guide and SAS Enterprise Miner: A Beginner's Guide* to be one of several books which best seller in this year, honestly, that is because when you read this book you can get a lot of benefit upon it. You will easily to buy that book in the book shop or you can order it by means of online. The publisher on this book sells the e-book too. It makes you more readily to read this book, because you can read this book in your Smartphone. So there is no reason for you to past this book from your list.

Katherine Holt:

The book untitled *Business Analytics Using SAS Enterprise Guide and SAS Enterprise Miner: A Beginner's Guide* contain a lot of information on it. The writer explains your girlfriend idea with easy means. The

language is very simple to implement all the people, so do certainly not worry, you can easy to read the idea. The book was authored by famous author. The author brings you in the new time of literary works. You can actually read this book because you can please read on your smart phone, or device, so you can read the book with anywhere and anytime. If you want to buy the e-book, you can start their official web-site and also order it. Have a nice read.

Leroy Barker:

Reading a e-book make you to get more knowledge from it. You can take knowledge and information originating from a book. Book is created or printed or illustrated from each source that filled update of news. With this modern era like right now, many ways to get information are available for you actually. From media social similar to newspaper, magazines, science book, encyclopedia, reference book, new and comic. You can add your knowledge by that book. Ready to spend your spare time to open your book? Or just looking for the Business Analytics Using SAS Enterprise Guide and SAS Enterprise Miner: A Beginner's Guide when you necessary it?

**Download and Read Online Business Analytics Using SAS
Enterprise Guide and SAS Enterprise Miner: A Beginner's Guide
By Olivia Parr-Rud #YW1EOKTJFAG**

Read Business Analytics Using SAS Enterprise Guide and SAS Enterprise Miner: A Beginner's Guide By Olivia Parr-Rud for online ebook

Business Analytics Using SAS Enterprise Guide and SAS Enterprise Miner: A Beginner's Guide By Olivia Parr-Rud Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Business Analytics Using SAS Enterprise Guide and SAS Enterprise Miner: A Beginner's Guide By Olivia Parr-Rud books to read online.

Online Business Analytics Using SAS Enterprise Guide and SAS Enterprise Miner: A Beginner's Guide By Olivia Parr-Rud ebook PDF download

Business Analytics Using SAS Enterprise Guide and SAS Enterprise Miner: A Beginner's Guide By Olivia Parr-Rud Doc

Business Analytics Using SAS Enterprise Guide and SAS Enterprise Miner: A Beginner's Guide By Olivia Parr-Rud Mobipocket

Business Analytics Using SAS Enterprise Guide and SAS Enterprise Miner: A Beginner's Guide By Olivia Parr-Rud EPub

YW1EOKTJFAG: Business Analytics Using SAS Enterprise Guide and SAS Enterprise Miner: A Beginner's Guide By Olivia Parr-Rud