



Predictive Modeling With SAS Enterprise Miner: Practical Solutions for Business Applications

By Kattamuri S. Sarma



Download



Read Online



Get Print Book

Predictive Modeling With SAS Enterprise Miner: Practical Solutions for Business Applications By Kattamuri S. Sarma

Predictive Modeling with SAS Enterprise Miner: Practical Solutions for Business Applications demonstrates how to make the fullest use of SAS Enterprise Miner software. Kattamuri Sarma provides an in-depth explanation of the methodology and the theory behind each tool that he covers, and then shows you how the software performs the tasks. Step by step, you'll be able to compare manual calculations with the calculations that are performed by SAS Enterprise Miner. Examples from the insurance and banking industries are based on simulated, but realistic, data. The approaches discussed in this book are relevant to any industry.

Here are a few of the topics discussed in detail:

- data collection and data cleaning
- data exploration
- decision trees and regression trees
- logistic regression models
- neural networks
- variable selection and variable transformation

You need this book if you are a graduate student interested in predictive modeling, an expert in data mining who is not familiar with SAS Enterprise Miner, or a business analyst who needs an introduction to predictive modeling using SAS Enterprise Miner. To get the most from this book, you should be familiar with elements of statistical inference and probability, simple algebra, ordinary least squares, logistic regression, and Base SAS software.



[Download Predictive Modeling With SAS Enterprise Miner: Pra ...pdf](#)



[Read Online Predictive Modeling With SAS Enterprise Miner: P ...pdf](#)

Predictive Modeling With SAS Enterprise Miner: Practical Solutions for Business Applications

By Kattamuri S. Sarma

Predictive Modeling With SAS Enterprise Miner: Practical Solutions for Business Applications By Kattamuri S. Sarma

Predictive Modeling with SAS Enterprise Miner: Practical Solutions for Business Applications demonstrates how to make the fullest use of SAS Enterprise Miner software. Kattamuri Sarma provides an in-depth explanation of the methodology and the theory behind each tool that he covers, and then shows you how the software performs the tasks. Step by step, you'll be able to compare manual calculations with the calculations that are performed by SAS Enterprise Miner. Examples from the insurance and banking industries are based on simulated, but realistic, data. The approaches discussed in this book are relevant to any industry.

Here are a few of the topics discussed in detail:

- data collection and data cleaning
- data exploration
- decision trees and regression trees
- logistic regression models
- neural networks
- variable selection and variable transformation

You need this book if you are a graduate student interested in predictive modeling, an expert in data mining who is not familiar with SAS Enterprise Miner, or a business analyst who needs an introduction to predictive modeling using SAS Enterprise Miner. To get the most from this book, you should be familiar with elements of statistical inference and probability, simple algebra, ordinary least squares, logistic regression, and Base SAS software.

Predictive Modeling With SAS Enterprise Miner: Practical Solutions for Business Applications By Kattamuri S. Sarma Bibliography

- Sales Rank: #1515956 in Books
- Brand: Brand: SAS Publishing
- Published on: 2007-10-12
- Ingredients: Example Ingredients
- Original language: English
- Number of items: 1
- Dimensions: 11.00" h x .87" w x 8.50" l, 1.95 pounds
- Binding: Paperback
- 375 pages

 [Download Predictive Modeling With SAS Enterprise Miner: Pra ...pdf](#)

 [Read Online Predictive Modeling With SAS Enterprise Miner: P ...pdf](#)

Download and Read Free Online Predictive Modeling With SAS Enterprise Miner: Practical Solutions for Business Applications By Kattamuri S. Sarma

Editorial Review

Review

"The author is congratulated and appreciated for writing such a practical and useful book for both entry-level and seasoned practitioners. It provides very clear step-by-step instruction using various case examples. In addition, it also provides the explanation of essential theoretical background in each modeling technique. As an instructor, I think this is an excellent textbook for introducing predictive modeling using SAS Enterprise Miner, and I plan to use it for my class. " --Carl Lee, Ph.D., Professor of Statistics, Central Michigan University

"Kattamuri Sarma has written a practical guide that will be of use to modeling professionals of all backgrounds and levels of experience. In it he shows us the power of SAS Enterprise Miner to enhance the modeling process in a way that is straightforward, easy to follow, and thorough. From data scrubbing to model fitting, each step in the model building process is described in a clear manner. The book draws on the author's extensive real-world experience to illustrate the ways in which Enterprise Miner can help to facilitate the modeling process. Predictive Modeling with SAS Enterprise Miner: Practical Solutions for Business Applications is destined to become the definitive guide to the use of SAS Enterprise Miner, and should be considered an indispensable resource for modelers who want a better understanding of the software's capabilities. " --Lee Medoff, SAS User

"I'm very impressed. The text is clear, and follows a logical flow. Step-by-step directions with screen shots help those new to SAS Enterprise Miner. The details give good support, without being too overwhelming." --Andrea Wainwright-Zimmerman, Senior statistical analysis manager

About the Author

Kattamuri S. Sarma, Ph.D., is an economist and statistician with 30 years of experience in American business, including stints with IBM and AT&T. He is the founder and president of Ecostat Research Corp., a consulting firm specializing in predictive modeling and forecasting. Over the years, Dr. Sarma has developed predictive models for the banking, insurance, telecommunication, and technology industries. He has been a SAS user since 1992, and he has extensive experience with multivariate statistical methods, econometrics, decision trees, and data mining with neural networks. The author of numerous professional papers and publications, Dr. Sarma is a SAS Certified Professional and a SAS Alliance Partner. Dr. Sarma received his bachelor's degree in mathematics and his master's degree in economic statistics from universities in India, and his Ph.D. in economics from the University of Pennsylvania, where he worked under the supervision of Nobel Laureate Lawrence R. Klein.

Users Review

From reader reviews:

Tom Seaman:

What do you in relation to book? It is not important along with you? Or just adding material when you need something to explain what the ones you have problem? How about your free time? Or are you busy man or woman? If you don't have spare time to perform others business, it is gives you the sense of being bored faster. And you have time? What did you do? Every person has many questions above. The doctor has to

answer that question since just their can do this. It said that about guide. Book is familiar in each person. Yes, it is correct. Because start from on jardín de infancia until university need this particular Predictive Modeling With SAS Enterprise Miner: Practical Solutions for Business Applications to read.

Roger Hodge:

The particular book Predictive Modeling With SAS Enterprise Miner: Practical Solutions for Business Applications has a lot details on it. So when you make sure to read this book you can get a lot of help. The book was authored by the very famous author. Mcdougal makes some research prior to write this book. This specific book very easy to read you can get the point easily after reading this article book.

Minerva Garrison:

Is it anyone who having spare time after that spend it whole day by watching television programs or just resting on the bed? Do you need something new? This Predictive Modeling With SAS Enterprise Miner: Practical Solutions for Business Applications can be the solution, oh how comes? It's a book you know. You are and so out of date, spending your time by reading in this new era is common not a nerd activity. So what these books have than the others?

Mathew Holstein:

Do you like reading a reserve? Confuse to looking for your selected book? Or your book had been rare? Why so many question for the book? But almost any people feel that they enjoy for reading. Some people likes examining, not only science book but also novel and Predictive Modeling With SAS Enterprise Miner: Practical Solutions for Business Applications or perhaps others sources were given understanding for you. After you know how the truly great a book, you feel want to read more and more. Science publication was created for teacher or even students especially. Those ebooks are helping them to bring their knowledge. In some other case, beside science publication, any other book likes Predictive Modeling With SAS Enterprise Miner: Practical Solutions for Business Applications to make your spare time considerably more colorful. Many types of book like here.

**Download and Read Online Predictive Modeling With SAS
Enterprise Miner: Practical Solutions for Business Applications By
Kattamuri S. Sarma #KTYCVH98J4F**

Read Predictive Modeling With SAS Enterprise Miner: Practical Solutions for Business Applications By Kattamuri S. Sarma for online ebook

Predictive Modeling With SAS Enterprise Miner: Practical Solutions for Business Applications By Kattamuri S. Sarma 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 Predictive Modeling With SAS Enterprise Miner: Practical Solutions for Business Applications By Kattamuri S. Sarma books to read online.

Online Predictive Modeling With SAS Enterprise Miner: Practical Solutions for Business Applications By Kattamuri S. Sarma ebook PDF download

Predictive Modeling With SAS Enterprise Miner: Practical Solutions for Business Applications By Kattamuri S. Sarma Doc

Predictive Modeling With SAS Enterprise Miner: Practical Solutions for Business Applications By Kattamuri S. Sarma Mobipocket

Predictive Modeling With SAS Enterprise Miner: Practical Solutions for Business Applications By Kattamuri S. Sarma EPub