

Thursday, 6th March 2008
 Port Office Hotel
 V-Lounge (Upstairs)
 Cnr Edward and Margaret Sts
 Brisbane

5:15pm Registration

5:30pm Michelle Homes – Welcome and Intro

5:50pm **Data Mining Can be Fun... (no, really!!)**

Michael Esposito, Customer Modelling and Analytics Specialist
 Suncorp

***Bio** - Michael Esposito has 16 years SAS experience specialising in statistical analysis and data mining. He has worked in many different countries and industries including banking, finance, telecommunications, retail and government. After leaving SAS Institute in 2002, Michael became a SAS contractor for 5 years in Australia & New Zealand specializing in predictive modelling in the areas of fraud, credit risk and marketing.*

***Abstract** - The term "data mining" often conjures up images of geeks sitting in dark rooms crunching huge volumes of numeric data. This short presentation gives a brief overview of SAS's data mining methodology (SEMMA) and illustrates that by using SAS Enterprise Miner even normal people can build interesting data mining models. You just have to use your imagination! A demonstration of an interesting application of data mining will also be presented.*

6:20pm Break

6:35pm **Presenting SAS output in PDF**

Euan Kennedy, Principal Performance Officer
 Department of Communities

***Bio** - The PDF format offers a number of characteristics that make it an excellent means to distribute reports and graphics to end users with disparate systems. The SAS ODS allows programmers to exploit many PDF features, and coupled with SAS' speed and power this makes it an excellent choice for high-volume production of tailored PDF documents. There are a few quirks though that need to be navigated around! This presentation will show examples of programmatic PDF production that illustrate these features (and quirks), and include some insights from a production system that produces and distributes hundreds of tailored PDFs in very quick time.*

***Abstract** - Euan Kennedy, a recovering Psychology graduate, is a SAS user with five years' experience including roles managing and analysing data within State and Federal government agencies. He's also taken some fun SAS consulting gigs with clients in the retail and government sectors. A geek at heart, he once printed out the entire SAS/GRAPH and ODS documentation to read on the train, only to discover that per-passenger baggage limits also apply to the number of reams of printed material allowed on peak hour services.*

7:05pm Wrap up

7:10pm Networking

Please register your attendance for the QUEST meeting by emailing us at quest@oz.sas.com by
 Wednesday 27th February

Register online at www.sas.com/australia/usergroups/quest

Committee

Michelle Holmes (chair)
 TekEds.com

Paul Homes
 TekEds.com

Euan Kennedy
 Department of Communities