

Wednesday 1<sup>st</sup> June 2011  
 Clifton's  
 Level 1, 440 Collins Street  
 Melbourne VIC 3000

## “SAS Revealed – Visual Analytics”

### Rodrigo Coutinho

Senior Pre-Sales Consultant, SAS Australia & New Zealand

**Bio:** Rodrigo has over 10 years' experience in predictive modelling across manufacturing, service, retail and Oil & Gas industries in various countries. He is experienced in both the operationalization and development of the business driven models and also the strategic considerations impacting the business.

**Abstract:**

A demonstration of JMP's role in the broad analytics processes throughout the Enterprise

### Evan Stubbs

Solutions Manager – Analytics, SAS Australia & New Zealand

**Bio:** Evan has over ten years' experience helping organizations extract value from business analytics. Author of “The Value of Business Analytics” and a recognized expert in innovation, his background spans working on projects as diverse as identifying viral churn through social network analysis, implementing an analytics-based policy planning toolkit within the public sector, to creating a Human-Machine interface and entertainment system for a concept car.

**Abstract:**

The application of business analytics is changing – problems are getting more challenging, the scale of the data we deal with is increasing, unstructured data is becoming pervasive, and the need to create action on insight becomes more important every day. In this presentation, Evan Stubbs will review SAS's latest directions in both advanced and business analytics, as announced at SAS Global Forum in April.

### Matthew Rodger

Technical Lead, National Australia Bank

**Bio:** Matthew has ten years of experience using SAS in the financial services industry over a range of areas from actuarial applications to risk modelling. He is currently the lead Retail Risk Modelling analyst within NAB's Group Credit Modelling area.

**Abstract:**

This presentation will demonstrate some useful tips and tricks to assist SAS users.

Time	Topic: “SAS Revealed – Visual Analytics”	Who
4:00	Registrations for a prompt start at 4:20pm –	Georgia Hill
4:20	Data Exposed – JMP – an interactive tool for data exploration & analysis	Rodrigo Coutinho
4:50	SAS in “Sin City” – Advances in Analytics from SAS Global Forum	Evan Stubbs
5:20	Ins & Outs of SAS (Tips & Tricks) What SAS Users need to know!	Matthew Rodger
5:30	Q's & A's	ALL
5:40	Broaden your SAS experience – “Pimp your skills!”	Carol Yeomans
5:45	Refreshments and networking + Kiosk demo presentations	ALL
6:00	Drawer – Close	ALL

Please register your attendance for the SMUG meeting by calling  
 Georgia Hill on (03) 9864 8232 or email us at [smug@oz.sas.com](mailto:smug@oz.sas.com)  
 Register online at [www.sas.com/australia/usergroups/smug](http://www.sas.com/australia/usergroups/smug)