

Thursday, 14th April 2004
PricewaterhouseCoopers Building
Level 10
201 Sussex Street
Sydney NSW 2001

5:15pm Registration

5:30pm Educating “Business Analytics Practitioner”

*Simeon J. Simoff, Associate Professor
University of Technology, Sydney*

***Bio** – Simeon J. Simoff is an Associate Professor in Computing Science and Information Technology at University of Technology Sydney. He is also the Director of Electronic Markets Research. He has technically led, managed and successfully delivered on numerous projects in the area of intelligent data analysis. Simeon is co-director of the Institute of Analytics Professionals of Australia. He is an Associate Editor of the ASCE Journal of Computing in Civil Engineering and on the program committees of numerous international conference series, including ACM KDD, PAKDD and SIAM DM conference series. He is the initiator and co-chair of the SIGKDD annual workshop on Multimedia Data Mining, the annual Visual Data Mining workshop, and AusDM - the Annual Australasian Data Mining Conference. Simeon has co-authored and edited 8 books and published more than 150 papers.*

***Abstract** – Business analytics encompasses a range of methodologies for data mining and knowledge discovery from large data sets. The strength of this diverse industry is a result of its cross-disciplinary nature, with foundations spanning from computer science, mathematics, business and statistics to cognitive psychology, design and visual arts. The increasing popularity of its applications in government and industry places a demand for educating new types of specialists. Educating the “business analytics practitioner” requires the development of learning programs which deliver the ‘right’ mixture of theoretical knowledge and broad practical skills in data mining software. This talk presents the structure of the first in Australia postgraduate specialisation in data mining and the way SAS Enterprise Miner is embedded in the program.*

5:50pm Tips and Techniques in Base SAS
*Yuri Zbrutsky, Senior Technical Specialist
SAS Australia and New Zealand*

***Bio** – Yuri joined SAS in February 2005, having previously worked as a freelance Data Analyst for Intel Asia Pacific. Previously he worked in Germany for four years as a Software Engineer and IT Consultant in ATOSS Software. Some of his major projects included Lufthansa Systems and Austrian Post. He holds a Bachelor of Computer Science and Master Of Applied Financial Mathematics.*

***Abstract** – In this session Yuri will be providing the Top 10 Tips from our Technical Support Specialists. The tips have been used for resolving specific customer problems or used as a generic solution for certain types of issues which occur in the everyday life of the technical support team. The tips will cover various topics of Base SAS from using the PROC SQL through to different ODS applications and data preparation for modelling and how to run SAS with multiple CPU's.*

6:00pm Break

6:10pm ETL Studio – not just a pretty name (what’s new in ETL Studio Version 9)
*Peter Cullen, Consultant
SAS Australia and New Zealand*

***Bio** – Peter Cullen has worked in the Professional Services division of SAS Australia for over 4 years. He is currently working in Consulting as a member of the Data Management team and applying the SAS®9 Intelligence Architecture technology to project engagements.*

***Abstract** – This session will cover some of the new features available in SAS ETL Studio and show a demonstration of some of these new features.*

6:30pm Drinks & Lucky Door Prize

Please register your attendance for the SNUG meeting by emailing us at snug@oz.sas.com
 Register online at www.sas.com/australia/usergroups/snug