

Thursday, 7th December 2006
PricewaterhouseCoopers Building
Level 10
201 Sussex Street
Sydney NSW 2001

5:15pm Registration

5:30pm Propensity Modelling

Stuart Dennon

Sysware Consulting Group

Bio – *Stuart is an independent SAS consultant with 11 years hands-on experience using SAS. He is currently on assignment with Sysware at two client sites, with a call centre in Sydney CBD and with ANZ Bank Credit Card services in Melbourne.*

Abstract – *Part 1: A basic outline of "what is it and how to do it", complete with a show and tell using SAS EGuide to model some data on AFL player statistics. The model will be built in advance and Stuart will go through each of the steps to show how it was setup and the results. Stuart will showcase the "point and click" interface of SAS Enterprise Guide in developing basic models.*

Part 2: Extends beyond the basic methodology, to look at how it is possible to take advantage of sampling variation when selecting training and validation samples. Again, Stuart intends to do a show and tell using an application he has developed in SAS EGuide, that combines propensity modelling with monte carlo simulation, to build model scores on the basis of multiple random samples.

6:00pm Break

6:05pm SAS Panel

Are there things you have always wanted to know about SAS? Questions such as, how do I do a particular task? Are there different or more effective ways to do something? Why can't I do this? What is SAS@9 vs SAS8? Am I marketing to the right people? How can SAS tell me when my servers will run out of steam? What financial impact might I suffer if my people are not adequately trained? What can we expect from SAS in near future?... As a special Christmas treat we have organised a great panel of experienced SAS staff (including Bill Gibson, Chief Technology Officer and Greg Wood, Solutions Manager, Industry Solutions & Business Intelligence) to answer your questions.

In order to have your questions included in the panel discussion, please submit your question(s) to snug@oz.sas.com by Wednesday 29th November 2006

6:25pm User Group Wrap Up

6:30pm Drinks and Lucky Door Prize

Please register your attendance for the SNUG meeting online at www.sas.com/australia/usergroups/snug

by Wednesday 29th November 2006

Committee

Stephen Hanks (chair)
OPSM Pty Ltd

Charles Baxter
Sysware Consulting Group

Alan Creighton
SAS Australia

Catherine Sky
NSCCAHS

Stuart Dennon
Sysware Consulting Group

Michael Belakhov
SAS Australia

Kim Yee
GE Money

Steve Cavill
Infoclarify

Vanessa Low
SAS Australia