This course teaches you how to optimise the performance of predictive models beyond the basics. The course continues the development of predictive models that begins in the Applied Analytics Using SAS Enterprise Miner 5 course.

Learn how to:
- use advanced techniques for input selection and model assessment
- construct and evaluate two-stage and multi-stage models using SAS® Enterprise Miner™
- evaluate variability in model predictive performance.

Who should attend:
Predictive modelers and data analysts.

Prerequisites:
Before attending this course, you should:
- have completed the Applied Analytics Using SAS Enterprise Miner 6.1 course
- have some experience with creating and managing SAS data sets, which you can gain from the SAS Programming I: Essentials course
- have some experience building statistical models using SAS/STAT® software
- have completed a statistics course that covers linear regression and logistic regression, such as the Introduction to Statistics Using SAS®: ANOVA, Linear Regression and Logistic Regression course.

Course contents:
Review of Basic Predictive Modeling Techniques
- creating a predictive model using SAS Enterprise Miner
- analytic challenges.

Improving Input Selection
- univariate screening
- principal components
- variable clusters
- categorical input recoding
- all-subsets regression.

Empirical Logits and Model Adequacy
- empirical logit plots
- input transformations.

Generalised Profit Assessment
- case-dependent profits
- generalised profit plots
- total profit fraction plots.

Building and Evaluating a Two-Stage Model
- assessing models without a profit matrix
- building an interval target model
- non-normal error distributions
- regression trees
- interval target neural network models.

Prediction Limits
- profit variability
- generalised profit plots with prediction limits.

Software addressed:
This course addresses the following software product:
- SAS Enterprise Miner.
Training Path for Data Miners

For SAS Programmers

SAS® Programming 1: Essentials → ANOVA, Regression and Logistic Regression using SAS® → Predictive Modeling Using Logistic Regression

For SAS Enterprise Miner Users


SAS® Programming 1: Essentials → ANOVA, Regression and Logistic Regression using SAS®

Preparation for SAS® Certification Exam