

Webinar@Lunchtime

Wissenskick mit AI: SAS® Certified Machine Learning Specialist



Herzlich Willkommen bei Webinar@Lunchtime



Moderation

Anne K. Bogner-Hamleh

SAS Institute GmbH
Education Consultant

Xing-Profil:

http://www.xing.com/profile/AnneKatrin_BognerHamleh?key=0.0



Training

Nicola Zäh

mayato GmbH
Data Scientist

Xing-Profil:

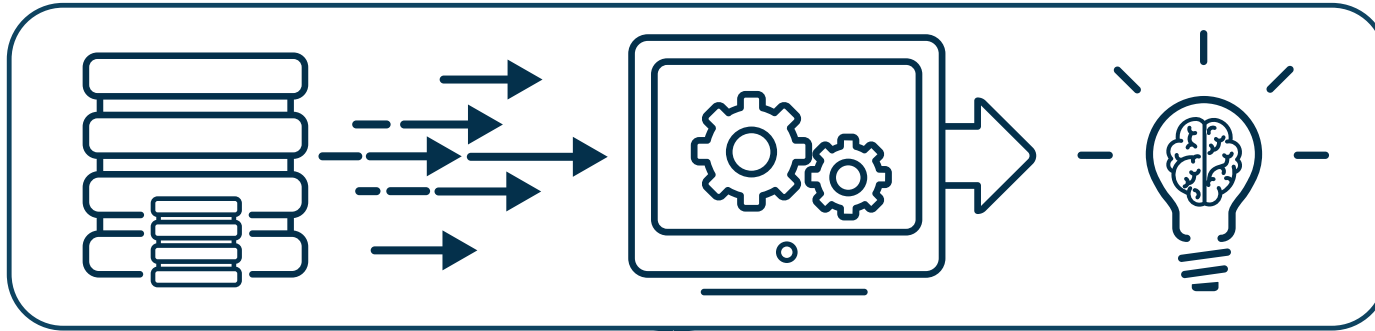
https://www.xing.com/profile/Nicola_Zaeh/

Hinweise zum Ablauf des Webinars:

- Teilnehmer sind automatisch “stumm” geschaltet
- Sie können über das Q&A Widget im Tool Fragen stellen
- Die Veranstaltung wird aufgezeichnet und mit den Unterlagen auf www.sas.de/lunchtime zur Verfügung gestellt



Machine Learning



Automate

Provide automation to the model building process by minimizing human intervention.

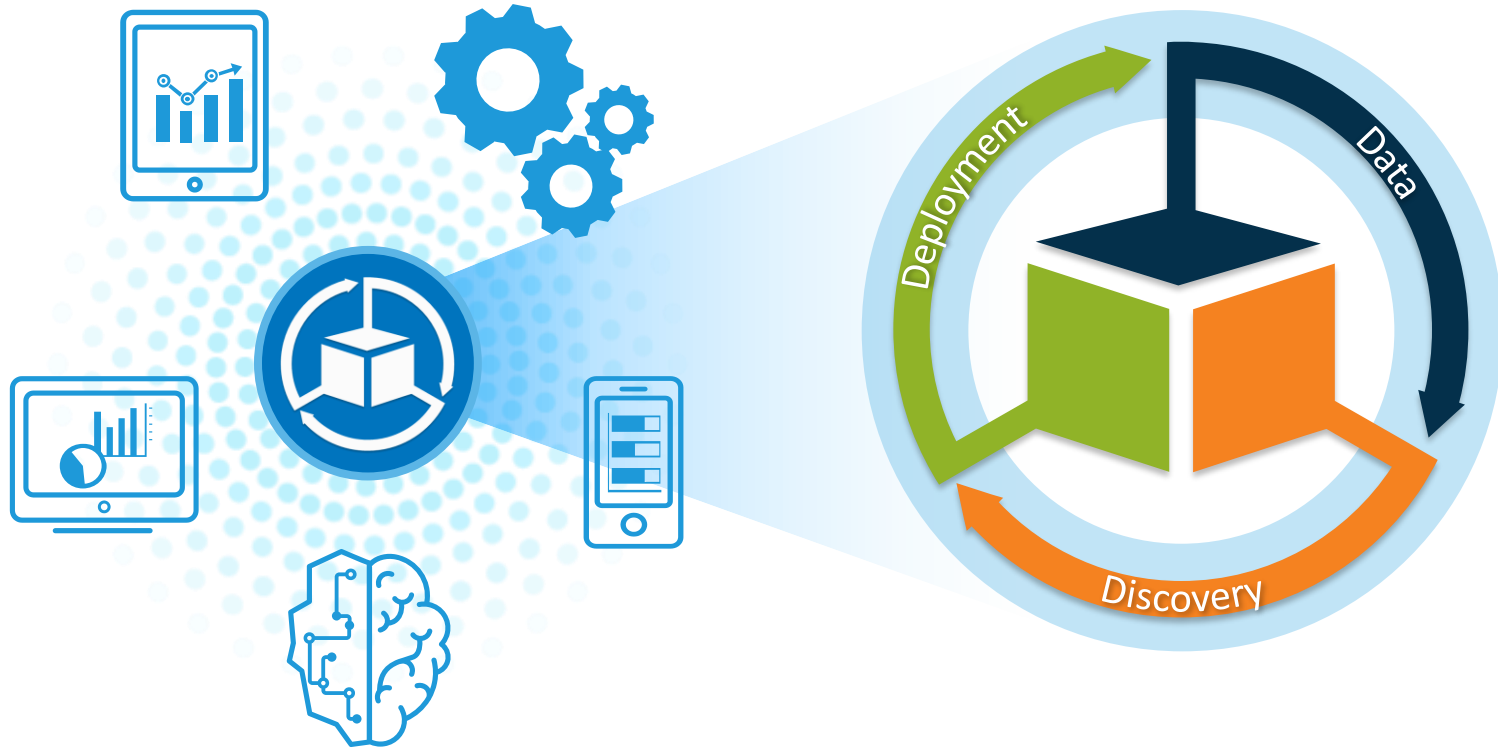
Customize

Build powerful models using state-of-the-art algorithms from SAS in conjunction with open source tools.

Accelerate

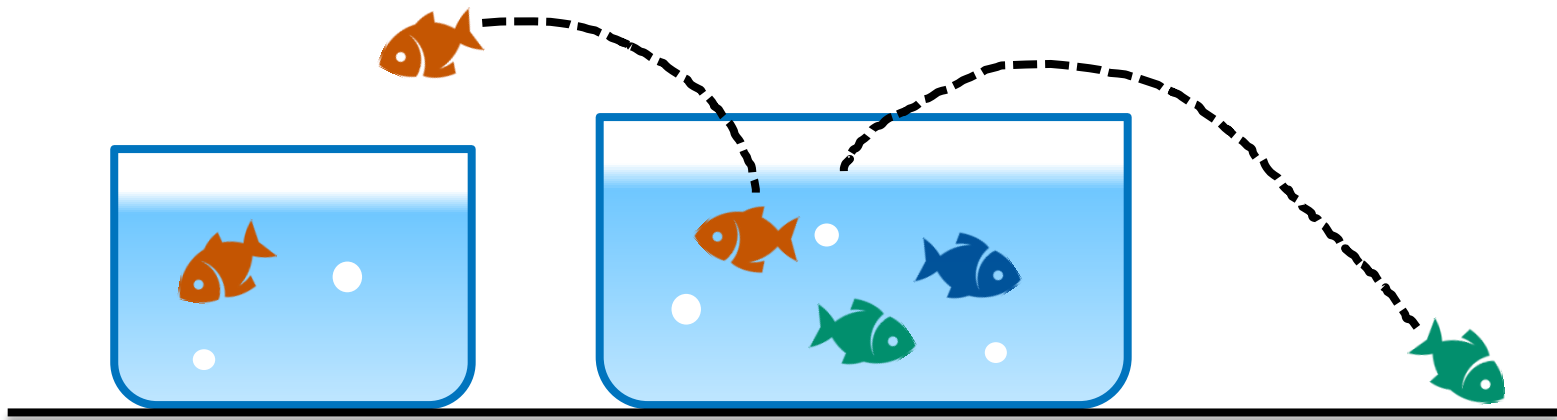
Fast response time for sophisticated analytics applied to data of any size or complexity.

The Analytics Life Cycle



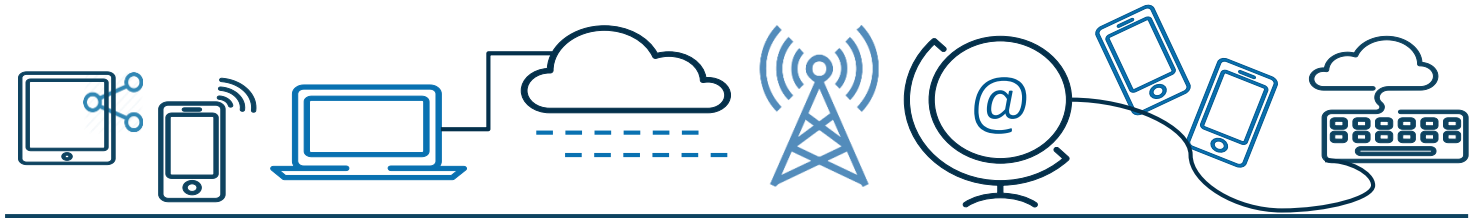
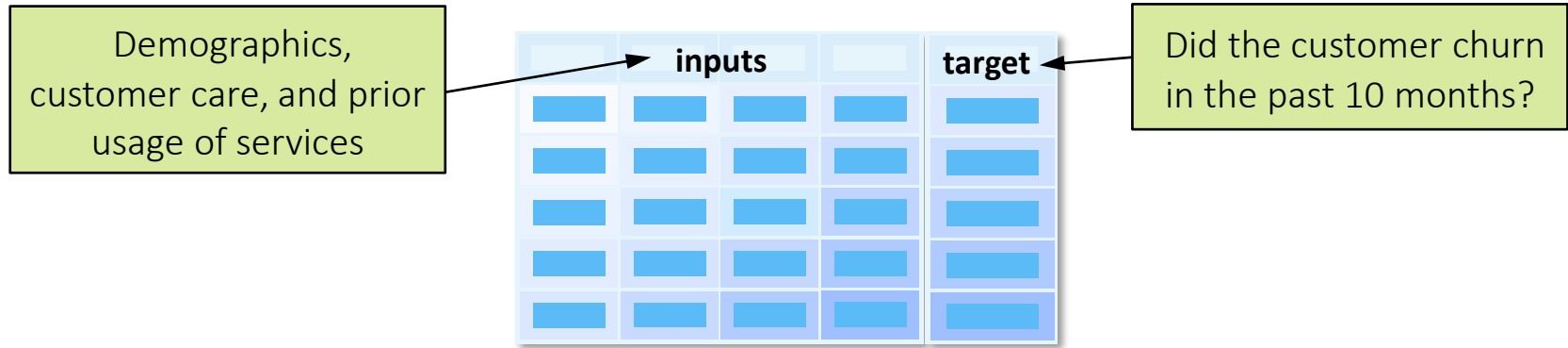
Business Challenge: Customer Churn

- *Customer churn*, also known as *customer attrition*, is when an existing customer, subscriber, user, or any return client stops doing business or ends the relationship with a company.



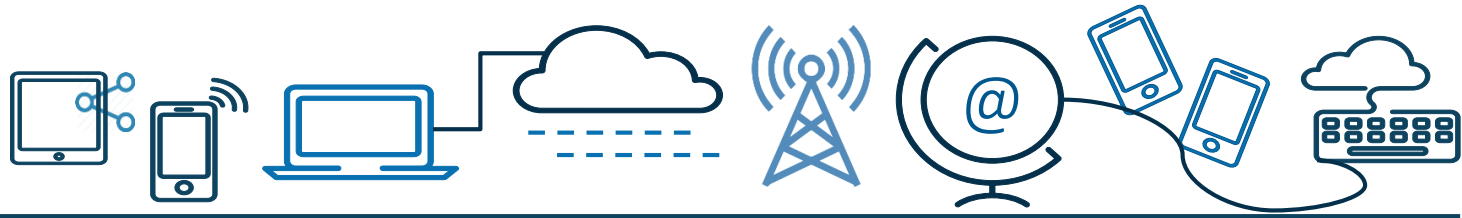
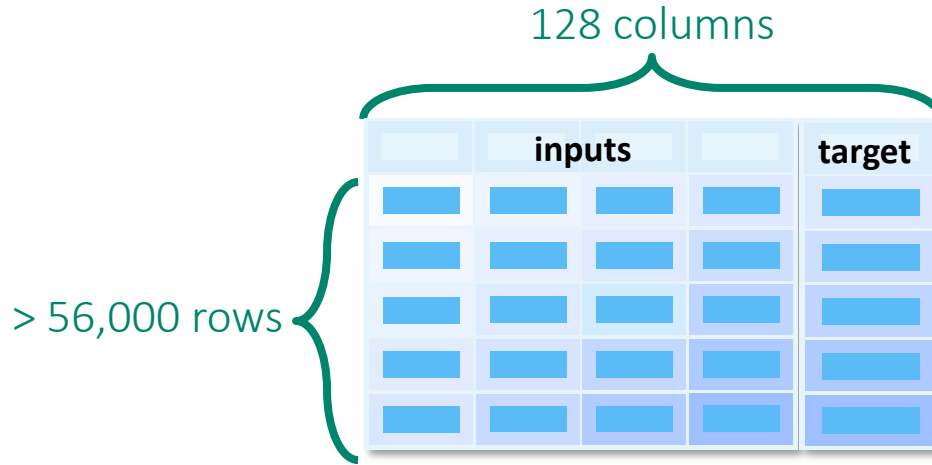
Customer Churn Scenario: Analysis Goal

- A fictitious telecommunications company seeks to determine which customers might be likely to churn.



Customer Churn Scenario: Analysis Data

Raw Data: commsdata.sas7bdat



Common Interface for Entire Analytics Life Cycle

☰ SAS® Drive - Organize and Share Content



- Actions
- Develop SAS Code
- Manage Data
- Prepare Data
- Explore and Visualize Data
- Build Models**
- Manage Models
- Manage Decisions
- Explore Lineage
- Build Graphs
- Manage Workflows

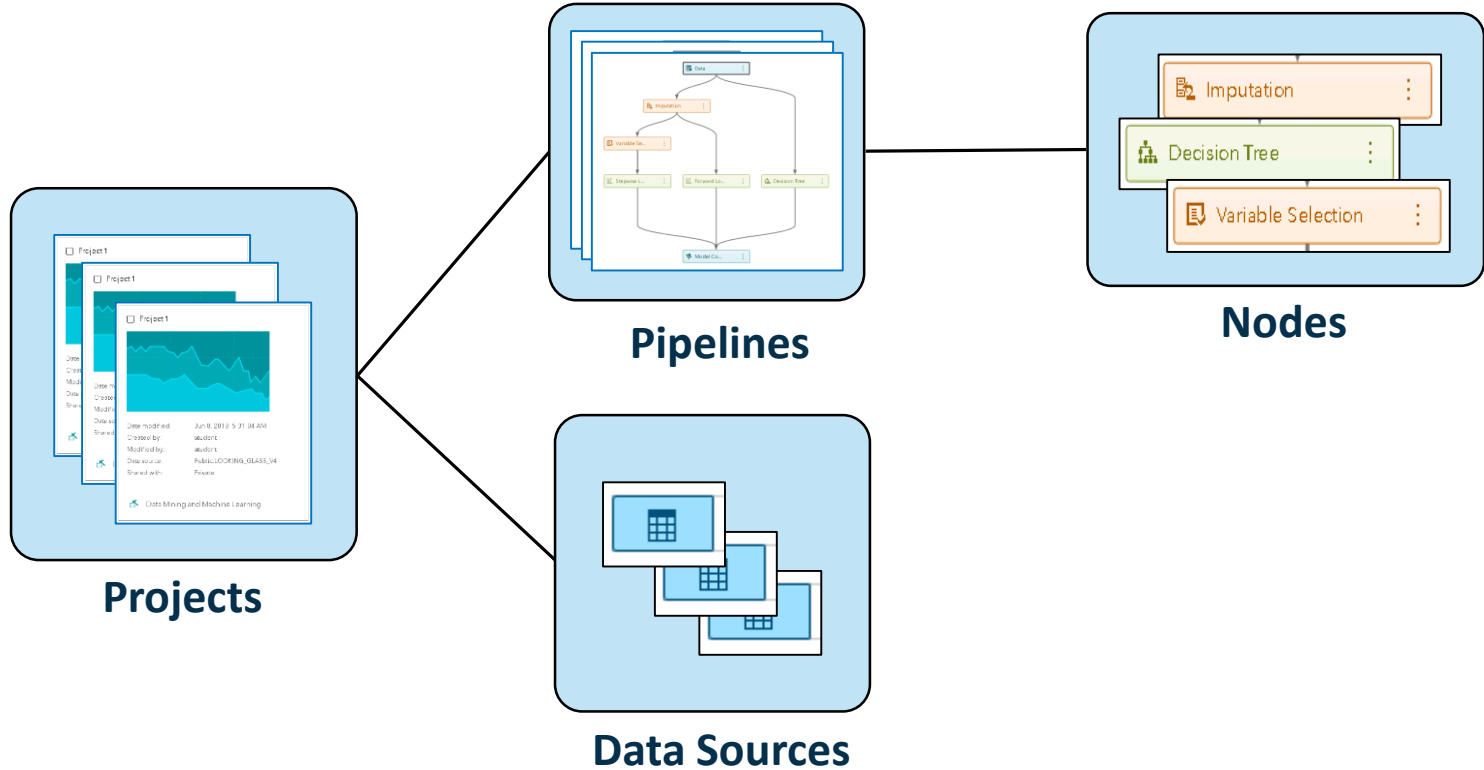


Model Studio

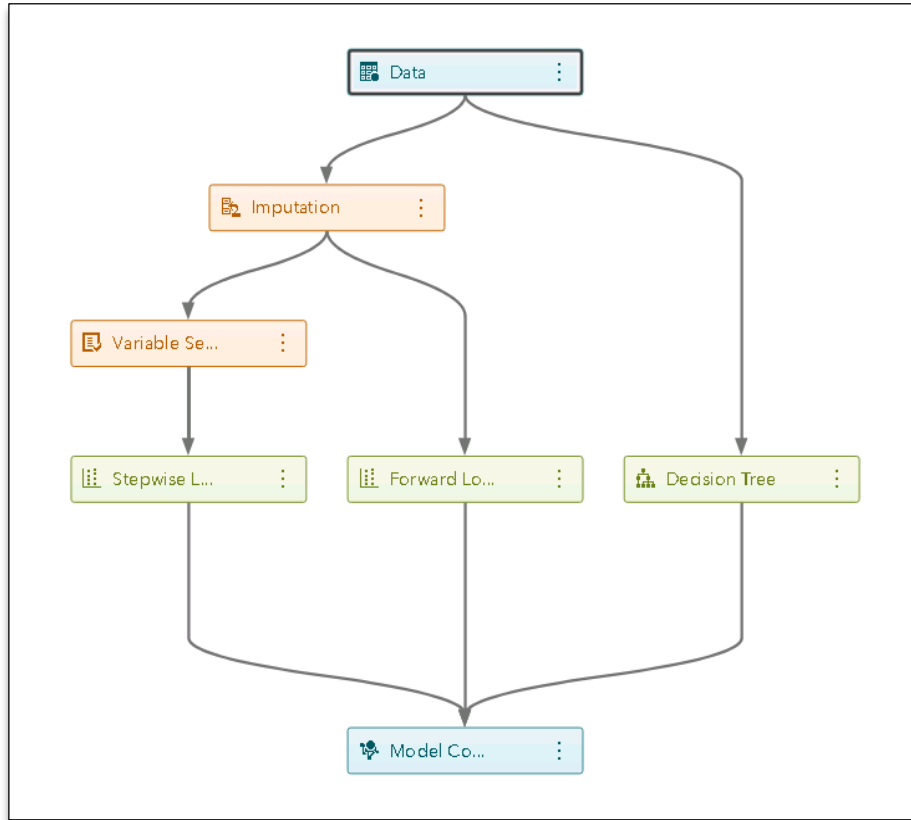
The screenshot displays the SAS Model Studio interface. At the top, the title bar reads "Model Studio - Build Models" and includes a search bar and user information "Student". Below the title bar, the main workspace is titled "Project 1" and contains tabs for "Data", "Pipelines", and "Pipeline Comparison". The "Pipelines" tab is active, showing a canvas for "Pipeline 1" with a single "Data" node. On the left, a "Nodes" panel lists categories: "Data Mining Preprocessing", "Supervised Learning", "Postprocessing", and "Miscellaneous". On the right, a "Data" panel provides a description: "Defines all the information about the data set." A green text box is overlaid on the center of the interface.

Model Studio, included in SAS Viya, is an integrated visual environment that provides a suite of analytic data mining tools to facilitate end-to-end data mining analysis.

Analysis Elements in Model Studio



Pipelines



- Pipelines are structured flows of analytic actions.
- Pipelines contain the nodes that process data and create models.
- Custom pipelines can be saved to *the Exchange* for others to use.

Pipelines Templates

- Pre-populated pipeline templates are available for speedy model building.
- Three levels of pipeline templates (basic, intermediate, and advanced) are available for both class and interval targets.
- The advanced pipeline template is available with autotuning functionality.
- Each increasing level of pipeline template adds more data preprocessing and models.
- Regression (Linear/Logistic) is part of all the three pipeline template levels.

Note: You will build a basic pipeline, which consists of regression and imputation.



Building a Pipeline in Model Studio



Fragen?

Weitere Informationen und Kurse zu diesem Thema...

Kurs:

[Supervised Machine Learning Pipelines Using SAS® Viya®](#)

18. - 19.03. Heidelberg

20. – 21.05. Heidelberg

Zertifizierung:

[SAS® Certified Specialist: Machine Learning Using SAS Viya 3.4](#)

Neue Kurse zu SAS® Viya

<http://www.sas.com/offices/europe/germany/services/training/paths/viya.html>

Vielen Dank für Ihre Teilnahme!

Training

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Register

Earn three specialist-level certifications and automatically get a professional-level credential in artificial intelligence and machine learning. It's a smart way to build your skill set and make yourself marketable in a field that's hungry for analytics and AI talent.



Nächstes Webinar@Lunchtime:

SAS Enterprise Guide:
Tipps und Tricks aus der Praxis

4. April 2019

12:30 – 13:00



Folien zum Download unter www.sas.de/lunchtime

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