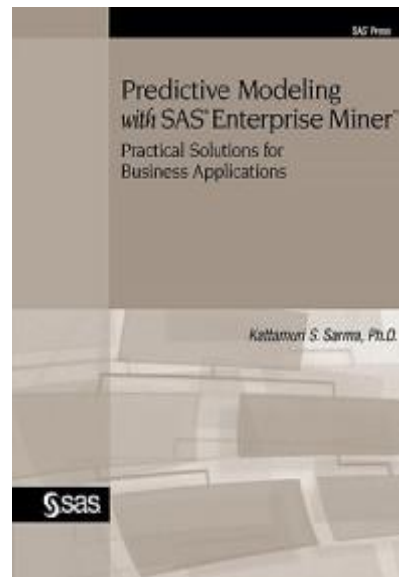


Predictive Modeling with SAS Enterprise Miner Practical Solutions for Business Applications



Book Review by – Martin Pomaranski, Citi Cards Canada

Purpose

This book demonstrates how to make the fullest use of SAS Enterprise Miner software. It explains the an in-depth explanation of the methodology and the theory behind each tool. It then shows how the software performs the task.

Topics discussed in detail –

- Data collection and data cleaning
- Data exploration
- Decision Trees and Regression Trees
- Logistic Regression Models
- Neural Networks
- Variable Selection and variable

Author Qualified?

Kattamuri S. Sarma, Ph.D.

- Economist and statistician with 30 years experience
- Founder and president of Ecostat Research Corp which specializes in predictive modeling and forecasting.
- He has developed predictive models for the banking, insurance, telecommunication, and technology industries
- SAS user since 1992

Strengths / Weaknesses

Strengths

- This book walks you through using SAS Enterprise Miner step-by-step
- CD is included that includes data files
- Full explanations are included for each step

Weaknesses

- Some of the tree logic is hard to follow in a book format
- Neural Network chapter was hard to follow and understand

Recommend this book?

I would recommend this book to a new user of SAS Enterprise Miner. The book walks you through chapter by chapter on how to build an effective model.

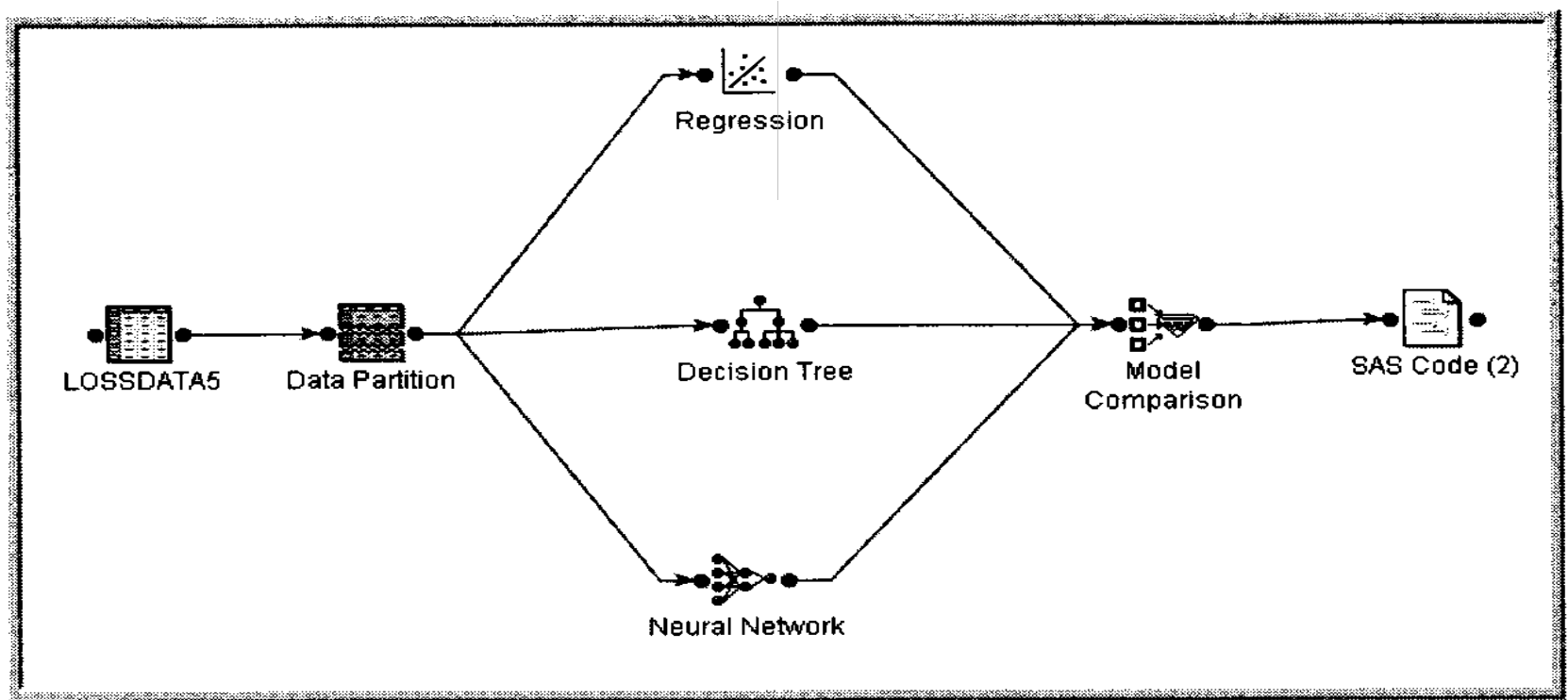
The author uses real world examples that you can understand.

Learn something?

- How to build models in SAS Enterprise Miner
- Our team now use decision trees to create Fraud formulas in addition to regression models
- Future – build fraud models that not only show hit rate (Fraud formula hits / Total formula hits) but show revenue impact of decisions made.

Best tip or technique

Chapter 7 – Comparison of Different Models



Questions?

