Advanced Analytical Methods Using SAS® Enterprise Miner

This course covers advanced knowledge of SAS Enterprise Miner. Using some of the newest modeling nodes, you learn how to use advanced prediction techniques for classification and regression. Current variable selection methods are illustrated. You learn how to apply incremental response modeling in order to evaluate the impact of marketing actions on different customer groups. Furthermore, you experience how to use SAS Enterprise Miner for the analysis of time-stamped data and survival data mining. Tips for working in an efficient way with SAS Enterprise Miner complete the course.

Who should attend?
Data analysts and predictive modelers, who want to extend their knowledge about the advanced modeling techniques in SAS Enterprise Miner

Before attending this course, you should be acquainted with SAS Enterprise Miner (Course Applied Analytics with SAS Enterprise Miner)

Course outline
- Advanced predictive modeling for classification and regression
  - Gradient boosting, rule induction (modeling of rare events)
  - Advanced methods for variable selection (LARS/LASSO, variable clustering, principal components analysis, partial least squares regression)
  - Incremental response modeling (Net lifting)
  - Import and use of external models
- Data mining for time-stamped data
  - Data preparation of time-stamped data
  - Similarity analysis for different time series
  - Time series modeling using exponential smoothing models
- Introduction to survival data mining
- Tips for working in an efficient way with SAS Enterprise Miner

Date: 23-25 August 2016 (register to the course before June 30 at kurser@swe.sas.com)
Length of Course: 3 days.
Price: 15,600 SEK (excl. tax)
Teacher: Christina Andersson

Christina Andersson
Professor in statistics and data mining

After finishing her master’s degree at the University of Linköping, Christina Andersson started her Ph.D. studies in mathematical statistics in Kaiserslautern (Germany). The topic for her Ph.D. was Data Mining with Support Vector Machines. After a couple of years as a trainer at the SAS Institute in Heidelberg, Christina left for a professorship at Frankfurt University of Applied Sciences. As a statistics expert, Christina Andersson teaches courses in statistics and data mining and during a sabbatical term she developed the course AAEM2