This course covers predictive modeling using SAS/STAT® software with emphasis on the LOGISTIC procedure. This course also discusses selecting variables, assessing models, treating missing values and using efficiency techniques for massive data sets.

Learn how to:
- use logistic regression to model an individual’s behavior as a function of known inputs
- create effect plots and odds ratio plots using ODS Statistical Graphics
- handle missing data values
- tackle multicollinearity in your predictors
- assess model performance and compare models.

Who should attend:
Modelers, analysts and statisticians who need to build predictive models, particularly models from the banking, financial services, direct marketing, insurance and telecommunications industries.

Prerequisites:
Before attending this course, you should:
- have experience executing SAS programs and creating SAS data sets, which you can gain from the SAS Programming 1: Essentials course
- have experience building statistical models using SAS 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:
Predictive Modeling
- business applications
- analytical challenges.

Fitting the Model
- parameter estimation
- adjustments for oversampling.

Preparing the Input Variables
- missing values
- categorical inputs
- variable clustering
- variable screening
- subset selection.

Classifier Performance
- ROC curves and Lift charts
- optimal cutoffs
- K-S statistic
- c statistic
- profit
- evaluating a series of models.

Software addressed:
This course addresses the following software products:
- SAS/STAT
- SAS/GRAPH®.
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