

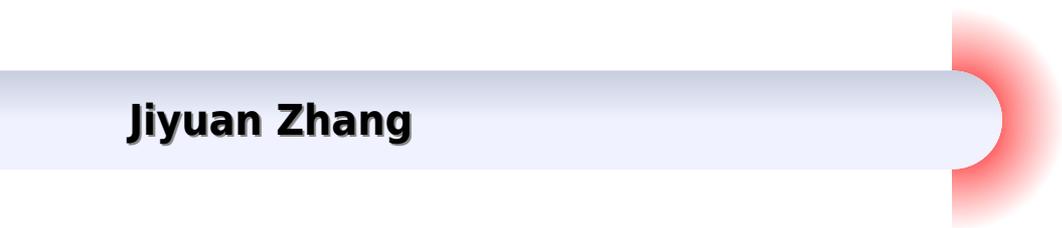
# Building Business Intelligence Using SAS® Content Development Examples

Tricia Aanderud  
Angela Hall

The SAS logo, consisting of a stylized 'S' followed by the lowercase letters 'sas'.

# Building Business Intelligence Using Sas Content Development Examples

**Jiyuan Zhang**



## **Building Business Intelligence Using Sas Content Development Examples:**

**Building Business Intelligence Using SAS** Tricia Aanderud,Angela Hall,2019-07-10 Business intelligence BI software provides an interface for multiple audiences to dissect discover and decide what the data means These reporting tools make dynamic information available to all users giving everyone the ability to manipulate results and further understand the business There is significant power in reducing the data gatekeeper role in your organization so that each person can quickly interact with data and uncover additional value SAS offers a BI solution that provides mechanisms to reach every level of the organization Each tool in this solution provides a different amount of complexity and functionality to aid a broad deployment Building Business Intelligence Using SAS Content Development Examples by Tricia Aanderud and Angela Hall clarifies how you can fully leverage each SAS BI solution component to ensure a successful implementation Focusing on the SAS BI Clients the authors provide a quick start guide loaded with examples and tips that will help users move quickly from using only one of the SAS BI Clients to using a significant portion of the system So if you are a SAS BI or SAS Enterprise BI user but you aren t yet using all the components of the solution this book is the resource that you need In addition the tips and techniques provided in this book will prove invaluable for advanced SAS BI and SAS Enterprise BI users who are studying for SAS Certified BI Content Developer certification

*Insightful Data Visualization with SAS Viya* Falko Schulz,Travis Murphy,2020-10-26 Elevate your storytelling with SAS Visual Analytics Data visualization is the gateway to artificial intelligence AI and big data Insightful Data Visualization with SAS Viya shows how the latest SAS Viya tools can be used to create data visualizations in an easier smarter and more engaging way than ever before SAS Visual Analytics combined with human creativity can produce endless possibilities In this book you will learn tips and techniques for getting the most from your SAS Visual Analytics investment From beginners to advanced SAS users this book has something for everyone Use AI wizards to create data visualization automatically learn to use advanced analytics in your dashboards to surface smarter insights and learn to extend SAS Visual Analytics with advanced integrations and options Topics covered in this book include SAS Visual Analytics Data visualization with SAS Reports and dashboards SAS code examples Self service analytics SAS data access Extending SAS beyond drag and drop

[Text Mining and Analysis](#) Dr. Goutam Chakraborty,Murali Pagolu,Satish Garla,2014-11-22 Big data It s unstructured it s coming at you fast and there s lots of it In fact the majority of big data is text oriented thanks to the proliferation of online sources such as blogs emails and social media However having big data means little if you can t leverage it with analytics Now you can explore the large volumes of unstructured text data that your organization has collected with Text Mining and Analysis Practical Methods Examples and Case Studies Using SAS This hands on guide to text analytics using SAS provides detailed step by step instructions and explanations on how to mine your text data for valuable insight Through its comprehensive approach you ll learn not just how to analyze your data but how to collect cleanse organize categorize explore and interpret it as well Text Mining and Analysis also features an extensive set of

case studies so you can see examples of how the applications work with real world data from a variety of industries Text analytics enables you to gain insights about your customers behaviors and sentiments Leverage your organization s text data and use those insights for making better business decisions with Text Mining and Analysis This book is part of the SAS Press program

**Data Management Solutions Using SAS Hash Table Operations** Paul Dorfman, Don Henderson, 2018-07-09 Hash tables can do a lot more than you might think Data Management Solutions Using SAS Hash Table Operations A Business Intelligence Case Study concentrates on solving your challenging data management and analysis problems via the power of the SAS hash object whose environment and tools make it possible to create complete dynamic solutions To this end this book provides an in depth overview of the hash table as an in memory database with the CRUD Create Retrieve Update Delete cycle rendered by the hash object tools By using this concept and focusing on real world problems exemplified by sports data sets and statistics this book seeks to help you take advantage of the hash object productively in particular but not limited to the following tasks select proper hash tools to perform hash table operations use proper hash table operations to support specific data management tasks use the dynamic run time nature of hash object programming understand the algorithmic principles behind hash table data look up retrieval and aggregation learn how to perform data aggregation for which the hash object is exceptionally well suited manage the hash table memory footprint especially when processing big data use hash object techniques for other data processing tasks such as filtering combining splitting sorting and unduplicating Using this book you will be able to answer your toughest questions quickly and in the most efficient way possible

**Customer Relationship Management (CRM) for Medium and Small Enterprises** Antonio Specchia, 2022-04-07 Customer Relationship Management CRM systems are a growing topic among small and medium sized enterprises entrepreneurs and solopreneurs and it is completely clear that CRM is a tool that businesses should have in place to manage sales processes Teams of salespeople must have a system to run their daily activities and small businesses and solopreneurs must track their marketing effort a functioning structure for maintaining their contacts with prospects and clients to improve the effectiveness of their sales effort CRM once only available to large corporations is now powerful technology for small and medium businesses Small and medium businesses are now able to implement CRM solutions under a more cost effective balance as an alternative to traditional tools like Salesforce Dynamics or Oracle The reason for the success is mainly the simplicity of the new tools and solutions that have been developed for the management of sales processes This book discusses how to implement a CRM from the perspective of the businessperson not the more typical IT consultant or the technical staff It benefits business development sales management and sales process control Small business owners must understand why and how implementing a CRM will create value for their business how it will focus on business development sales management and how sales leads develop into happy customers Small business owners must first understand what a CRM system is how it works what its main functions are and how it serves to manage workflows in the

company's sales department Generally entrepreneurs struggle to find the time to read and study complex and fully comprehensive books This book provides direct operational guidelines to those who need easy to read information about how to use CRM effectively Business professionals must be able to set up CRM systems and avoid mistakes and wasting time This book provides an overview of what can be done with CRM and how it happens to empower businesspeople to find new customers and win business opportunities This book discusses the logic of CRM in sales giving tips and explanations on why and what happens when CRM is implemented in a specific way Essentially this book gives the entrepreneur the know how behind CRM in sales in general terms supporting enhanced customer relationships

Administrative Healthcare Data Craig Dickstein, Renu Gehring, 2014-10 Explains the source and content of administrative healthcare data which is the product of financial reimbursement for healthcare services The book integrates the business knowledge of healthcare data with practical and pertinent case studies as shown in SAS Enterprise Guide

*Handbook of Research on Trends in European Higher Education Convergence* Dima, Alina Mihaela, 2014-04-30 With an increase in global competition among universities and national higher education systems educational programs desire to offer compatible content without losing their competitive advantage Because of this balance the issue of convergence along with its benefits and limits has emerged The Handbook of Research on Trends in European Higher Education Convergence aims to identify the indicators that meet the consensus of the academic community and higher education management experts Analyzing the recognized trends within the publication and concluding which measures should be taken to improve convergence pace and avoid potential pitfalls this reference book is a useful resource for academics and students as well as specialists policy makers and professionals connected with the educational sector

Agile Analytics Ken Collier, 2012 Using Agile methods you can bring far greater innovation value and quality to any data warehousing DW business intelligence BI or analytics project However conventional Agile methods must be carefully adapted to address the unique characteristics of DW BI projects In Agile Analytics Agile pioneer Ken Collier shows how to do just that Collier introduces platform agnostic Agile solutions for integrating infrastructures consisting of diverse operational legacy and specialty systems that mix commercial and custom code Using working examples he shows how to manage analytics development teams with widely diverse skill sets and how to support enormous and fast growing data volumes Collier's techniques offer optimal value whether your projects involve back end data management front end business analysis or both Part I focuses on Agile project management techniques and delivery team coordination introducing core practices that shape the way your Agile DW BI project community can collaborate toward success Part II presents technical methods for enabling continuous delivery of business value at production quality levels including evolving superior designs test driven DW development version control and project automation Collier brings together proven solutions you can apply right now whether you're an IT decision maker data warehouse professional database administrator business intelligence specialist or database developer With his help you can mitigate project risk

improve business alignment achieve better results and have fun along the way      **Data Visualization Made Simple**  
Kristen Sosulski,2018-09-27 Data Visualization Made Simple is a practical guide to the fundamentals strategies and real world cases for data visualization an essential skill required in today s information rich world With foundations rooted in statistics psychology and computer science data visualization offers practitioners in almost every field a coherent way to share findings from original research big data learning analytics and more In nine appealing chapters the book examines the role of data graphics in decision making sharing information sparking discussions and inspiring future research scrutinizes data graphics deliberates on the messages they convey and looks at options for design visualization and includes cases and interviews to provide a contemporary view of how data graphics are used by professionals across industries Both novices and seasoned designers in education business and other areas can use this book s effective linear process to develop data visualization literacy and promote exploratory inquiry based approaches to visualization problems      **InfoWorld**  
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