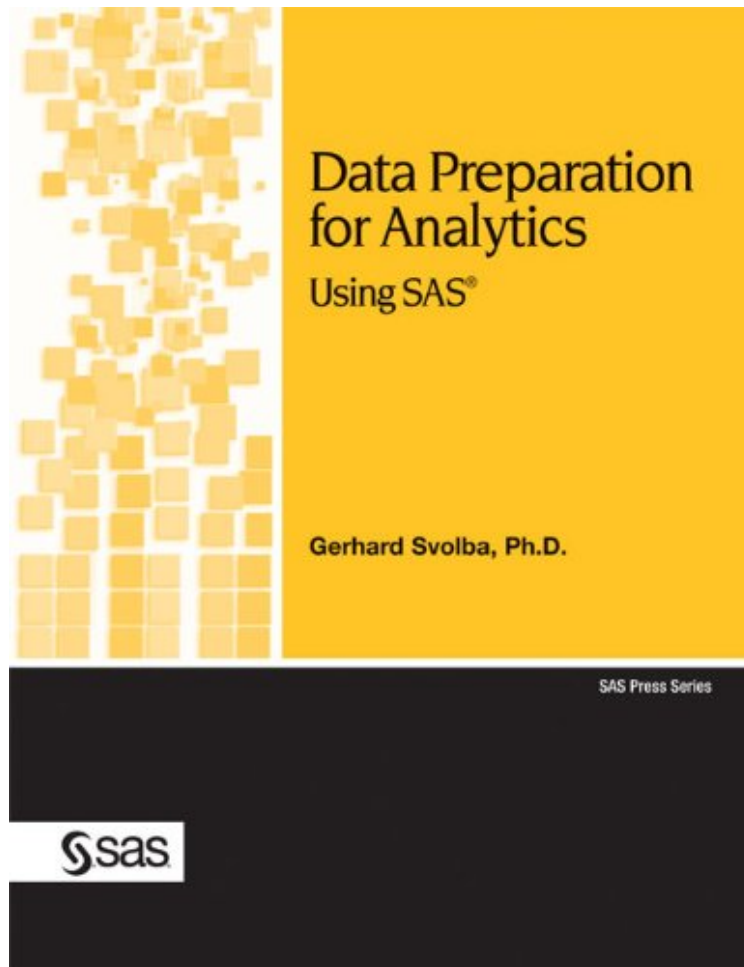


[Download free ebook] Data Preparation for Analytics Using SAS (SAS Press)

Data Preparation for Analytics Using SAS (SAS Press)

Von Gerhard Svolba

ePub | *DOC | audiobook | ebooks | Download PDF



[Download](#)

[Read Online](#)

Produktinformation -Verkaufsrang: #1272956 in eBooksVerffentlicht am: 2007-11-27Erscheinungsdatum: 2007-11-27File Name: B005BSSUDK | File size: 25.Mb

Von Gerhard Svolba : Data Preparation for Analytics Using SAS (SAS Press) before purchasing it in order to gage whether or not it would be worth my time, and all praised Data Preparation for Analytics Using SAS (SAS Press):

KundenrezensionenHilfreichste Kundenrezensionen2 von 2 Kunden fanden die folgende Rezension hilfreich. "Data Preparation for Analytics" is an encyclopedia for data miners and business analystsVon Lessia S. ShajenkoIn "An Owner's Manual" to Berkshire Hathaway shareholders, Warren Buffett wrote that, in respect to investment choices, he and most of the company's directors "eat their own cooking."Gerhard Svolba's book "Data Preparation for Analytics" is an "owner's manual" for data miners, business analysts and all who prefer to be in charge of and responsible for their own datasets. This book is for those who are not afraid of data, who understand data, and for whom rolling up their sleeves and getting their hands into data is an integral part of analytics and predictive modeling.The book takes the reader from a bird's-eye view of relational database models and their special forms (star, snowflake schemas) and

various aspects of analysis process to detailed "classic" examples on how to structure datasets, transpose them, aggregate values to one-row-per-subject, bin observations into groups, deal with outliers and missing values, derive variables by concatenating absolute and relative frequencies, create categorical interaction variables, perform deviation (effect) coding and so forth. It walks you through the steps of formulating hypotheses you want to test and questions you want to answer and guides you on the selection of the most appropriate dataset design for your analysis. The chapters and sections of the book that particularly drew my attention were Coding for Predictive Modeling, Data preparation for Association and Sequence analysis, and Preparing Time Series Data with SAS Functions. From sampling to scoring and beyond, "Data Preparation for Analytics" has a wealth of handy SAS examples as well as ideas that you can further explore on your own. With several case studies including customer segmentation, data preparation with SAS Enterprise Miner and preparing data for time series analysis, Dr. Svolba stimulates your creative thinking which, for some readers, could be motivation enough to write their own book. 1 von 1 Kunden fanden die folgende Rezension hilfreich. A must to prepare data for advanced datamining Von Gnter Schmlz This book is a must for those, who are preparing data for datamining and those who want to be efficient and effective in preparing any meaningful analyses. It provides a lot of examples how to transform variables and data. I have got practical experience with SAS for more than 10 years, but this book gave me many new approaches, ideas and solutions. This book is very convenient and enjoyable to use, because it often starts with basics, so it is easy to understand and it makes it easy to get into it. Additionally it leads to more sophisticated solutions. This book deals exactly with those topics which are central for advanced datamining.

KurzbeschreibungText addresses such tasks as: viewing analytic data preparation in the context of its business environment, identifying the specifics of predictive modeling for data mart creation, understanding the concepts and considerations of data preparation for time series analysis, and using SAS procedures for scoring. KurzbeschreibungText addresses such tasks as: viewing analytic data preparation in the context of its business environment, identifying the specifics of predictive modeling for data mart creation, understanding the concepts and considerations of data preparation for time series analysis, and using SAS procedures for scoring. ber den Autor und weitere Mitwirkende Gerhard Svolba, Ph.D., is a product manager and senior consultant at SAS Institute in Austria, where he specializes in analytics and Customer Intelligence. A SAS user since 1991, he has project experience ranging from conceptual considerations (both business and technical) to data preparation and analytic modeling. He has authored or co-authored numerous papers on medical statistics.