

### **Course Contents**

#### Introduction

- introduction to SAS Enterprise Miner

#### Accessing and Assaying Prepared Data

- creating a SAS Enterprise Miner project, library, and diagram
- defining a data source
- exploring a data source

#### Introduction to Predictive Modeling: Predictive Modeling Fundamentals and Decision Trees

- introduction
- cultivating decision trees
- optimizing the complexity of decision trees
- understanding additional diagnostic tools (self-study)
- autonomous tree growth options (self-study)

#### Introduction to Predictive Modeling: Regressions

- selecting regression inputs
- optimizing regression complexity
- interpreting regression models
- transforming inputs
- categorical inputs
- polynomial regressions (self-study)

#### Introduction to Predictive Modeling: Neural Networks and Other Modeling Tools

- input selection
- stopped training
- other modeling tools (self-study)

#### Model Assessment

- model fit statistics
- statistical graphics
- adjusting for separate sampling
- profit matrices

#### Model Implementation

- internally scored data sets
- score code modules

#### Introduction to Pattern Discovery

- cluster analysis
- market basket analysis (self-study)

## Special Topics

- ensemble models
- variable selection
- categorical input consolidation
- surrogate models
- SAS Rapid Predictive Modeler

## Case Studies

- banking segmentation case study
- website usage associations case study
- credit risk case study
- enrollment management case study