

## Free epub Big data sas (PDF)

Big Data Analytics with SAS Big Data Analytics Through SAS Practical Business Analytics Using SAS Big Data With SAS Visual Analytics BIG DATA SOLUTIONS. SAS VISUAL ANALYTICS Big Data with SAS Visual Analytics Big Data, Data Mining, and Machine Learning BIG DATA con herramientas de SAS. SAS VISUAL ANALYTICS, SAS VISUAL STATISTICS y SAS HIGH PERFORMANCE ANALYTICS Smart Data Discovery Using SAS Viya BIG DATA. SAS TOOLS Applied Analytics through Case Studies Using SAS and R Too Big to Ignore Big Data Analytics Analytics in a Big Data World SAS Viya Smart Data Discovery Using SAS Viya Big Data, Big Innovation Big Data Analytics Made Easy Strategic Analytics and SAS BIG DATA - Técnicas, herramientas y aplicaciones BIG DATA TOOLS. SAS VISUAL STATISTICS, SAS HIGH PERFORMANCE ANALYTICS AND SAS IN-MEMORY STATISTICS Big Data Meets Little Data Business Analytics Principles, Concepts, and Applications with SAS Next-Generation Big Data Mastering SAS Programming for Data Warehousing Business Analytics Using SAS Enterprise Guide and SAS Enterprise Miner Business Analytics Big Data, Data Mining, and Machine Learning Data Management Solutions Using SAS Hash Table Operations Infographics Powered by SAS Deep Learning for Numerical Applications with SAS Mastering the SAS DS2 Procedure Learn Business Analytics in Six Steps Using SAS and R Big Data Aplicado E Inteligencia de Negocios Con Herramientas de Software. Practical Business Analytics Using SAS Learn Data Science Using SAS Studio Text Mining and Analysis Strategic Analytics and SAS Big Data Analytics in Chemoinformatics and Bioinformatics Big Data and Business Analytics

## **Big Data Analytics with SAS**

2017-11-23

leverage the capabilities of sas to process and analyze big data about this book combine sas with platforms such as hadoop sap hana and cloud foundry based platforms for efficient big data analytics learn how to use the web browser based sas studio and ipython jupyter notebook interfaces with sas practical real world examples on predictive modeling forecasting optimizing and reporting your big data analysis with sas who this book is for sas professionals and data analysts who wish to perform analytics on big data using sas to gain actionable insights will find this book to be very useful if you are a data science professional looking to perform large scale analytics with sas this book will also help you a basic understanding of sas will be helpful but is not mandatory what you will learn configure a free version of sas in order do hands on exercises dealing with data management analysis and reporting understand the basic concepts of the sas language which consists of the data step for data preparation and procedures or procs for analysis make use of the web browser based sas studio and ipython jupyter notebook interfaces for coding in the sas ds2 and fedsql programming languages understand how the ds2 programming language plays an important role in big data preparation and analysis using sas integrate and work efficiently with big data platforms like hadoop sap hana and cloud foundry based systems in detail sas has been recognized by money magazine and payscale as one of the top business skills to learn in order to advance one's career through innovative data management analytics and business intelligence software and services sas helps customers solve their business problems by allowing them to make better decisions faster this book introduces the reader to the sas and how they can use sas to perform efficient analysis on any size data including big data the reader will learn how to prepare data for analysis perform predictive forecasting and optimization analysis and then deploy or report on the results of these analyses while performing the coding examples within this book the reader will learn how to use the web browser based sas studio and ipython jupyter notebook interfaces for working with sas finally the reader will learn how sas's architecture is engineered and designed to scale up and or out and be combined with the open source offerings such as hadoop python and r by the end of this book you will be able to clearly understand how you can efficiently analyze big data using sas style and approach the book starts off by introducing the reader to sas and the sas programming language which provides data management analytical and reporting capabilities most chapters include hands on examples which highlights how sas provides the power to know the reader will learn that if they are looking to perform large scale data analysis that sas provides an open platform engineered and designed to scale both up and out which allows the power of sas to combine with open source offerings such as hadoop python and r

## ***Big Data Analytics Through SAS***

2014-12-26

big data analytics is the process of examining big data to uncover hidden patterns unknown correlations and other useful information that can be used to make better decisions with big data analytics data scientists and others can analyze huge volumes of data that conventional analytics and business intelligence solutions can't touch consider this it's possible that your organization could accumulate if it hasn't already billions of rows of data with hundreds of millions of data combinations in multiple data stores and abundant formats high performance analytics is necessary to process that much data in order to figure out what's important and what isn't using big data analytics you can extract only the relevant information from terabytes petabytes and exabytes and analyze it to transform your business decisions for the future becoming proactive with big data analytics isn't a one time endeavor it is more of a culture change a new way of gaining ground by freeing your analysts and decision makers to meet the future with sound knowledge and insight sas support for big data implementations including hadoop through sas and hadoop is possible work in all steps of analytical process identify formulate problem data preparation data exploration transform and select build model validate model deploy model and evaluate monitor results this book presents the work possibilities that sas offers in the modern sectors of big data business intelligence and analytics the most important tools of sas are presented for processing and analyzing large volumes of data in an orderly manner in turn these tools allow also extract the knowledge contained in the data

## ***Practical Business Analytics Using SAS***

2015-02-07

practical business analytics using sas a hands on guide shows sas users and businesspeople how to analyze data effectively in real life business scenarios the book begins with an introduction to analytics analytical tools and sas programming the authors both sas statistics analytics and big data experts first show how sas is used in business and then how to get started programming in sas by importing data and learning how to manipulate it besides illustrating sas basic functions you will see how each function can be used to get the information you need to improve business performance each chapter offers hands on exercises drawn from real business situations the book then provides an overview of statistics as well as instruction on exploring data preparing it for analysis and testing hypotheses you will learn how to use sas to perform analytics and model using both basic and advanced techniques like multiple regression logistic regression and time series analysis among other topics the book concludes with a chapter on analyzing big data illustrations from banking and other industries make the principles and methods come to life readers will find just enough theory to understand the practical examples and case studies which cover all industries written for a corporate it and programming audience that wants to upgrade skills or enter the analytics field this book includes more than 200 examples and exercises including code and datasets for practice relevant examples for all industries case studies that show how to use sas analytics to identify opportunities solve complicated problems and chart a course practical business analytics using sas a hands on guide gives you the tools you need to gain insight into the data at your fingertips predict business conditions for better planning and make excellent decisions whether you are in retail finance healthcare manufacturing government or any other industry this book will help your organization increase revenue drive down costs improve marketing and satisfy customers better than ever before

## ***Big Data With SAS Visual Analytics***

2014-01

is known as big data the treatment and analysis of large amounts of data whose size makes it impossible to treat them with databases and conventional analytical tools the proliferation of web pages applications image and video social networks mobile devices apps sensors and other modern devices capable of generating huge amounts of data have necessitated the development of big data tools for analysis we talk about an absolutely relevant environment for many aspects from the analysis of phenomena such as climate or seismographic data to environments such as health safety or of course the business field as for big data tools there is a growing development oracle uses exadata for these purposes sas uses visual analytics and open source hadoop a framework that is highly popular in this field that enables applications to work with huge repositories of data and thousands of nodes inspired by google tools like mapreduce and google file system or nosql non relational database systems needed to hold and process the enormous complexity of all data generated highlights and in many cases do not follow the logic of the acid atomicity consistency isolation durability guarantees characteristic of conventional databases this book delves into the treatment of the techniques of big data with sas visual analytics application

## **BIG DATA SOLUTIONS. SAS VISUAL ANALYTICS**

2021

se conoce como big data el tratamiento y análisis de grandes cantidades de datos cuyo tamaño hace imposible tratarlos con las herramientas de bases de datos y analíticas convencionales la proliferación de páginas web aplicaciones de imagen y vídeo redes sociales dispositivos móviles apps sensores y otros dispositivos modernos capaces de generar enormes cantidades de datos han hecho necesario el desarrollo de herramientas de big data para su análisis hablamos de un entorno absolutamente relevante para muchos aspectos desde el análisis de fenómenos naturales como el clima o de datos sismográficos hasta entornos como salud seguridad o por supuesto el ámbito empresarial en cuanto a las herramientas de big data se observa un desarrollo creciente oracle utiliza exadata para estos propósitos sas utiliza visual analytics y en código abierto destaca hadoop un framework

sumamente popular en este campo que permite a las aplicaciones trabajar con enormes repositorios de datos y miles de nodos inspirado en herramientas de google como mapreduce o google file system o nosql sistemas de bases de datos no relacionales necesarios para albergar y procesar la enorme complejidad de datos de todo tipo generados y que en muchos casos no siguen la lógica de garantías acid atomicity consistency isolation durability característica de las bases de datos convencionales este libro profundiza en el tratamiento de las técnicas de big data con la aplicación sas visual analytics

## ***Big Data with SAS Visual Analytics***

2014-01-08

with big data analytics comes big insights into profitability big data is big business but having the data and the computational power to process it isn t nearly enough to produce meaningful results big data data mining and machine learning value creation for business leaders and practitioners is a complete resource for technology and marketing executives looking to cut through the hype and produce real results that hit the bottom line providing an engaging thorough overview of the current state of big data analytics and the growing trend toward high performance computing architectures the book is a detail driven look into how big data analytics can be leveraged to foster positive change and drive efficiency with continued exponential growth in data and ever more competitive markets businesses must adapt quickly to gain every competitive advantage available big data analytics can serve as the linchpin for initiatives that drive business but only if the underlying technology and analysis is fully understood and appreciated by engaged stakeholders this book provides a view into the topic that executives managers and practitioners require and includes a complete overview of big data and its notable characteristics details on high performance computing architectures for analytics massively parallel processing mpp and in memory databases comprehensive coverage of data mining text analytics and machine learning algorithms a discussion of explanatory and predictive modeling and how they can be applied to decision making processes big data data mining and machine learning provides technology and marketing executives with the complete resource that has been notably absent from the veritable libraries of published books on the topic take control of your organization s big data analytics to produce real results with a resource that is comprehensive in scope and light on hyperbole

## **Big Data, Data Mining, and Machine Learning**

2014-05-27

las técnicas de big data constituyen un enfoque nuevo de cómo almacenar gestionar y analizar todos los datos que genera una organización para una ptima toma de decisiones estos datos son tanto estructurados como no estructurados y provienen de diferentes fuentes como el correo electrónico imágenes móviles dispositivos móviles redes sociales etc en definitiva el origen de los datos son todas las nuevas fuentes que han surgido en los últimos años lo que entendemos por big data y todas las tecnologías asociadas analytics es convertir los datos en información til para la toma de decisiones en cualquier organización se trata de conseguir un acercamiento proactivo al cliente mediante entornos analíticos que sean fiables y escalables y permitan crear nuevos productos modelos de negocio etc y todo esto conlleva la adaptación de procesos y tecnologías porque hay que analizar los datos de una manera diferente ya no se puede gestionar el big data con las bases de datos relacionales y aplicaciones de business intelligence tradicionales esa gestión se lleva haciendo desde hace muchos años pero ahora requiere adoptar un nuevo enfoque hay que cambiar los procesos de negocio y las bases de datos relacionales que antes teníamos porque ahora los datos proceden de muchas fuentes diferentes por lo que hay que utilizar tecnologías nuevas para explotarlas el análisis transaccional que se hace ahora de los datos es completamente diferente a como las tecnologías que la capturan almacenan gestionan y recuperan el big data incluye desde la captura del dato hasta el almacenamiento gestión análisis de procesos y datos y la consulta de la información ello exige gestionar diferentes modelos y escalabilidades en cuanto a los datos el big data implica un cambio de enfoque en tecnología porque se necesita una escalabilidad importante y en aplicaciones porque el dato es el centro de gravedad todos los sectores son susceptibles de utilizar la tecnología big data desde el sector financiero energético telefónico administrativo pública investigación etc por ejemplo son típicos los proyectos en entidades financieras que con tecnología de almacenamiento y análisis de información tienen diferentes datos de clientes en distintas fuentes y sistemas de transacciones estos datos relativos deben agruparse de forma inteligente para permitir hacer segmentación con la finalidad de poder ofrecer los productos más adecuados en función de la capacidad adquisitiva el nivel de riesgo inversiones etc lo

mismo ocurre en la administración que tiene multitud de datos y expedientes que pueden entrecruzar entre los distintos organismos locales y centrales para mejorar el servicio al ciudadano en resumen las empresas e instituciones que buscan la agilidad del negocio necesitan una manera de analizar todos estos datos estructurados y no estructurados aplicando adecuadamente las técnicas y herramientas del big data y analytics en este libro se desarrollan las técnicas de big data utilizando herramientas de sas como sas visual analytics sas visual statistics sas high performance analytics y sas in memory statistics

## ***BIG DATA con herramientas de SAS. SAS VISUAL ANALYTICS, SAS VISUAL STATISTICS y SAS HIGH PERFORMANCE ANALYTICS***

2017-10-16

gain powerful insights with sas viya whether you are an executive departmental decision maker or analyst the need to leverage data and analytical techniques in order make critical business decisions is now crucial to every part of an organization smart data discovery with sas viya powerful techniques for deeper insights provides you with the necessary knowledge and skills to conduct a smart discovery process and empower you to ask more complex questions using your data the book highlights key components of a smart data discovery process utilizing advanced machine learning techniques powerful capabilities from sas viya and finally brings it all together using real examples and applications with its step by step approach and integrated examples the book provides a relevant and practical guide to insight discovery that goes beyond traditional charts and graphs by showcasing the powerful visual modeling capabilities of sas viya it also opens up the world of advanced analytics and machine learning techniques to a much broader set of audiences

## **Smart Data Discovery Using SAS Viya**

2020-08-11

examine business problems and use a practical analytical approach to solve them by implementing predictive models and machine learning techniques using sas and the r analytical language this book is ideal for those who are well versed in writing code and have a basic understanding of statistics but have limited experience in implementing predictive models and machine learning techniques for analyzing real world data the most challenging part of solving industrial business problems is the practical and hands on knowledge of building and deploying advanced predictive models and machine learning algorithms applied analytics through case studies using sas and r is your answer to solving these business problems by sharpening your analytical skills what you ll learn understand analytics and basic data concepts use an analytical approach to solve industrial business problems build predictive model with machine learning techniques create and apply analytical strategies who this book is for data scientists developers statisticians engineers and research students with a great theoretical understanding of data and statistics who would like to enhance their skills by getting practical exposure in data modeling

## **BIG DATA. SAS TOOLS**

2021

residents in boston massachusetts are automatically reporting potholes and road hazards via their smartphones progressive insurance tracks real time customer driving patterns and uses that information to offer rates truly commensurate with individual safety google accurately predicts local flu outbreaks based upon thousands of user search queries amazon provides remarkably insightful relevant and timely product recommendations to its hundreds of millions of customers quantcast lets companies target precise audiences and key demographics throughout the nasa runs contests via gamification site topcoder awarding prizes to those with the most innovative and cost effective solutions to its problems explorys offers penetrating and previously unknown insights into healthcare behavior how do these organizations and municipalities do it technology is certainly a big part but in each case the

answer lies deeper than that individuals at these organizations have realized that they don't have to be Nate Silver to reap massive benefits from today's new and emerging types of data and each of these organizations has embraced big data allowing them to make astute and otherwise impossible observations, actions, and predictions. It's time to start thinking big. In *Too Big to Ignore*, recognized technology expert and award-winning author Phil Simon explores an unassailably important trend: big data. The massive amounts, new types, and multifaceted sources of information streaming at us faster than ever never before have we seen data with the volume, velocity, and variety of today's big data. It is no temporary blip or fad; in fact, it is only going to intensify in the coming years, and its ramifications for the future of business are impossible to overstate. *Too Big to Ignore* explains why big data is a big deal. Simon provides commonsense, jargon-free advice for people and organizations looking to understand and leverage big data, rife with case studies, examples, analysis, and quotes from real-world big data practitioners. The book is required reading for chief executives, company owners, industry leaders, and business professionals.

## **Applied Analytics through Case Studies Using SAS and R**

2018-08-03

unique insights to implement big data analytics and reap big returns to your bottom line, focusing on the business and financial value of big data analytics. Respected technology journalist Frank J. Ohlhorst shares his insights on the newly emerging field of big data analytics. In *Applied Analytics through Case Studies Using SAS and R*, this breakthrough book demonstrates the importance of analytics, defines the processes, highlights the tangible and intangible values, and discusses how you can turn a business liability into actionable material that can be used to redefine markets, improve profits, and identify new business opportunities. Reveals big data analytics as the next wave for businesses looking for competitive advantage. Takes an in-depth look at the financial value of big data analytics, offers tools and best practices for working with big data. Once the domain of large online retailers such as eBay and Amazon, big data is now accessible by businesses of all sizes and across industries. From how to mine the data your company collects to the data that is available on the outside, big data analytics shows how you can leverage big data into a key component in your business's growth strategy.

## **Too Big to Ignore**

2015-11-02

the guide to targeting and leveraging business opportunities using big data analytics. By leveraging big data analytics, businesses create the potential to better understand, manage, and strategically exploit the complex dynamics of customer behavior. Analytics in a big data world reveals how to tap into the powerful tool of data analytics to create a strategic advantage and identify new business opportunities. Designed to be an accessible resource, this essential book does not include exhaustive coverage of all analytical techniques; instead, focusing on analytics techniques that really provide added value in business environments. The book draws on author Bart Baesens' expertise on the topics of big data analytics and its applications in e.g., credit risk, marketing, and fraud to provide a clear roadmap for organizations that want to use data analytics to their advantage but need a good starting point. Baesens has conducted extensive research on big data analytics, customer relationship management, web analytics, fraud detection, and credit risk management and uses this experience to bring clarity to a complex topic. Includes numerous case studies on risk management, fraud detection, customer relationship management, and web analytics. Offers the results of research and the author's personal experience in banking, retail, and government. Contains an overview of the visionary ideas and current developments on the strategic use of analytics for business. Covers the topic of data analytics in easy-to-understand terms without an undue emphasis on mathematics and the minutiae of statistical analysis for organizations looking to enhance their capabilities via data analytics. This resource is the go-to reference for leveraging data to enhance business capabilities.

## **Big Data Analytics**

2012-11-15

learn how to access analytics from sas cloud analytic services cas using r and the sas viya platform sas viya the r perspective is a general purpose introduction to using r with the sas viya platform sas viya is a high performance fault tolerant analytics architecture that can be deployed on both public and private cloud infrastructures this book introduces an entirely new way of using sas statistics from r taking users step by step from installation and fundamentals to data exploration and modeling sas viya is made up of multiple components the central piece of this ecosystem is sas cloud analytic services cas cas is the cloud based server that all clients communicate with to run analytical methods while sas viya can be used by various sas applications it also enables you to access analytic methods from sas r python lua and java as well as through a rest interface using http or https the r client is used to drive the cas component directly using commands and actions that are familiar to r programmers key features of this book include connecting to cas from r loading managing and exploring cas data from r executing cas actions and processing the results handling cas action errors modeling continuous and categorical data this book is intended for r users who want to access sas analytics as well as sas users who are interested in trying r familiarity with r would be helpful before using this book although knowledge of cas is not required however you will need to have a cas server set up and running to execute the examples in this book

## **Analytics in a Big Data World**

2014-05-19

gain powerful insights with sas viya whether you are an executive departmental decision maker or analyst the need to leverage data and analytical techniques in order make critical business decisions is now crucial to every part of an organization smart data discovery with sas viya powerful techniques for deeper insights provides you with the necessary knowledge and skills to conduct a smart discovery process and empower you to ask more complex questions using your data the book highlights key components of a smart data discovery process utilizing advanced machine learning techniques powerful capabilities from sas viya and finally brings it all together using real examples and applications with its step by step approach and integrated examples the book provides a relevant and practical guide to insight discovery that goes beyond traditional charts and graphs by showcasing the powerful visual modeling capabilities of sas viya it also opens up the world of advanced analytics and machine learning techniques to a much broader set of audiences

## **SAS Viya**

2018-07-20

a practical guide to leveraging your data to spur innovation and growth your business generates reams of data but what do you do with it reporting is only the beginning your data holds the key to innovation and growth you just need the proper analytics in big data big innovation enabling competitive differentiation through business analytics author evan stubbs explores the potential gold hiding in your un mined data as chief analytics officer for sas australia new zealand stubbs brings an industry insider s perspective to guide you through pattern recognition analysis and implementation big data big innovation enabling competitive differentiation through business analytics details a groundbreaking approach to ensuring your company s upward trajectory use this guide to leverage your customer information financial reports performance metrics and more to build a rock solid foundation for future growth build an effective analytics team and empower them with the right tools learn how big data drives both evolutionary and revolutionary innovation and who should be responsible identify data collection and analysis opportunities and implement action plans design the platform that suits your company s current and future needs quantify performance with statistics programming and research for a more complete picture of operations effective management means combining data people and analytics to create a synergistic force for innovation and growth if you want your company to move forward with confidence big data big innovation enabling competitive differentiation through business analytics can show you how to use what you already have and acquire what you need to succeed

## ***Smart Data Discovery Using SAS Viya***

2020-08-11

big data analytics made easy is a must read for everybody as it explains the power of analytics in a simple and logical way along with an end to end code in r even if you are a novice in big data analytics you will still be able to understand the concepts explained in this book if you are already working in analytics and dealing with big data you will still find this book useful as it covers exhaustive data mining techniques which are considered to be advanced topics it covers machine learning concepts and provides in depth knowledge on unsupervised as well as supervised learning which is very important for decision making the toughest data analytics concepts are made simpler it features examples from all the domains so that the reader gets connected to the book easily this book is like a personal trainer that will help you master the art of data science

## **Big Data, Big Innovation**

2014-07-21

use aggregate data to answer high level business questions data miners data scientists analytic managers and analysts who work in all industries will find the insights in randy collica s strategic analytics and sas using aggregate data to drive organizational initiatives invaluable in their work this book shows you how to use your existing data at aggregate levels to answer high level business questions written in a detailed step by step format the multi industry use cases begin with a high level question that a c level executive might ask collica then progresses through the steps to perform the analysis including many tables and screenshots to guide you along the way he then ends each use case with the solution to the high level question topics covered include logistic analysis models developed from surveys survival analysis confidence intervals text mining and analysis visual analytics hypothesis tests and size and magnitude of analytic effects connect the dots between detailed data on your customers and the high level business goals of your organization with strategic analytics and sas

## **Big Data Analytics Made Easy**

2016-12-14

en la era de grandes conjuntos de datos procedentes de diversos orígenes en formatos variados y con una necesidad de procesamiento y análisis rápido y efectivo las técnicas de big data persiguen complementar el manejo ordenado de estos volúmenes con las técnicas de análisis de la información más avanzadas y efectivas para extraer de modo óptimo el conocimiento contenido en los datos las herramientas de big data se basan en el paquete de código abierto llamado hadoop para el análisis masivo de datos que forma parte de prácticamente todo el software de big data por ejemplo sas incorpora hadoop en sus aplicaciones sas base sas data integration sas visual analytics sas visual statistics etc ibm trabaja con hadoop en su plataforma ibm infosphere biginsights microsoft incluye hadoop en su plataforma windows azure sql server 2014 hdinsight y polybase oracle incluye hadoop en oracle big data appliance oracle big data connectors y oracle loader for hadoop se describen y analizan estas herramientas de big data que implementan sas ibm microsoft y oracle para extraer el conocimiento contenido en los datos ventajas los principales comandos conozca las herramientas de big data que utilizan tecnologías multinúcleo para ofrecer mayor capacidad de procesamiento a través de altas prestaciones en base de datos y de análisis en memoria que ofrecen un mayor conocimiento más rápidamente de grandes volúmenes de datos y flujo de datos independientemente de los formatos y las fuentes de los orígenes de datos aprenda que con las herramientas de big data se puede procesar información online proveniente de múltiples orígenes redes sociales o grandes bases de datos no estructuradas a tratar los datos de múltiples fuentes y formatos ya sean texto datos imágenes o mezcla de todo ello actualmente es posible desarrolle sus habilidades para implementar herramientas de big data en la forma que mejor se adapte a las necesidades de los usuarios superar con éxito el desafío del análisis de la información dada la capacidad de almacenar cualquier cosa lo que están generando datos como nunca antes en la historia



## **Strategic Analytics and SAS**

2019-08-29

as big data hadoop and mapreduce technology matures to its second decade it is used as an essential part of the it infrastructure of nearly half of the fortune 500 and continues to grow as its performance improves small data is a term that emerged more recently within the past several years as a top new it technology buzzword little data is an even more recent term related to potential to integrate advanced analytics into big data to enhance current data science by leveraging advanced statistical platforms such as provided by sas this book provides both basic and complex introduction to big data hadoop and mapreduce as well as small data federation and emerging little data extensions to include linkages to android and arduino platforms

## **BIG DATA - Técnicas, herramientas y aplicaciones**

2015-07-24

learn everything you need to know to start using business analytics and integrating it throughout your organization business analytics principles concepts and applications with sas brings together a complete integrated package of knowledge for newcomers to the subject the authors present an up to date view of what business analytics is why it is so valuable and most importantly how it is used they combine essential conceptual content with clear explanations of the tools techniques and methodologies actually used to implement modern business analytics initiatives they offer a proven step wise approach to designing an analytics program and successfully integrating it into your organization so it effectively provides intelligence for competitive advantage in decision making using step by step examples the authors identify common challenges that can be addressed by business analytics illustrate each type of analytics descriptive prescriptive and predictive and guide users in undertaking their own projects illustrating the real world use of statistical information systems and management science methodologies these examples help readers successfully apply the methods they are learning unlike most competitive guides this text demonstrates the use of sas software permitting instructors to spend less time teaching software and more time focusing on business analytics itself business analytics principles concepts and applications with sas will be a valuable resource for all beginning to intermediate level business analysts and business analytics managers for mba masters degree students in the field and for advanced undergraduates majoring in statistics applied mathematics or engineering operations research

## ***BIG DATA TOOLS. SAS VISUAL STATISTICS, SAS HIGH PERFORMANCE ANALYTICS AND SAS IN-MEMORY STATISTICS***

2021

utilize this practical and easy to follow guide to modernize traditional enterprise data warehouse and business intelligence environments with next generation big data technologies next generation big data takes a holistic approach covering the most important aspects of modern enterprise big data the book covers not only the main technology stack but also the next generation tools and applications used for big data warehousing data warehouse optimization real time and batch data ingestion and processing real time data visualization big data governance data wrangling big data cloud deployments and distributed in memory big data computing finally the book has an extensive and detailed coverage of big data case studies from navistar cerner british telecom shopzilla thomson reuters and mastercard what you ll learn install apache kudu impala and spark to modernize enterprise data warehouse and business intelligence environments complete with real world easy to follow examples and practical advice integrate hbase solr oracle sql server mysql flume kafka hdfs and amazon s3 with apache kudu impala and spark use streamsets talend pentaho and cdap for real time and batch data ingestion and processing utilize trifacta alteryx and datameer for data wrangling and interactive data processing turbocharge spark with alluxio a distributed in memory storage platform deploy big data in the cloud using cloudera director perform

real time data visualization and time series analysis using zoomdata apache kudu impala and spark understand enterprise big data topics such as big data governance metadata management data lineage impact analysis and policy enforcement and how to use cloudera navigator to perform common data governance tasks implement big data use cases such as big data warehousing data warehouse optimization internet of things real time data ingestion and analytics complex event processing and scalable predictive modeling study real world big data case studies from innovative companies including navistar cerner british telecom shopzilla thomson reuters and mastercard who this book is for bi and big data warehouse professionals interested in gaining practical and real world insight into next generation big data processing and analytics using apache kudu impala and spark and those who want to learn more about other advanced enterprise topics

## **Big Data Meets Little Data**

2015-05-21

build a strong foundation in sas data warehousing by understanding data transformation code and policy data stewardship and management interconnectivity between sas and other warehousing products and print and web reporting key features understand how to use sas macros for standardizing extract transform and load etl protocols develop and use data curation files for effective warehouse management learn how to develop and manage etl policies and print and web reports that meet user needs book description sas is used for various functions in the development and maintenance of data warehouses thanks to its reputation of being able to handle big data this book will help you learn the pros and cons of storing data in sas as you progress you will understand how to document and design extract transform load etl protocols for sas processes later you will focus on how the use of sas arrays and macros can help standardize etl the book will also help you examine approaches for serving up data using sas and explore how connecting sas to other systems can enhance the data warehouse user's experience by the end of this data management book you will have a fundamental understanding of the roles sas can play in a warehouse environment and be able to choose wisely when designing your data warehousing processes involving sas what you will learn develop efficient ways to manage data input output i o in sas create and manage extract transform and load etl code in sas standardize etl through macro variables macros and arrays identify data warehouse users and ensure their needs are met design crosswalk and other variables to serve analyst needs maintain data curation files to improve communication and management use the output delivery system ods for print and web reporting connect other products to sas to optimize storage and reporting who this book is for this book is for data architects managers leading data projects and programmers or developers using sas who want to effectively maintain a data lake data mart or data warehouse

## ***Business Analytics Principles, Concepts, and Applications with SAS***

2014-09-12

this tutorial for data analysts new to sas enterprise guide and sas enterprise miner provides valuable experience using powerful statistical software to complete the kinds of business analytics common to most industries today's businesses increasingly use data to drive decisions that keep them competitive especially with the influx of big data the importance of data analysis to improve every dimension of business cannot be overstated data analysts are therefore in demand however many hires and prospective hires although talented with respect to business and statistics lack the know how to perform business analytics with advanced statistical software business analytics using sas enterprise guide and sas enterprise miner is a beginner's guide with clear illustrated step by step instructions that will lead you through examples based on business case studies you will formulate the business objective manage the data and perform analyses that you can use to optimize marketing risk and customer relationship management as well as business processes and human resources topics include descriptive analysis predictive modeling and analytics customer segmentation market analysis share of wallet analysis penetration analysis and business intelligence this book is part of the sas press program

## **Next-Generation Big Data**

2018-06-12

this exciting new textbook offers an accessible business focused overview of the key theoretical concepts underpinning modern data analytics it provides engaging and practical advice on using the key software tools including sas visual analytics r and datarobot that are used in organisations to help make effective data driven decisions combining theory with hands on practical examples this essential text includes cutting edge coverage of new areas of interest including social media analytics design thinking and the ethical implications of using big data a wealth of learning features including exercises cases online resources and data sets help students to develop analytic problem solving skills with its management perspective on analytics and its coverage of a range of popular software tools this is an ideal essential text for upper level undergraduate postgraduate and mba students it is also ideal for practitioners wanting to understand the broader organisational context of big data analysis and to engage critically with the tools and techniques of business analytics accompanying online resources for this title can be found at [bloomsburyonlineresources.com/business-analytics](http://bloomsburyonlineresources.com/business-analytics) these resources are designed to support teaching and learning when using this textbook and are available at no extra cost

## **Mastering SAS Programming for Data Warehousing**

2020-10-16

with big data analytics comes big insights into profitability big data is big business but having the data and the computational power to process it isn't nearly enough to produce meaningful results big data data mining and machine learning value creation for business leaders and practitioners is a complete resource for technology and marketing executives looking to cut through the hype and produce real results that hit the bottom line providing an engaging thorough overview of the current state of big data analytics and the growing trend toward high performance computing architectures the book is a detail driven look into how big data analytics can be leveraged to foster positive change and drive efficiency with continued exponential growth in data and ever more competitive markets businesses must adapt quickly to gain every competitive advantage available big data analytics can serve as the linchpin for initiatives that drive business but only if the underlying technology and analysis is fully understood and appreciated by engaged stakeholders this book provides a view into the topic that executives managers and practitioners require and includes a complete overview of big data and its notable characteristics details on high performance computing architectures for analytics massively parallel processing mpp and in memory databases comprehensive coverage of data mining text analytics and machine learning algorithms a discussion of explanatory and predictive modeling and how they can be applied to decision making processes big data data mining and machine learning provides technology and marketing executives with the complete resource that has been notably absent from the veritable libraries of published books on the topic take control of your organization's big data analytics to produce real results with a resource that is comprehensive in scope and light on hyperbole

## **Business Analytics Using SAS Enterprise Guide and SAS Enterprise Miner**

2014-10-01

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

## **Business Analytics**

2019-09-28

create compelling business infographics with sas and familiar office productivity tools a picture is worth a thousand words but what if there are a billion words when analyzing big data you need a picture that cuts through the noise this is where infographics come in infographics are a representation of information in a graphic format designed to make the data easily understandable with infographics you don t need deep knowledge of the data the infographic combines story telling with data and provides the user with an approachable entry point into business data infographics powered by sas data visualization techniques for business reporting shows you how to create graphics to communicate information and insight from big data in the boardroom and on social media learn how to create business infographics for all occasions with sas and learn how to build a workflow that lets you get the most from your sas system without having to code anything unless you want to this book combines the perfect blend of creative freedom and data governance that comes from leveraging the power of sas and the familiarity of microsoft office topics covered in this book include sas visual analytics sas office analytics sas graph software sas code examples data visualization with sas creating reports with sas using reports and graphs from sas to create business presentations using sas within microsoft office

## **Big Data, Data Mining, and Machine Learning**

2014-05-07

foreword by oliver schabenberger phd executive vice president chief operating officer and chief technology officer sas dive into deep learning machine learning and deep learning are ubiquitous in our homes and workplaces from machine translation to image recognition and predictive analytics to autonomous driving deep learning holds the promise of improving many everyday tasks in a variety of disciplines much deep learning literature explains the mechanics of deep learning with the goal of implementing cognitive applications fueled by big data this book is different written by an expert in high performance analytics deep learning for numerical applications with sas introduces a new field deep learning for numerical applications dl4na contrary to deep learning the primary goal of dl4na is not to learn from data but to dramatically improve the performance of numerical applications by training deep neural networks deep learning for numerical applications with sas presents deep learning concepts in sas along with step by step techniques that allow you to easily reproduce the examples on your high performance analytics systems it also discusses the latest hardware innovations that can power your sas programs from many core cpus to gpus to fpgas to asics this book assumes the reader has no prior knowledge of high performance computing machine learning or deep learning it is intended for sas developers who want to develop and run the fastest analytics in addition to discovering the latest trends in hybrid architectures with gpus and fpgas readers will learn how to use deep learning in sas speed up their analytics using deep learning easily write highly parallel programs using the many task computing paradigms this book is part of the sas press program

## ***Data Management Solutions Using SAS Hash Table Operations***

2018-07-09

enhance your sas data wrangling skills with high precision and parallel data manipulation using the ds2 programming language now in its second edition this book addresses the ds2 programming language from sas which combines the precise procedural power and control of the base sas data step language with the simplicity and flexibility of sql ds2 provides simple safe syntax for performing complex data transformations in parallel and enables manipulation of native database data types at full precision it also covers proc fedsql a

modernized sql language that blends perfectly with ds2 you will learn to harness the power of parallel processing to speed up cpu intensive computing processes in base sas and how to achieve even more speed by processing ds2 programs on massively parallel database systems techniques for leveraging internet apis to acquire data avoiding large data movements when working with data from disparate sources and leveraging ds2 s new data types for full precision numeric calculations are presented with examples of why these techniques are essential for the modern data wrangler here s what s new in this edition how to significantly improve performance by using the new sas viya architecture with its sas cloud analytic services cas how to declare private variables and methods in a package the new proc dstods2 the pcrxfind and pcrxreplace packages while working though the code samples provided with this book you will build a library of custom reusable and easily shareable ds2 program modules execute parallelized data step programs to speed up a cpu intensive process and conduct advanced data transformations using hash objects and matrix math operations this book is part of the sas press series

## ***Infographics Powered by SAS***

2018-04-24

apply analytics to business problems using two very popular software tools sas and r no matter your industry this book will provide you with the knowledge and insights you and your business partners need to make better decisions faster learn business analytics in six steps using sas and r teaches you how to solve problems and execute projects through the dcova and i define collect organize visualize analyze and insights process you no longer need to choose between the two most popular software tools this book puts the best of both worlds sas and r at your fingertips to solve a myriad of problems whether relating to data science finance web usage product development or any other business discipline what you ll learn use the dcova and i process define collect organize visualize analyze and insights harness both sas and r the star analytics technologies in the industry use various tools to solve significant business challenges understand how the tools relate to business analytics see seven case studies for hands on practice who this book is for this book is for all it professionals especially data analysts as well as anyone who likes to solve business problems and is good with logical thinking and numbers wants to enter the analytics world and is looking for a structured book to reach that goal is currently working on sas r or any other analytics software and strives to use its full power

## **Deep Learning for Numerical Applications with SAS**

2018-07-20

el libro comienza analizando herramientas de computación masiva en los ecosistemas de big data con especial atención a hadoop mapreduce hadoop distribute file system y hadoop common components pig hive flume oozie hbase sqoop mahout y otras a continuación se aborda la automatización de trabajos y se presentan ejemplos desarrollados con sql server también se presenta el ecosistema hadoop de apache ambari adicionalmente se presentan las herramientas de big data analytics de sas sas access interface to hadoop sas data management sas visual analytics sas visual statistics sas in memory statistics for hadoop sas high performance data mining sas high performance text mining sas viya etc también se presentan las herramientas de big data analytics de oracle big data appliance big data connectors nosql database exadata business analytics etc microsoft hdinsight azure etc e ibm ibm solution for hadoop power systems edition bm aix solution editions para cognos y spss ibm spss modeler etc a continuación se abordan la calidad e integridad de los datos en procesos de big data y el movimiento de datos entre clústers como ejemplo se desarrolla la copia y movimiento de bases de datos entre servidores en sql server más adelante se tratan las herramientas de monitorización de clústers hyper v hadoop y ganglia así como herramientas para interfaz web y otras finalmente se profundiza en las técnicas de big data e inteligencia de negocios se analizan las herramientas más importantes de business intelligence business objects microstrategy tableau power bi qlik domo pentaho etc con especial atención a los cuadros de mando se describen las herramientas sas visual analytics y herramientas de sap para cuadros de mando por último se describe la implementación del kdd knowledge discovery in data bases con herramientas de sas sas enterprise miner e ibm ibm spss modeler a través de ejemplos

## ***Mastering the SAS DS2 Procedure***

2018-03-23

do you want to create data analysis reports without writing a line of code this book introduces sas studio a free data science web browser based product for educational and non commercial purposes the power of sas studio comes from its visual point and click user interface that generates sas code it is easier to learn sas studio than to learn r and python to accomplish data cleaning statistics and visualization tasks the book includes a case study about analyzing the data required for predicting the results of presidential elections in the state of maine for 2016 and 2020 in addition to the presidential elections the book provides real life examples including analyzing stocks oil and gold prices crime marketing and healthcare you will see data science in action and how easy it is to perform complicated tasks and visualizations in sas studio you will learn step by step how to do visualizations including maps in most cases you will not need a line of code as you work with the sas studio graphical user interface the book includes explanations of the code that sas studio generates automatically you will learn how to edit this code to perform more complicated advanced tasks the book introduces you to multiple sas products such as sas viya sas analytics and sas visual statistics what you will learn become familiar with sas studio ide understand essential visualizations know the fundamental statistical analysis required in most data science and analytics reports clean the most common data set problems use linear progression for data prediction write programs in sas get introduced to sas viya which is more potent than sas studio who this book is for a general audience of people who are new to data science students and data analysts and scientists who are experienced but new to sas no programming or in depth statistics knowledge is needed

## **Learn Business Analytics in Six Steps Using SAS and R**

2016-12-20

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

## **Big Data Aplicado E Inteligencia de Negocios Con Herramientas de Software.**

2022-09-20

use aggregate data to answer high level business questions data miners data scientists analytic managers and analysts who work in all industries will find the insights in randy collica s strategic analytics and sas using aggregate data to drive organizational initiatives invaluable in their work this book shows you how to use your existing data at aggregate levels to answer high level business questions written in a detailed step by step format the multi industry use cases begin with a high level question that a c level executive might ask collica then progresses through the steps to perform the analysis including many tables and screenshots to guide you along the way he then ends each use case with the solution to the high level question topics covered include logistic analysis models developed from surveys survival analysis confidence intervals text mining and analysis visual analytics hypothesis tests and size and magnitude of analytic effects connect the dots between detailed data on your customers and the high level business goals of your organization with strategic analytics and sas

## **Practical Business Analytics Using SAS**

2017

big data analytics in chemoinformatics and bioinformatics with applications to computer aided drug design cancer biology emerging pathogens and computational toxicology provides an up to date presentation of big data analytics methods and their applications in diverse fields the proper management of big data for decision making in scientific and social issues is of paramount importance this book gives researchers the tools they need to solve big data problems in these fields it begins with a section on general topics that all readers will find useful and continues with specific sections covering a range of interdisciplinary applications here an international team of leading experts review their respective fields and present their latest research findings with case studies used throughout to analyze and present key information brings together the current knowledge on the most important aspects of big data including analysis using deep learning and fuzzy logic transparency and data protection disparate data analytics and scalability of the big data domain covers many applications of big data analysis in diverse fields such as chemistry chemoinformatics bioinformatics computer assisted drug vaccine design characterization of emerging pathogens and environmental protection highlights the considerable benefits offered by big data analytics to science in biomedical fields and in industry

## **Learn Data Science Using SAS Studio**

2020-10-13

the chapters in this volume offer useful case studies technical roadmaps lessons learned and a few prescriptions todo this avoid that from the foreword by joe lacugna ph d enterprise analytics and business intelligence starbucks coffee companywith the growing barrage of big data it becomes vitally important for organizations to mak

## ***Text Mining and Analysis***

2014-11-22

## **Strategic Analytics and SAS**

2016

## ***Big Data Analytics in Chemoinformatics and Bioinformatics***

2022-12-06

## ***Big Data and Business Analytics***

2016-04-19

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