

# SAS® Global Academic Program

Supporting teaching, learning and research in higher education



## 10<sup>th</sup> Annual Data Mining for Educators

SAS Headquarters, Cary, NC

July 23-26, 2012

[www.sas.com/teach](http://www.sas.com/teach)



THE  
POWER  
TO KNOW.

The Data Mining for Educators workshop is an invitation-only event that is free of charge. In its 10th year, the Data Mining for Educators workshop gives university-level professors the unique opportunity to learn more about incorporating SAS® Enterprise Miner™ into their curriculum. The event also provides opportunities for attendees to network with colleagues who are currently teaching data mining using SAS Enterprise Miner software, and to take advantage of the latest analytical training from SAS.

**Track I** is for instructors who are new to SAS Enterprise Miner and data mining.

**Track II** is for professors who are experienced in teaching SAS Enterprise Miner and teaching predictive modeling.

**Optional Section:** Data Manipulation and Analytics using SAS® Enterprise Guide® is open to all experience levels. We highly recommend this section if you use software for data analysis in your class or in research.

## 2012 Data Mining for Educators Schedule

Optional	Monday, July 23 9 a.m. - 5 p.m.	Data Manipulation and Analytics Using SAS® Enterprise Guide®	
	Day and Time	Track I	Track II
	<b>Tuesday, July 24</b> 9 a.m. - 5 p.m.	Applied Analytics Using SAS Enterprise Miner	Advanced Predictive Modeling Using SAS Enterprise Miner
	<b>Wednesday, July 25</b> 9 a.m. - 5 p.m.	Applied Analytics Using SAS Enterprise Miner (continued)	Advanced Predictive Modeling Using SAS Enterprise Miner (continued)
	<b>Thursday, July 26</b> 9 a.m. - 5 p.m.	Applied Analytics Using SAS Enterprise Miner (continued)	Advanced Predictive Modeling Using SAS Enterprise Miner (continued)

## Course Descriptions

### **Data Manipulation and Analytics Using SAS® Enterprise Guide®**

In this course you will learn to access your data, combine tables, compute new variables, explore data with simple statistics and graphs, and perform sophisticated statistical analyses with SAS Enterprise Guide. This course does not teach statistical concepts, but teaches how to perform these concepts in SAS Enterprise Guide.

### **Applied Analytics Using SAS® Enterprise Miner™**

This course provides extensive hands-on experience with SAS Enterprise Miner. It covers the basic skills required to assemble analyses using the rich tool set of SAS Enterprise Miner for both pattern discovery (segmentation, association and sequence analyses) and predictive modeling (decision tree, regression and neural network models). The course includes completed case studies from the fields of database marketing, financial services, Web analytics and higher education.

### **Advanced Predictive Modeling Using SAS® Enterprise Miner™**

This course teaches you how to optimize the performance of predictive models beyond the basics. The course continues the development of predictive models that begins in the Applied Analytics Using SAS Enterprise Miner course. Learn how to: Use advanced techniques for input selection and model assessment; construct and evaluate two-stage and multistage models using SAS Enterprise Miner; and evaluate variability in model predictive performance.



## About SAS

SAS is the leader in business analytics software and services, and the largest independent vendor in the business intelligence market. Through innovative solutions, SAS helps customers at more than 55,000 sites improve performance and deliver value by making better decisions faster. Since 1976 SAS has been giving customers around the world THE POWER TO KNOW®.

### Learn More or Apply at:

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