C H A P T E R

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Introduction to SAS Data Quality Server

Overview of SAS Data Quality Server

The SAS Data Quality Server software enables you to analyze, cleanse, transform, and standardize your data. Data cleansing increases the accuracy and profitability of the knowledge that you extract from your data.

You can use the SAS Data Quality Server software to:

☐ *Analyze and transform data* by creating and applying schemes. For details, see Chapter 4, "The DQSCHEME Procedure," on page 29.

☐ *Create match codes* for analysis, reporting, and transformation. For details, see Chapter 3, "The DQMATCH Procedure," on page 19 and "About the Match Code Functions" on page 15.

☐ *Parse character values* to allow analysis and cleansing of the elements in character values. For details, see "About the Parsing Functions" on page 15.

☐ *Standardize* values for format, case (uppercase/lowercase), and punctuation. For details, see "DQCASE Function" on page 48.

☐ *Determine the gender* of an individual based on a name. For details, see "DQGENDER Function" on page 49.

☐ *Determine the locale* that best represents a given value. For details, see "DQLOCALEGUESS Function" on page 53.

☐ *Identify* the type of content in character values. For details, see "About the Gender Analysis, Locale Guessing, and Identification Functions" on page 16.

☐ *Analyze the patterns* in character data. For details, see "DQPATTERN Function" on page 64.

☐ *Integrate* the scheme-edit and locale-edit capabilities of the dfPower Studio and dfPowerCustomize software from DataFlux (a SAS company). For information on DataFlux products, see **www.dataflux.com**.

☐ *Apply schemes and create match codes* in data quality transformation templates that are available in the SAS ETL Studio software.