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Data-Driven Story-Telling: Showcasing Visualization and Analytic Techniques with SAS® and JMP®

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ABSTRACT

When faced with data that is complex due to many records, columns, or both, the tendency is to use statistical techniques to reduce data to models and statistics. This makes the results hard for non-statisticians to understand and can also lead to missing "opportunities" in the data. This talk will focus on a data story using weather, climate, and energy commodity data to show how JMP® and SAS® can work well together to move from data to information to insights to communication of results to the non-statistical world.

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