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SAS® High-Performance Analytics: Big Data Brought to Life on the EMC Greenplum Data Computing Appliance

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ABSTRACT

This presentation will describe the proof-of-concept project to apply high-performance analytics (HPA) to call center and other data in an effort to quickly identify and act on customer service opportunities. Discussion will include functionality and performance metrics of SAS® High-Performance Analytics procedures, the new SAS® DS2 language, the fast-loading capability of the Greenplum DCA, and the ability to deploy models built on the DCA to other databases. Since some of the most valuable data is unstructured, such as the free-form text notes entered by call center staff, the presentation will describe how SAS® Text Miner is used in conjunction with the HPA DCA to include unstructured data in analyses and modeling.

No paper was submitted for publication.

CONTACT INFORMATION

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