

SAS® Analytics Training

Challenge business as usual and achieve excellence with SAS® Analytics training.

Statistical Analyst
Market Researcher
Operations Researcher
Data Miner
Forecaster



support.sas.com/training/analytics
800-333-7660
training@sas.com



THE
POWER
TO KNOW.

SUCCESSFUL STARTING POINTS

Let us help you get started.

Our Starting Points Plan for each job role makes it easy to get on the right training path! We also offer advanced and specialty courses for each role to address the training needs for all of your SAS users.

Statistical Analyst

For SAS Programmers

SAS® Programming 1:
Essentials

CP

Statistics 1: Introduction
to ANOVA, Regression, and
Logistic Regression

For SAS Enterprise Guide Users

SAS® Enterprise Guide® 1:
Querying and Reporting

SAS® Enterprise Guide®:
ANOVA, Regression, and
Logistic Regression

Market Researcher

For SAS Programmers

SAS® Programming 1:
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Statistics 1: Introduction
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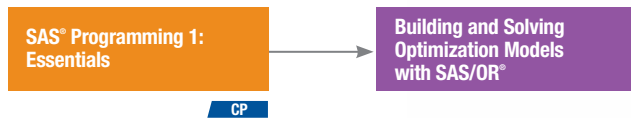
SAS® Enterprise Guide® 1:
Querying and Reporting

SAS® Enterprise Guide®:
ANOVA, Regression, and
Logistic Regression

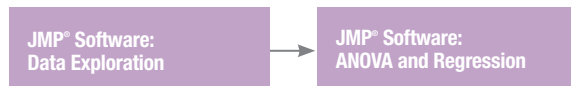


Operations Researcher

SAS Software Users



JMP Software Users



Data Miner



Forecaster

Forecasting One-Time Series with Possible Regressors



Large-Scale Forecasting



Why SAS® Analytics Training?

In a global economy, change is a constant, so you must keep current on new technologies. SAS Analytics training can help you understand what improvements are possible.

From dynamic visualization to predictive modeling, model deployment and process optimization, SAS training reveals a range of techniques and processes for the collection, classification, analysis and interpretation of data to reveal patterns, anomalies, key variables and relationships, leading ultimately to new insights and better answers faster.

SAS provides comprehensive analytic training in a variety of engaging formats.

Attend our public courses and you'll benefit from:

- Having a SAS expert at your side.
- The most comprehensive program of SAS Analytics training available.
- Discussions and demonstrations covering products, as well as helpful tips.

On-site courses offer the same quality content and instruction as our public courses in the convenience of your workplace. You will also have the benefit of asking questions and generating discussion unique to your organization.

Limited travel budget? No problem!

You have other options to get the same content in the comfort of your home or office. Satisfaction guaranteed.

- **Live Web classes**
Enjoy a real-time classroom experience from your desktop.
- **SAS® e-Learning**
Gain immediate access to multimedia training 24/7.



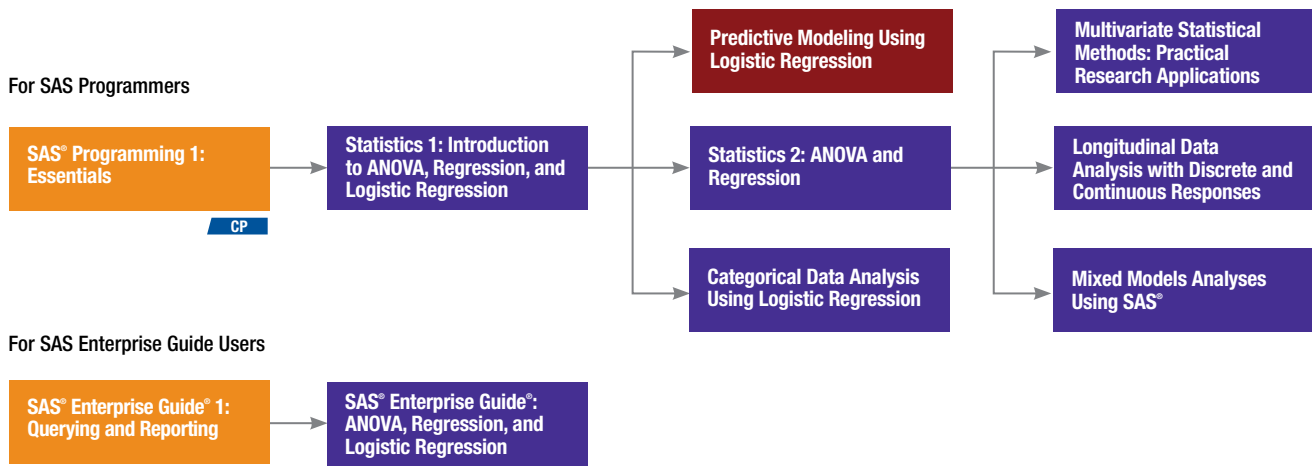
For more information on SAS Education, visit support.sas.com/training



Statistical Analyst

Cleanse and prepare data for analysis as well as conduct and interpret simple to complex statistical data analyses.

support.sas.com/paths/stat



CP Preparation for SAS® Certification Exam

Advanced and Specialty Courses

- Advanced Statistical Modeling Using the NL MIXED Procedure
- Applied Clustering Techniques
- Bayesian Analyses Using SAS
- Customizing Your Data Analysis with SAS/IML® Studio
- Design and Analysis of Probability Surveys
- Determining Power and Sample Size Using SAS/STAT® Software
- Fitting Poisson Regression Models Using the GENMOD Procedure
- Getting Started with SAS Office Analytics
- Introduction to Programming with SAS/IML® Software
- Statistical Analysis with the GLIMMIX Procedure
- Statistical Graphics with ODS
- Statistical Process Control Using SAS/QC® Software
- Survival Analysis Using the Proportional Hazards Model

Business Knowledge Series

- Advanced Analytics for the Modern Business Analyst
- Advanced Analytics Using the MIXED Procedure
- Conjoint Analysis: Evaluating Consumer Preferences Using SAS Software
- Custom Designs for Experiments
- Discrete Choice Modeling Using SAS Software
- Fitting Tobit and Other Limited Dependent Variable Models
- Getting the Most Out of Testing in Direct/Internet Marketing
- Graphical Techniques for Marketing Research
- Imputation Techniques in SAS
- Introduction to Statistical Concepts: Means, Standard Deviations, Confidence Intervals and Hypotheses Testing
- Introduction to Structural Equation Modeling
- Modeling Trend, Cycles, and Seasonality in Time Series Data Using PROC UCM
- Modern Multiple Comparisons and Multiple Tests Using SAS
- Multilevel Modeling of Hierarchical and Longitudinal Data Using SAS
- Multiple Comparisons in SAS: Classical to Modern Methods
- Robust Regression Techniques in SAS/STAT

Call your SAS Education representative at 800-333-7660 to build a customized, comprehensive training plan.



Market Researcher

I conduct market research and then analyze and interpret the results. I write SAS® programs or use SAS® Enterprise Guide®, SAS® Enterprise Miner®, SAS® Marketing Automation and SAS® Marketing Optimization.

support.sas.com/paths/mkt

For SAS Programmers



For SAS Enterprise Guide Users



CP Preparation for SAS® Certification Exam

Advanced and Specialty Courses

- Categorical Data Analysis Using Logistic Regression
- Maximizing Campaign Efficiency with SAS Marketing Optimization
- Multivariate Statistical Methods: Practical Research Applications
- Predictive Modeling Using Logistic Regression

Business Knowledge Series

- Advanced Analytics for the Modern Business Analyst
- Conjoint Analysis: Evaluating Consumer Preferences Using SAS Software
- Discrete Choice Modeling Using SAS Software
- Getting the Most Out of Testing in Direct/Internet Marketing
- Graphical Techniques for Marketing Research
- Web Analytics and Web Intelligence Using SAS



For more information on SAS Education, visit support.sas.com/training/analytics

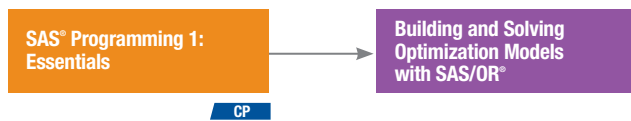


Operations Researcher

I help decision makers solve business, manufacturing, transportation and supply chain issues. I use linear, integer, mixed-integer and nonlinear programming as well as quality control techniques.

support.sas.com/paths/or

SAS Software Users



JMP Software Users



CP Preparation for SAS® Certification Exam

Advanced and Specialty Courses

Introduction to Programming with SAS/IML Software
Statistical Process Control Using SAS/QC Software

Business Knowledge Series

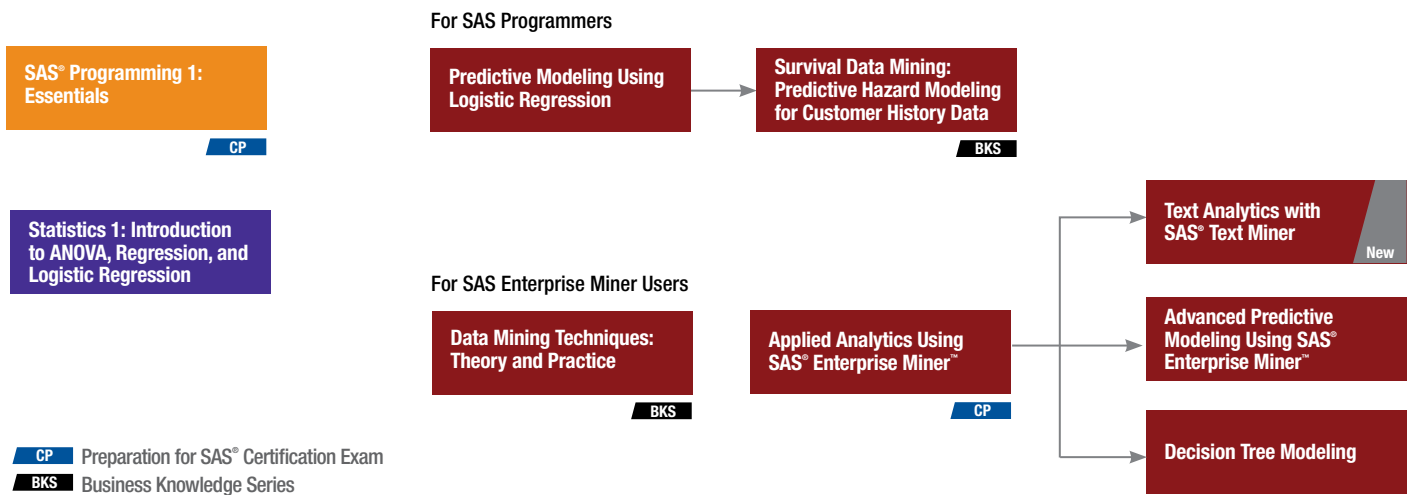
Custom Designs for Experiments



Data Miner

I'm responsible for extracting information from large databases to construct data segments and predictive models. I use SAS® Enterprise Miner™, SAS® Credit Scoring or SAS® Text Miner, or I write SAS® code.

support.sas.com/paths/dm



Advanced and Specialty Courses

- Data Preparation for Data Mining
- Development of Credit Scoring Applications Using SAS Enterprise Miner
- Extending SAS Enterprise Miner with User-Written Nodes
- Managing SAS Analytical Models Using SAS Model Manager
- Neural Network Modeling
- SAS Enterprise Miner: Administration
- Text Analytics with SAS Text Miner

Business Knowledge Series

- Advanced Analytics for Customer Intelligence Using SAS
- Advanced Analytics for the Modern Business Analyst
- Applying Survival Analysis to Business Time-to-Event Problems
- Credit Scorecard Development and Implementation
- Customer Segmentation Using SAS Enterprise Miner
- Exploratory Analysis for Large and Complex Problems
- Exploratory Data Mining with Application to Life and Social Sciences
- Multiple Comparisons in SAS: Classical to Modern Methods
- Net Lift Models: Optimizing the Impact of Your Marketing Efforts
- The Art and Science of Insurance Fraud Detection
- Web Analytics and Web Intelligence Using SAS

Recommended Certifications

SAS Certified Predictive Modeler Using SAS Enterprise Miner 5 or 6 Credential



For more information on SAS Education, visit support.sas.com/training/analytics



Forecaster

I'm responsible for developing forecasting models to empower the organization to make informed decisions. I write SAS® programs or I use the Time Series Forecasting System, or SAS® Forecast Studio.

support.sas.com/paths/for

Forecasting One-Time Series with Possible Regressors

Forecasting Using SAS®
Software: A Programming
Approach

Large-Scale Forecasting

Forecasting Using SAS®
Forecast Server Software

SAS® Programming 1:
Essentials

CP

Using SAS® High-Performance
Forecasting Software

CP Preparation for SAS® Certification Exam

Advanced and Specialty Courses

Business Forecasting Using SAS:
A Point-and-Click Approach

Business Knowledge Series

Advanced Topics in Applied Econometrics

Introduction to Applied Econometrics

Modeling Trend, Cycles, and Seasonality in Time Series Data Using PROC UCM

Stationarity Testing and Other Time Series Topics



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SERIES

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NEW! Credit scoring.

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Enterprise Professional Training Offer

Save big with pre-purchased training units.

The SAS Enterprise Professional Training Offer (EPTO) is a discount training program offering blocks of prepaid training units to help you make the most out of your training budget. Blocks of 15, 30, 60 or 90 units can be purchased at a significant savings to you.

Who should buy EPTO units?

Organizations that:

- Plan on sending multiple people to SAS training.
- Have an ongoing need for employee development.

EPTO units save you a lot of money!

- Receive the best standard discount available on SAS training.
- Pay only one invoice for all your training needs.
- Protect yourself against potential price increases.
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- Receive a free SAS Training Assessment (\$500 – \$2,000 value!).
- Take advantage of the premium level of customer service reserved only for EPTO customers.

“Westat has been using the EPTO program for the past six years to provide SAS training for our IT staff. We use our EPTO units to schedule several custom-tailored SAS classes per year at our corporate headquarters. The EPTO program affords us significant savings and has become an integral part of our yearly SAS training.”

Michael A. Raithel
Senior Systems Analyst
Westat



Business Knowledge Series

Learn it. Apply it. Achieve results.

Leverage the knowledge and experience of a global network of leading industry experts through: focused in-depth topics on the latest business developments; courses that extend traditional SAS software training; and interactive lectures, software demonstrations and hands-on workshops.

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