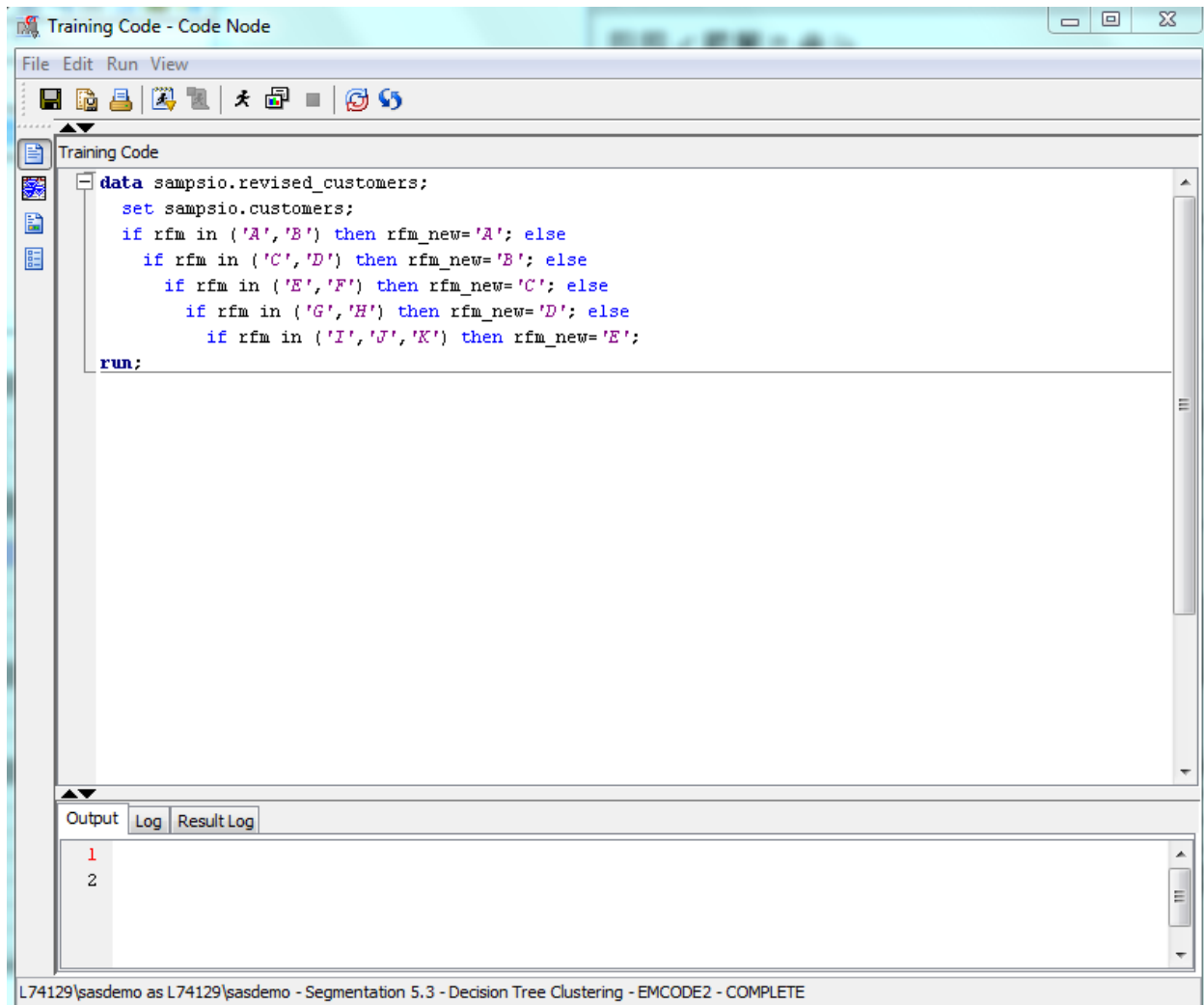


Customer Segmentation & Clustering Using SAS Enterprise Miner, 2nd Ed.

Errata:

Date: 18-Oct-2012

- On page 84, Figure 5.3 the length column in the bottom left of the figure should all be a numeric length of 8.
- On page 98, Figure 5.17 should be as follows:



The screenshot shows a SAS Enterprise Miner window titled "Training Code - Code Node". The window contains a SAS DATA step that creates a new dataset named "sampsio.revised_customers" by processing the "sampsio.customers" dataset. The code uses a series of IF-THEN statements to reclassify the "rfm" variable into five new categories: 'A', 'B', 'C', 'D', and 'E'. The "Output" window at the bottom shows the execution progress with lines 1 and 2.

```
data sampsio.revised_customers;
  set sampsio.customers;
  if rfm in ('A','B') then rfm_new='A'; else
  if rfm in ('C','D') then rfm_new='B'; else
  if rfm in ('E','F') then rfm_new='C'; else
  if rfm in ('G','H') then rfm_new='D'; else
  if rfm in ('I','J','K') then rfm_new='E';
run;
```

Output Log Result Log

```
1
2
```

L74129\sasdemo as L74129\sasdemo - Segmentation 5.3 - Decision Tree Clustering - EMCODE2 - COMPLETE