Making Business Decisions Using SAS® Mapping Technologies

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ABSTRACT

Location information has become critically important in making business decisions. SAS® has a number of mapping technologies that allow you to integrate geographic information with the analytical capabilities of SAS. SAS surfaces mapping technology in the BI product through SAS® Web OLAP Viewer and SAS® Web Report Studio. Mapping technology is also available to you with SAS® Enterprise Guide® and with MVA SAS. This paper discusses the various mapping technologies and demonstrates how you can use them to make crucial business decisions intelligently.

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