Practical Business Analytics Using SAS: A Hands-on Guide

By Venkat Reddy Konasani, Shailendra Kadre
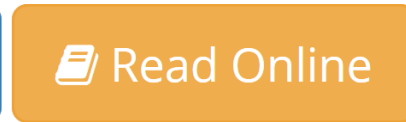
📖 Download   📖 Read Online

Practical Business Analytics Using SAS: A Hands-on Guide By Venkat Reddy Konasani, Shailendra Kadre

Practical Business Analytics Using SAS: A Hands-on Guide shows SAS users and businesspeople how to analyze data effectively in real-life business scenarios.

The book begins with an introduction to analytics, analytical tools, and SAS programming. The authors—both SAS, statistics, analytics, and big data experts—first show how SAS is used in business, and then how to get started programming in SAS by importing data and learning how to manipulate it. Besides illustrating SAS basic functions, you will see how each function can be used to get the information you need to improve business performance. Each chapter offers hands-on exercises drawn from real business situations.

The book then provides an overview of statistics, as well as instruction on exploring data, preparing it for analysis, and testing hypotheses. You will learn how to use SAS to perform analytics and model using both basic and advanced techniques like multiple regression, logistic regression, and time series analysis, among other topics. The book concludes with a chapter on analyzing big data. Illustrations from banking and other industries make the principles and methods come to life.

Readers will find just enough theory to understand the practical examples and case studies, which cover all industries. Written for a corporate IT and programming audience that wants to upgrade skills or enter the analytics field, this book includes:

- More than 200 examples and exercises, including code and datasets for practice.
- Relevant examples for all industries.
- Case studies that show how to use SAS analytics to identify opportunities, solve complicated problems, and chart a course.

Practical Business Analytics Using SAS: A Hands-on Guide gives you the tools you need to gain insight into the data at your fingertips, predict business conditions for better planning, and make excellent decisions. Whether you are in retail, finance, healthcare, manufacturing, government, or any other industry, this

book will help your organization increase revenue, drive down costs, improve marketing, and satisfy customers better than ever before.

What you'll learn

- Which are the most important tools for performing analytics
- How to program in SAS
- How to explore, validate, and clean data
- How to understand and use basic statistical methods and techniques
- How to forecast future value using SAS
- How to build predictive models
- Fundamentals of big data

Who this book is for

This book is for IT Professionals who want to become business or data analysts, predictive modelers, data scientists, social media analysts, big data analysts, or BI analysts. It's also for anyone who wants to break into data analytics or professionals who want to expand their skills.

Download Practical Business Analytics Using SAS: A Hands-on ...pdf

Read Online Practical Business Analytics Using SAS: A Hands- ...pdf

Practical Business Analytics Using SAS: A Hands-on Guide

By Venkat Reddy Konasani, Shailendra Kadre

Practical Business Analytics Using SAS: A Hands-on Guide By Venkat Reddy Konasani, Shailendra Kadre

Practical Business Analytics Using SAS: A Hands-on Guide shows SAS users and businesspeople how to analyze data effectively in real-life business scenarios.

The book begins with an introduction to analytics, analytical tools, and SAS programming. The authors—both SAS, statistics, analytics, and big data experts—first show how SAS is used in business, and then how to get started programming in SAS by importing data and learning how to manipulate it. Besides illustrating SAS basic functions, you will see how each function can be used to get the information you need to improve business performance. Each chapter offers hands-on exercises drawn from real business situations.

The book then provides an overview of statistics, as well as instruction on exploring data, preparing it for analysis, and testing hypotheses. You will learn how to use SAS to perform analytics and model using both basic and advanced techniques like multiple regression, logistic regression, and time series analysis, among other topics. The book concludes with a chapter on analyzing big data. Illustrations from banking and other industries make the principles and methods come to life.

Readers will find just enough theory to understand the practical examples and case studies, which cover all industries. Written for a corporate IT and programming audience that wants to upgrade skills or enter the analytics field, this book includes:

- More than 200 examples and exercises, including code and datasets for practice.
- Relevant examples for all industries.
- Case studies that show how to use SAS analytics to identify opportunities, solve complicated problems, and chart a course.

Practical Business Analytics Using SAS: A Hands-on Guide gives you the tools you need to gain insight into the data at your fingertips, predict business conditions for better planning, and make excellent decisions. Whether you are in retail, finance, healthcare, manufacturing, government, or any other industry, this book will help your organization increase revenue, drive down costs, improve marketing, and satisfy customers better than ever before.

What you'll learn

- Which are the most important tools for performing analytics
- How to program in SAS
- How to explore, validate, and clean data
- How to understand and use basic statistical methods and techniques
- How to forecast future value using SAS
- How to build predictive models
- Fundamentals of big data

Who this book is for

This book is for IT Professionals who want to become business or data analysts, predictive modelers, data scientists, social media analysts, big data analysts, or BI analysts. It's also for anyone who wants to break into data analytics or professionals who want to expand their skills.

Practical Business Analytics Using SAS: A Hands-on Guide By Venkat Reddy Konasani, Shailendra Kadre Bibliography

- Rank: #1336836 in eBooks
- Published on: 2015-01-29
- Released on: 2015-01-29
- Format: Kindle eBook

⬇ **Download** Practical Business Analytics Using SAS: A Hands-on ...pdf

▤ **Read Online** Practical Business Analytics Using SAS: A Hands- ...pdf

Download and Read Free Online Practical Business Analytics Using SAS: A Hands-on Guide By Venkat Reddy Konasani, Shailendra Kadre

Editorial Review

About the Author
Shailendra Kadre is a senior IT and management consultant from Bangalore, India. He is the author of a 2011 Apress book, Going Corporate: A Geek's Guide, which covers IT operations management. He has more than 20 years of experience in manufacturing, IT delivery and operations, program management, pre-sales, and enterprise sales. Currently, he is working with Hewlett-Packard India as a solutions consultant. His current interests include enterprise printing solutions and business analytics.Shailendra earned his master's degree in mechanical engineering from Indian the Institute of Technology (IIT), Delhi. He lives in Bangalore with his wife Meenakshi, daughter Neha and son Vivek. He can be contacted at shailendrakadre@gmail.com.

Users Review

From reader reviews:

Margie Turner:

Book is definitely written, printed, or illustrated for everything. You can recognize everything you want by a publication. Book has a different type. As you may know that book is important issue to bring us around the world. Beside that you can your reading talent was fluently. A book Practical Business Analytics Using SAS: A Hands-on Guide will make you to always be smarter. You can feel far more confidence if you can know about almost everything. But some of you think this open or reading any book make you bored. It is not make you fun. Why they might be thought like that? Have you trying to find best book or acceptable book with you?

Kelli Ross:

Information is provisions for anyone to get better life, information presently can get by anyone in everywhere. The information can be a information or any news even a concern. What people must be consider any time those information which is in the former life are challenging to be find than now's taking seriously which one is appropriate to believe or which one the resource are convinced. If you obtain the unstable resource then you have it as your main information we will see huge disadvantage for you. All of those possibilities will not happen within you if you take Practical Business Analytics Using SAS: A Hands-on Guide as your daily resource information.

Tommie Payton:

People live in this new time of lifestyle always attempt to and must have the extra time or they will get lots of stress from both lifestyle and work. So , if we ask do people have free time, we will say absolutely indeed. People is human not really a huge robot. Then we ask again, what kind of activity do you have when the spare time coming to a person of course your answer will certainly unlimited right. Then ever try this one, reading guides. It can be your alternative throughout spending your spare time, typically the book you have read is usually Practical Business Analytics Using SAS: A Hands-on Guide.

Jennifer Phinney:

Reading can called mind hangout, why? Because if you are reading a book specially book entitled Practical Business Analytics Using SAS: A Hands-on Guide your brain will drift away trough every dimension, wandering in most aspect that maybe unknown for but surely can be your mind friends. Imaging just about every word written in a publication then become one web form conclusion and explanation this maybe you never get just before. The Practical Business Analytics Using SAS: A Hands-on Guide giving you a different experience more than blown away your thoughts but also giving you useful information for your better life in this era. So now let us demonstrate the relaxing pattern at this point is your body and mind will likely be pleased when you are finished reading through it, like winning a. Do you want to try this extraordinary investing spare time activity?

Download and Read Online Practical Business Analytics Using SAS: A Hands-on Guide By Venkat Reddy Konasani, Shailendra Kadre #AS5G6RJW0DO

Read Practical Business Analytics Using SAS: A Hands-on Guide By Venkat Reddy Konasani, Shailendra Kadre for online ebook

Practical Business Analytics Using SAS: A Hands-on Guide By Venkat Reddy Konasani, Shailendra Kadre Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Practical Business Analytics Using SAS: A Hands-on Guide By Venkat Reddy Konasani, Shailendra Kadre books to read online.

Online Practical Business Analytics Using SAS: A Hands-on Guide By Venkat Reddy Konasani, Shailendra Kadre ebook PDF download

Practical Business Analytics Using SAS: A Hands-on Guide By Venkat Reddy Konasani, Shailendra Kadre Doc

Practical Business Analytics Using SAS: A Hands-on Guide By Venkat Reddy Konasani, Shailendra Kadre Mobipocket

Practical Business Analytics Using SAS: A Hands-on Guide By Venkat Reddy Konasani, Shailendra Kadre EPub