



## Practical Business Analytics Using SAS: A Hands-on Guide (Paperback)

By Shailendra Kadre, Venkat Reddy Konasani

Springer-Verlag Berlin and Heidelberg GmbH Co. KG, Germany, 2015. Paperback. Book Condition: New. 251 x 178 mm. Language: English . Brand New Book. 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...



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