



...Maximizing your investment in the SAS® System...
and those in your organization who use it...

Apply the SAS Enterprise Guide's Business Intelligence capabilities to explore, report and analyze your data via an easy and intuitive point-and-click interface to the SAS System's powerful suite of analysis tools.

After taking this seminar you will be able to:

- **Apply the “levels of measurement” concept to identify appropriate statistical tests for your data.**
- **Understand and apply both a “statistical” and a “substantive null hypothesis” when setting up a statistical research plan.**
- **Set up a research plan in the SAS EG Project Designer**
- **Analyze one- and two-way frequency tabulations**
- **Implement simple and stratified random sampling techniques on your data sets**
- **Assess the presence or absence of linear association between numeric variables**
- **Create and interpret simple and multiple linear regression models**
- **Generate logistic regression models with a single categorical dependent variable.**
- **Assess the “goodness of fit” of your linear and logistic regression models**

Business Intelligence Using SAS® Enterprise Guide Software



Presentation Format:
Two days in classroom with hands on exercises and optional customization.

Overview

This two day seminar acquaints you with core “Business Intelligence” capabilities of the point-and-click SAS Enterprise Guide (EG) product. Taking the session gives you the skills necessary to conduct powerful BI tasks on data you access via the Enterprise Guide, including frequency tables, descriptive statistics, correlations and various forms of regression analysis. The materials presented introduce general concepts and implementation of various types of statistical analyses without the theory underlying the statistics themselves.

The emphasis of this seminar is therefore on the “how” and “what” of data analysis with the SAS Enterprise Guide, and not on the “why.”

Intended Audience

BI Using SAS Enterprise Guide Software is appropriate for business/data analysts who want to become acquainted SAS EG analytic capabilities, and is often a useful “bridge” to the application EG capabilities for users of other statistical software such as STATA™ and SPSS™. It is also appropriate for experienced SAS programmers and data managers who want to start implementing the statistical analyses projects via the point-and-click EG interface to BASE SAS and SAS/STAT® software module procedures. The materials presented assume you are already familiar with core data concepts such as variable, observation, character/numeric variable, frequency and with basic math skills such as addition, subtraction, multiplication and division. Completion of an introductory statistics course is helpful.

After completing this session you will be able to:

- Select the appropriate statistical methods/tests for your data and research question
- Use the SAS EG Project Designer to apply the methods/tests you select
- Decide whether the results are “statistically significant” and what the substantive implications of “significance” or “non-significance” means to your research project
- Provide a basic explanation of the output/results to others.
- Identify potential problems and remedies to the problems uncovered by the EG-generated results (e.g., outliers, influential observations, highly correlated variables, etc.)

Topics covered include:

- **Selecting the Right Analytic Approach: “Levels of Measurement”**
- **Sampling Your Large Data Sets**
- **Descriptive Statistics Using PROCs MEANS and UNIVARIATE**
- **Statistical Hypothesis Testing**
- **Working with Categorical Data**
- **T-tests for Two-Group and Single Samples**
- **Analysis of Variance**
- **Correlation and Regression**
- **Introduction to Multiple Regression and Logistic Regression Analysis**

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