

The Future of Marketing Analytics with SAS® Enterprise Guide®, Customer Segmentation and Lifetime Valuation Modeling

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ABSTRACT

While many in the SAS® community have utilized SAS® Enterprise Guide®, our experience reveals that only a small group has fully explored the diverse and powerful capabilities of the application, particularly in performing advanced marketing analytics. Using a boutique winery case study, this interactive presentation is a guide to some of the features of SAS Enterprise Guide that are valuable in developing customer segment and lifetime valuation estimates.

Skills covered include

- Analytic data preparation
- Basic data exploration, and
- Data mining.

Technical topics include

- SAS programming,
- Import and export capabilities of Enterprise Guide,
- Using the advanced SQL query interface in Enterprise Guide, and
- Point-and-click tasks that make it easy to use manage data, create graphs and perform data mining tasks.

CONTACT INFORMATION

You can obtain the final presentation at <http://www.Freakalytics.com/SGF2010> or contact the primary author at:

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