```
libname c 'C:\Users\pietro.marino4\Desktop\BI';
data c.datamobility;
set datamobility;
run:
data c.datamobilityclean;
set c.datamobility;
label
d1='Gender'
d2='Age'
d3='Occupation'
d4='Origin'
d5='Population'
d6='Offsite'
b1='Preference'
b2='Frequency'
b3='Spending'
c1='Car'
c2='Bike'
c3='Scooter'
c4='Motorbike'
c5='Carpooling'
p1='Enjoy'
p2='Corrente'
p3='Car2go'
p4='Drivenow'
p5='Zipcar'
p6='Mobike'
p7='Jump'
p8='Bikemi'
p9='Lime'
p10='Bird'
p11='Helbiz'
p12='ECooltra'
p13='Zigzag'
p14='Mimoto'
p15='Blablacar'
e1='Comfort'
e2='Payment'
r1='Money'
r2='Environment'
r3='Time&Energy'
r4='Parking'
r5='Availability'
r6='Safety'
r7='Comfy'
r8='Risk'
r9='Ztl'
r10='Variety'
id=id;
proc contents data=c.datamobilityclean;
run;
proc freq data=c.datamobilityclean;
table d1--d6;
run;
proc freq data=c.datamobilityclean;
table b1--b3;
run;
```

```
proc freq data=c.datamobilityclean;
table e1--e2;
proc freq data=c.datamobilityclean;
table c1--c5;
run:
proc freq data=c.datamobilityclean;
table p1--p15;
run;
proc means data=c.datamobilityclean;
var r1--r10;
run;
proc means data=c.datamobilityclean;
var r1--r10;
class d1;
run;
proc means data=c.datamobilityclean;
var r1--r10;
class d2;
run;
proc means data=c.datamobilityclean;
var r1--r10;
class d3;
run;
proc means data=c.datamobilityclean;
var r1--r10;
class d4;
run;
proc means data=c.datamobilityclean;
var r1--r10;
class d5;
run;
proc means data=c.datamobilityclean;
var r1--r10;
class d6;
run;
proc means data=c.datamobilityclean;
var r1--r10;
class b1;
run;
proc means data=c.datamobilityclean;
var r1--r10;
class b2;
run;
proc means data=c.datamobilityclean;
var r1--r10;
class b3;
proc means data=c.datamobilityclean;
var r1--r10;
class e1;
proc means data=c.datamobilityclean;
var r1--r10;
class e2;
/*PRINCIPAL COMPONENT ANALYSIS*/
proc princomp data=c.datamobilityclean out=c.datamobility2;
var r1--r10;
run:
```

```
data c.datamobilitysentinel3; set c.datamobility2;
avg i=.;
avg i=mean(of r1--r10);
run;
proc corr data=c.datamobilitysentinel3;
var avg_i prin1;
run;
/*REMOVAL OF SIZE EFFECT*/
data c.datamobilityclean3;
set c.datamobilityclean;
Minimum=min (of r1--r10);
Maximum=max (of r1--r10);
Mean=mean (of r1--r10);
Array x1 r1--r10;
Array x2 new 1-new 10;
Do over x2;
X2 = .;
If x1 < mean then x2 = (x1 - mean) / (mean - minimum);
If x1>mean then x2=(x1-mean)/(maximum-mean);
If x1=mean then <math>x2=0;
If x1=minimum then x2=-1;
If x1=maximum then x2=1;
If x1=. then x2=0;
End;
Run;
data c.datamobilityclean3;
set c.datamobilityclean3;
label
new 1='Money se'
new 2='Environment se'
new 3='Time&Energy se'
new 4='Parking se'
new 5='Availability se'
new_6='Safety se'
new_7='Comfy se'
new 8='Risk se'
new 9='Ztl se'
new 10='Variety se';
run;
proc means data=c.datamobilityclean3;
var new 1--new 10;
proc princomp data=c.datamobilityclean3 out=c.datamobilityclean4;
var new 1--new 10;
run;
/*CLUSTERING*/
proc cluster data=c.datamobilityclean4 method=single;
var prin1-prin5;
id id;
run;
proc tree;
run;
proc cluster data=c.datamobilityclean4 method=ward;
var prin1-prin5;
id id;
run;
```

```
proc tree;
run;
proc tree ncl=4 out=c.datamobilityclean cluster;
id id;
run;
proc freq data=c.datamobilityclean cluster;
table cluster;
run;
proc sort data=c.datamobilityclean cluster;
by id;
run;
proc sort data=c.datamobilityclean4;
by id;
run;
data c.datamobilityclean5; merge c.datamobilityclean4
c.datamobilityclean cluster;
by id;
run;
proc means data=c.datamobilityclean5;
var new 1-new 10;
run;
proc means data=c.datamobilityclean5;
var new 1-new 10;
class cluster;
run;
/*T-TEST*/
data c.datamobilityclean5 fake;
set c.datamobilityclean5;
cluster=5;
run;
data c.datamobilityclean5 ttest;
set c.datamobilityclean5 c.datamobilityclean5 fake;
run;
%macro do k cluster;
%do k=1 %to 4;
proc ttest data=c.datamobilityclean5 ttest;
where cluster=&k or cluster=5;
class cluster;
ods output ttests=c.datacluster &k (where=( method='Satterthwaite')
rename=(tvalue=tvalue &k) rename=(probt=prob &k));
run;
%end;
%mend do k cluster;
%do_k_cluster;
proc sort data=c.datacluster 1;
by variable;
run;
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```
proc sort data=c.datacluster 2;
by variable;
run:
proc sort data=c.datacluster 3;
by variable;
proc sort data=c.datacluster 4;
by variable;
run;
data c.datacluster_all; merge c.datacluster_1 c.datacluster_2 c.datacluster_3
c.datacluster 4;
by variable;
run;
data c.cluster all label;
set c.datacluster all;
if variable='new 1' then label='Save Money';
if variable='new_2' then label='Environmental Benefits'; if variable='new_3' then label='Save Time&Energies'; if variable='new_4' then label='Disposable Parkings';
if variable='new_5' then label='Number of Available Means'; if variable='new_6' then label='Safety of Means'; if variable='new_7' then label='Comfort of Means'; if variable='new_8' then label='Avoid Risk of Theft';
if variable='new_9' then label='Possibility to Circulate in ZTL';
if variable='new 10' then label='Variety of Services';
run;
proc freq data=c.datamobilityclean5;
table (d1 d2 d3 d4 d5 d6 b1 b2 b3 e1 e2)*cluster / expected chisq;
run;
data c.datamobilitycheck; set c.datamobilityclean5;
cluster3=.;
if cluster=3 then cluster3=1;
else cluster3=2;
run;
proc freq data=c.datamobilitycheck;
table cluster3*d4 / expected chisq;
run;
```