|  |
| --- |
| **/\*Sort by cluster\*/**  **proc sort; by cluster;**  **/\*Join transaction information using name\*/**  **proc sql;**  **create table cluster.wine\_3clus\_trans as**  **select \***  **from cluster.wine\_tree3clus as a left join cluster.wine\_trans as b**  **on a.\_NAME\_=b.Customer\_Last\_Name;**  **run;**  **/\*Join offer information using name\*/**  **proc sql;**  **create table cluster.wine\_3clus\_results as**  **select \***  **from cluster.wine\_3clus\_trans as a left join cluster.wine\_offer\_info as b**  **on a.Offer\_\_=b.Offer\_\_;**  **run;** |

|  |
| --- |
| **proc sort ; by cluster \_NAME\_;**  **/\*Get counts of cluster by offer\*/**  **proc sql;**  **select distinct CLUSTER, Offer\_\_, Campaign, Varietal, Minimum\_Qty\_\_kg\_,**  **count(trans\_num) as count**  **from cluster.wine\_3clus\_results**  **group by CLUSTER, Offer\_\_**  **order by CLUSTER, count DESC;**  **run;** |

**Focus on the following variables to start:**

**MRGP:** First mortgage payment (monthly amount)

**HINCP:** Household income (past 12 months)

**TAXP:** Property taxes (yearly amount)

**VALP:** Property value