Chapter 1 Introduction to SAS Enterprise Miner 1
Starting Enterprise Miner 1
Setting Up the Initial Project and Diagram 2
Identifying the Interface Components 3
Data Mining and SEMMA 4
Accessing SAS Data through SAS Libraries 16

Chapter 2 Predictive Modeling 19
Problem Formulation 20
Creating a Process Flow Diagram 21
Data Preparation and Investigation 34
Fitting and Comparing Candidate Models 58
Generating and Using Scoring Code 72
Generating a Report Using the Reporter Node 80

Chapter 3 Variable Selection 83
Introduction to Variable Selection 83
Using the Variable Selection Node 84

Chapter 4 Clustering Tools 91
Problem Formulation 91
Overview of Clustering Methods 92

Chapter 5 Association Analysis 105 Problem Formulation 105

Chapter 6 Link Analysis 111
Problem Formulation 111
Examining Web Log Data 111

Appendix 1 Recommended Reading 121 Recommended Reading 121

Index 123