

## Contents

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