/\* Define Libraries \*/

libname mylib '/your/path/';

/\* Pull Data from ACCOUNT\_DIM with suppressions \*/

proc sql;

create table gpcc\_data as

select a.\*

from mylib.account\_dim a

where a.account\_open\_date >= intnx('day', today(), -30)

and a.account\_status = 'ACTIVE'

and a.marketing\_flag = 'Y'

and a.risk\_flag = 'N'

and a.email\_optout\_flag = 'N';

quit;

/\* Segmentation Process \*/

data segmentation;

set gpcc\_data;

length Segment\_Code $10 Test\_Control $1;

if product\_type = 'PLCC' then do;

if ranuni(0) <= 0.90 then do;

Segment\_Code = 'TESTPL';

Test\_Control = 'T';

end;

else do;

Segment\_Code = 'CONTROLPL';

Test\_Control = 'C';

end;

end;

else if product\_type = 'DC' then do;

if ranuni(0) <= 0.90 then do;

Segment\_Code = 'TESTDC';

Test\_Control = 'T';

end;

else do;

Segment\_Code = 'CONTROLDC';

Test\_Control = 'C';

end;

end;

else if language\_pref = 'EN' then do;

if ranuni(0) <= 0.90 then do;

Segment\_Code = 'TESTEN';

Test\_Control = 'T';

end;

else do;

Segment\_Code = 'CONTROLEN';

Test\_Control = 'C';

end;

end;

else if language\_pref = 'SP' then do;

if ranuni(0) <= 0.90 then do;

Segment\_Code = 'TESTSP';

Test\_Control = 'T';

end;

else do;

Segment\_Code = 'CONTROLSP';

Test\_Control = 'C';

end;

end;

run;

/\* Export Email File \*/

proc export data=segmentation

outfile='/your/path/gpcc\_email\_file.txt'

dbms=dlm

replace;

delimiter='|';

putnames=yes;

run;

/\* Prepare Project Details Table \*/

data project\_details;

infile datalines dsd missover;

length WFNO $6 Campaign\_Name $20 Marketing $1 Risk $1 Optout $1 Campaign\_Requirements $100 Outfile\_Required $5 Misc $20 Project\_Owner $10 Client $10 Channel\_Manager $10 Cops\_Analyst $10;

input WFNO $ Campaign\_Name $ Marketing $ Risk $ Optout $ Campaign\_Requirements $ Outfile\_Required $ Misc $ Project\_Owner $ Client $ Channel\_Manager $ Cops\_Analyst $;

datalines;

123456,GPCC EMOB,Y,Y,Y,Target the GPCC customers opened their accounts in last 30 days but not activated,EM,DOB (days on Book),Mirza,GPCC,Khagendra,Ravi

123453,GPCC CLI,Y,Y,Y,Target the GPCC customers recently received the CLI,EM,New CLI,Mirza,GPCC,Khagendra,Raj

;

run;

/\* Prepare Segment Details Table \*/

data segment\_details;

infile datalines dsd missover;

length WFNO $6 Segment\_Criteria $5 COMM\_Code $10 Break\_upPercent $3 Test\_Control $1;

input WFNO $ Segment\_Criteria $ COMM\_Code $ Break\_upPercent $ Test\_Control $;

datalines;

123456,PLCC,TESTPL,90,T

123456,PLCC,CONTROLPL,10,C

123456,DC,TESTDC,90,T

123456,DC,CONTROLDC,10,C

123453,EN,TESTEN,90,T

123453,EN,CONTROLEN,10,C

123453,SP,TESTSP,90,T

123453,SP,CONTROLSP,10,C

;

run;

/\* Export Data to Excel \*/

proc export data=project\_details

outfile='/your/path/GPCC\_Email\_Segmentation.xlsx'

dbms=xlsx replace;

sheet='Project Details';

run;

proc export data=segmentation

outfile='/your/path/GPCC\_Email\_Segmentation.xlsx'

dbms=xlsx replace;

sheet='Output File';

run;

proc export data=segment\_details

outfile='/your/path/GPCC\_Email\_Segmentation.xlsx'

dbms=xlsx replace;

sheet='Segmentation';

run;

proc export data=gpcc\_data

outfile='/your/path/GPCC\_Email\_Segmentation.xlsx'

dbms=xlsx replace;

sheet='Waterfall';

run;