/\*MBA\*/

data class;

input id female tall grade;

datalines;

1 1 1 3

2 0 3 1

3 0 3 1

4 0 1 1

5 1 2 4

6 1 2 4

;

run;

proc cluster data=class method=centroid out=tree;

id id;

var Female Tall Grade;

run;

FILENAME REFFILE '/folders/myfolders/Chapter7\_Clustering.xlsx';

PROC IMPORT DATAFILE=REFFILE

DBMS=XLSX

OUT=WORK.cluster\_model;

GETNAMES=YES;

RUN;

PROC CONTENTS DATA=WORK.cluster\_model; RUN;

Proc varclus data=cluster\_model;

var age aum risk\_appetite fund\_performance investment\_potential investment\_involvement complex\_product;

run;

Proc cluster data=cluster\_model method=ward ccc pseudo out=tree plots(MAXPOINTS=300);

id custid;

var age aum risk\_appetite fund\_performance investment\_potential investment\_involvement complex\_product;

run;

Proc tree data = tree out = cluster\_output nclusters=5;

Id custid;

Copy age aum risk\_appetite fund\_performance investment\_potential

investment\_involvement complex\_product;

Run;

proc print data=cluster\_output(drop=clusname);

run;

/\*Age and AUM have been dropped in the model\*/

Proc varclus data=cluster\_model;

Var risk\_appetite fund\_performance investment\_potential investment\_involvement complex\_product;

run;

/\*Clustering\*/

data class;

input id female tall grade;

datalines;

1 1 1 3

2 0 3 1

3 0 3 1

4 0 1 1

5 1 2 4

6 1 2 4

;

run;

proc cluster data=class method=centroid out=tree;

id id;

var Female Tall Grade;

run;

FILENAME REFFILE '/folders/myfolders/Chapter7\_Clustering.xlsx';

PROC IMPORT DATAFILE=REFFILE

DBMS=XLSX

OUT=WORK.cluster\_model;

GETNAMES=YES;

RUN;

PROC CONTENTS DATA=WORK.cluster\_model; RUN;

Proc varclus data=cluster\_model;

var age aum risk\_appetite fund\_performance investment\_potential investment\_involvement complex\_product;

run;

Proc cluster data=cluster\_model method=ward ccc pseudo out=tree plots(MAXPOINTS=300);

id custid;

var age aum risk\_appetite fund\_performance investment\_potential investment\_involvement complex\_product;

run;

Proc tree data = tree out = cluster\_output nclusters=5;

Id custid;

Copy age aum risk\_appetite fund\_performance investment\_potential

investment\_involvement complex\_product;

Run;

proc print data=cluster\_output(drop=clusname);

run;

/\*Age and AUM have been dropped in the model\*/

Proc varclus data=cluster\_model;

Var risk\_appetite fund\_performance investment\_potential investment\_involvement complex\_product;

run;