

Business Analytics

Experiment – 5

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Aim: Investigate data with SAS Visual Analytics. Apply ListTable, CrossTab from Object Pane.

Theory:

To investigate data in SAS Visual Analytics, first, you need to create a new data source or connect to an existing one. Once you have accessed the data, you can start exploring it by creating reports, visualizations, and dashboards using the drag-and-drop interface. You can use the filters, sorting, and grouping features to identify patterns, trends, and outliers in the data.

SAS Visual Analytics also provides advanced analytics capabilities such as forecasting, data clustering, and regression analysis to help you gain insights from your data. Additionally, you can use SAS Visual Analytics to share your findings with others by publishing reports and dashboards, or embedding them in other applications.

1. List Table: List Table is a report object that displays data in a tabular format. It allows you to present large amounts of data in a structured manner, making it easy to read and interpret. You can customize the List Table by adding or removing columns, changing the font, color, and size of the text, and applying conditional formatting to highlight specific data points. The List Table also supports advanced features such as sorting, filtering, and grouping, which allow you to analyze the data in different ways.
2. Cross Tab: CrossTab (short for cross-tabulation) is a report object that displays the relationship between two or more variables in a table format. It allows you to analyze the data by comparing the values of one variable against the values of another variable or multiple variables simultaneously. You can customize the Cross Tab by adding or removing columns and rows, changing the font, color, and size of the text, and applying conditional formatting to highlight specific data points. The Cross Tab also supports advanced features such as sorting, filtering, and drilling down, which allow you to explore the data in different ways.

Output:

1. List Table

The screenshot shows the SAS Visual Analytics interface with a report titled 'Report 1'. The report is a List Table with the following columns: CUST_ID, CUSTOMER_NAME, ACCT_TYPE, ACCOUNT_NO, and HH_INCOME. The data is displayed in a table with 18 rows. The interface includes a sidebar with navigation options like Data, Objects, Suggest, Outline, and Review. The top bar shows 'SAS Visual Analytics - Explore and Visualize' and 'Page 1'.

CUST_ID	CUSTOMER_NAME	ACCT_TYPE	ACCOUNT_NO	HH_INCOME
1	Essie Vaill	SAV	350009035	48101
2	Cruz Roudabush	MM	350013367	39000
3	Billie Tinnes	MM	350012515	62000
4	Zackary Mockus	CHK	350012491	69000
5	Rosemarie Fifield	SAV	350012467	74000
6	Bernard Laboy	CHK	350012479	23370
7	Sue Haakinson	SAV	350012527	62000
8	Valerie Pou	SAV	350012503	22000
9	Lashawn Hasty	SAV	350012539	57000
10	Marianne Earman	SAV	350012599	35000
11	Justina Dragaj	SAV	350012587	47309
12	Mandy McDonnell	SAV	350012563	108000
13	Conrad Lanfear	CHK	350012575	8000
14	Cyril Behen	CHK	350012551	129000
15	Shelley Groden	SAV	350012443	43360
16	Rosalind Krenzke	SAV	350012371	43000
17	Davis Brevard	CHK	350012431	61000
18	Winnie Reich	SAV	350012335	75000

2. Cross Tab

The screenshot shows the SAS Visual Analytics interface with a report titled 'Report 1'. The report is a Cross Tab with the following columns: CUSTOMER_NAME, ACCT_TYPE, JOB_STATUS, OCCUPATION, CITY, and HH_INCOME. The data is displayed in a table with 20 rows. The interface includes a sidebar with navigation options like Data, Objects, Suggest, Outline, and Review. The top bar shows 'SAS Visual Analytics - Explore and Visualize' and 'Page 1'.

CUSTOMER_NAME	ACCT_TYPE	JOB_STATUS	OCCUPATION	CITY	HH_INCOME
Abel Tuter	CHK	fulltime	Medical	Reading	33000
Adela Cervantsz	SAV	parttime	Law Enforcement	Clanton	47309
Alejandra Prenatt	SAV	fulltime	Cust Service	Summit Argo	159000
Alejandro Mascall	CHK	parttime	Marketing	Alexandria	10000
Alene Rabeck	MM	parttime	Consulting	South Holland	94000
Alfonso Griglen	CHK	parttime	Other	Ada	48000
Alissa Mountjoy	SAV	fulltime	Other	Rohnert Park	23000
Allan Schwandt	CHK	parttime	Cust Service	McMinnville	46000
Allie Pumphrey	MM	fulltime	Sales	Evansville	61000
Allyson Gillispie	SAV	parttime	Cust Service	Trenton	32000
Alva Pennigton	CHK	fulltime	Law Enforcement	Jacksonville	34000
Alyssa Biasotti	SAV	fulltime	Technology	Middletown	96000
Amelia Caputo	SAV	fulltime	Cust Service	Fairbanks	9000
Amos Linnan	CHK	fulltime	Construction	Chicago	17000
Angelique Schermer	SAV	parttime	Cust Service	Palatka	47309
Angelo Ferentz	CHK	fulltime	Sales	Los Angeles	92000
Annabelle Coquer	SAV	fulltime	Law Enforcement	Shreveport	62000

Conclusion: In this experiment, we learnt about data pane and object pane of SAS visual analytics. We also created a List Table and a Cross Tab for Bank Customers data.