data work.RFM2; /\*output dataset name for Champion assignment\*/

set work.RFM1; /\*input dataset name\*/

/\*new variable containing the final RFM segment assignments\*/

length segment\_assignment $30.;

/\*The code below is used to assign each unique combined\_RFM value into a final segment assignment\*/

/\*The code below is an example 4 segment solution - IT IS JUST INTENDED TO BE AN EXAMPLE\*/

/\*copy and add 1 more line of code if want 5 final segments - segment\_assignment values should be updated to 'Segment 1' through 'Segment 5'\*/

/\*copy and add 2 more lines of code if want 6 final segments - segment\_assignment values should be updated to 'Segment 1' through 'Segment 6'\*/

/\*delete one of the lines of code if you only want 3 final segments\*/

/\*each line should include 1 or more mutually exclusive combined\_RFM values\*/

/\*all 8 unique combined\_RFM values should be included in one of the lines of code below\*/

/\*WATCH the RFM Segmentation Demonstration Video - Part 5 of 6 SAS Code #2 if you have questions\*/

if combined\_RFM in ('011') then segment\_assignment = '1.Elite Patrons';

if combined\_RFM in ('010','111') then segment\_assignment = '2. Dedicated Patrons';

if combined\_RFM in ('000','001') then segment\_assignment = '3. Prospective Patrons';

if combined\_RFM in ('110','100','101') then segment\_assignment = '4.Lost Patrons';

run;