

Reflections and Learning Outcomes

What Was Learned

- Further mastery of SAS e-Miner. solid understanding of SAS e-Miner and its use in advanced analytics and predictive modelling. Mastery of the use of decision trees, random forests and boosting algorithms.
- Mastery of Talend data preparation skills. Proficient in using Talend Data Preparation for efficient data conversion, cleansing and addition. Ensure data is accurate and formatted for optimal analysis in SAS e-Miner.
- Gain insight into the nuances of churn forecasting and its strategic importance in making informed business decisions.

Challenges Faced

- Initial challenges were encountered when dealing with outliers, only knowing that box plots are used in SAS to check for outliers, but not how to remove them.
- When building the decision tree model, the generated decision tree contains less information, the decision tree has only two layers.

How Challenges Were Overcome

- Through learning it was found that SAS Enterprise Miner can help in dealing with outliers in the data by using Filter node and selecting the option to remove outliers.
- After creating a decision tree, this decision tree can be further extended or adjusted using the Interactive Trees interface.

The project was a valuable learning experience that enabled me to combine theoretical knowledge with practical application. Overcoming challenges has improved my problem solving skills and given me a better understanding of the use of tools and how to produce business analyses.