

[Lab Zoom Link](#)

# BAN 5733 Week 1 Lab

Dr. Miriam McGaugh

Professor of Professional Practice

OSU School of Marketing and  
International Business

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SAS Professor of Marketing Analytics

OSU School of Marketing and  
International Business

# Agenda

- ❑ Faculty Introductions
- ❑ Course Expectations
- ❑ Software Access
- ❑ General Information
- ❑ Questions and Answers
- ❑ Demonstration/ Hands-On Practice

# Miriam McGaugh, PhD



## EDUCATION

- Ph.D., Oklahoma State University, Educational Psychology
- MS, University of Oklahoma, Epidemiology
- BS, Oklahoma City University, Biology

## RESEARCH & TEACHING

- Database Marketing, Base SAS Programming, Advanced SAS Programming, Geographic Information Systems, Evaluation Methods
- Research – Self Organizing Maps, Social Determinants of Health, Health Disparities, Human Trafficking, Parent/Adolescent Communication

## INDUSTRY WORK EXPERIENCE

- Oklahoma State Department of Health – Community Epidemiology
- Public health and health care consulting

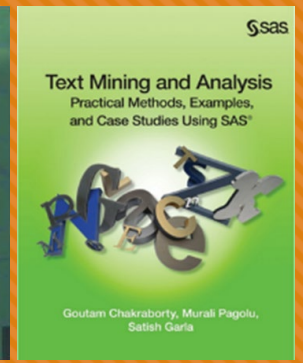
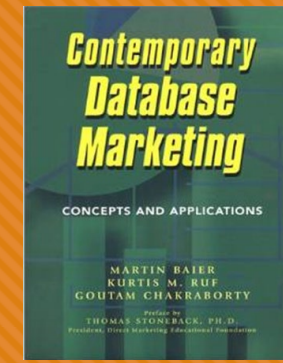
## While education and work are great...Family is what matters!!

- John and I have been married for 22 years!
- Wesley is our oldest at the ripe old age of 16 and is in the 11<sup>th</sup> grade.
- Maggie is 10 and in the 5<sup>th</sup> grade.
- We have 2 dogs, 1 cat, 1 chicken, 9 goats, 2 rabbits and 4 horses.
- We all like to cook, listen to music and we have family game night at a Perkins restaurant once a week.

I am very excited that we get to spend the semester together!!  
I look forward to learning all about you.

# Goutam Chakraborty, PhD

(<http://www.linkedin.com/in/goutamc>)



## EDUCATION

- **Ph.D.**, University of Iowa, Marketing
- **MS**, University of Iowa, Statistics
- **PGCGM**, Indian Institute of Management, Calcutta, General Management
- **B. Tech.(Honors)**, Indian Institute of Technology, Kharagpur, Mechanical Engineering

## RESEARCH & TEACHING EXPERTISE

- Business Analytics, Text Analytics, Data Mining, Database Marketing, Internet Marketing, Web Business Strategy, Customer Relationship Management.
- Authored or co-authored **50+** peer reviewed research articles, **2 books** and a few book chapters and cases about analytics

## INDUSTRY WORK EXPERIENCE

- Union Carbide, India, Engineer
- British American Tobacco, India, Marketing

## INDUSTRY COLLABORATION AND PROJECTS

- **Data Mining and Analytics Projects:**
  - Cricket Wireless, Principal Financial group, Hallmark cards, Progressive Insurance, Go Ahead Tours, Hilti and others
- **Data Mining and Analytics Seminars:**
  - FedEx, USAA, State Farm Insurance, Bank of America, Ford Motor Company, Xing, ISNetworld and others.
  - SAS corporate headquarters and regional offices in Sweden, Netherlands, Turkey, Hungary, Hong Kong, Malaysia and others.
- **Consulting (Data Mining and Analytics):**
  - Love's Travel stops, Hilti, Meredith Corporation, Washington Insurance, Aetna Insurance, Thrifty rent-a-car, Mercruiser, Berendsen Fluid Power and others.

# Current Programs

[Analytics.okstate.edu](https://analytics.okstate.edu)

## MS in Business Analytics and Data Science

- Full-time – 37 credit hours
- Part-time Online – 33 credit hours

## SAS and OSU Academic Specialization Program

- Enrolled in a current MS BAnDS or Grad Cert BAnDS
- 5 different specializations

## Online Graduate Certificate in Business Analytics and Data Science

- 12 credit hours: BAN 5733, BAN 5743 required and 6 hours of approved electives
- May transfer credits to full MS program
- SAS certification not required
- Graduate Certificates also available in [Marketing Analytics](#) or [Health Analytics](#)

# What do we usually do in the lab?

- **Non-OL students** will typically do following activities:
  - Discussion (Q &A) of topics covered in lectures
  - Hands-on work in lab
    - Individual exercise in the lab and submit by the deadline (late submission will have penalty – as stated in syllabus)
      - For individual exercises, do what is asked.
    - Sometimes do *mini-cases* or *large cases* or *group exercises* (will be announced as we go along).
- **OL students do not attend lab in person but do the exercises.**
  - May join by Zoom meeting webinar (information posted on Canvas)
  - Watch lab videos each week as I will often discuss topics of interest, talk about solutions to exercises, etc. You are encouraged to do *mini-cases* on your own and check with lab recordings where we discuss them (but do not submit those for grading).



# Material for Lab

- What lectures/materials should I cover before lab or for doing exercise/quiz in week 2?
  - **Lab on week 2** (next week) means you should have reviewed all lecture materials (readings, lectures, demonstrations and so on) through **week 2**.
- OL students will get lab videos of each week posted by Tuesday afternoon unless specified (if you have any problem with audio/video of lectures/labs please contact OSU's CEPD office, (405-744-4048, [cepd-dl@okstate.edu](mailto:cepd-dl@okstate.edu) )

# Communication/ Interactions during Lab

## OSU policies for Fall 2021:

- Encouraged to distance 6 feet during class
- All persons are strongly encouraged to wear a face mask or face shield

## Lab Adjustments:

- All students (in person) will join Zoom link for class if attending synchronous
- If you are sick or not feeling well, please do not come to class. You may join by Zoom.
- Group activities may be conducted through Zoom breakouts



# Exercises and When they are Due

- ❑ Available on Mondays starting in Week 2
- ❑ Due the following Thursday at 11:59 pm
  - ❑ For example, Exercise 1 will be given to students on Monday (Week 2) and will be due by Thursday of Week 3 (11:59 PM)
- ❑ For all students, any late submission will be penalized as per syllabus
- ❑ Solutions to exercise will be briefly discussed in lab once graded
- ❑ Lowest exercise grade is dropped

# Weekly Quizzes

- Only accessible via Respondus Lock Down browser on your lab PC.
- There will be a time limit (~10-minutes) on the quiz that will typically have a five multiple-choice questions.
- Save the response for each question on the screen as you go through the quiz.
- Mandatory and will be graded
- Lowest quiz grade is dropped

# Accessing Software

## In Person Lab

- During lab hours– use the PCs in the lab
- Non-lab hours:
  - Use campus lab PCs, if you are on campus
  - Use your own laptop (if you have installed software)
  - VMWare access to JMP Pro 16, SAS 9.4, SAS Studio, Tableau, R and Python

## Online Lab

- Use your own PC/laptop (if you have installed software - preferred)
- VMWare access to JMP Pro 16, SAS 9.4, SAS Studio, Tableau, R and Python

Need access to JMP for now  
SAS, Visual Analytics and Tableau later

# Information

- Career Fairs
  - OSU Part-time and Volunteer Job Fair – August 24 11:00 – 1:00 pm SU Ballroom
  - CEAT - September 21 - 9:00 – 3:30 GIA
  - Business - September 22 - TBD
  - CASNR - September 23 - 11:30 – 4:30 pm GIA
- SAS Certification Exam
  - SAS Certified Associate: Programming Fundamentals Using SAS 9.4
  - May be taken online - <https://home.pearsonvue.com/sas/onvue>
  - To receive 50% discount - [https://www.sas.com/en\\_us/certification/discounts/student-discounts.html](https://www.sas.com/en_us/certification/discounts/student-discounts.html)

# Questions and Comments

# Software Access

- Desktop.okstate.edu – virtual server log in
  - Left side installs client app – preferred on own computer
  - Right side uses HTML – preferred on shared computer
  - Has all but Visual Analytics
- Installation Locations
  - OSU copies of JMP Pro 16 and SAS - [OSU Software Distribution Center - Full Installs](#)
  - SAS - [SAS On Demand - Cloud Based](#)
  - Tableau - [Tableau for Students](#)
  - Visual Analytics – provided when we get to that section

# JMP Demonstration

Open JMP Pro 16 >>>Help>>>Sample Data Library>>>Cars 1993 & double click

- Explore variables by distribution (**Analyze → Distribution → Add vars → OK**)
  - **Y, Columns** variables - midrange price, city mileage, highway mileage, engine size, maximumhorsepower
- Explore variables by distribution of Domestic Manufacturer (**Analyze → Distribution → Recall → select by variable**)
  - **Y, Columns** variables - midrange price, city mileage, highway mileage, engine size, maximumhorsepower
  - **By** – Domestic Manufacturer
- Explore relationship between “manual transmission” (Y) and “domestic manufacturer” (X) (**Analyze → Fit Y by X → Select variables**)
  - Discover how to turn on percentages in the mosaic plot
- Explore relationship between “midrange price” (Y) and “city mileage” (X) (**Analyze → Fit Y by X → Select variables**)
  - Explore the options under the red triangle
  - What are the differences between numeric and categorical variables in Fit Y by X