

BAN 5743 – Lab Slides Week 3

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Agenda

- Common Items for OL and Non-OL
- Items for OL only
- Demo – SAS Viya
- Items for Non-OL only



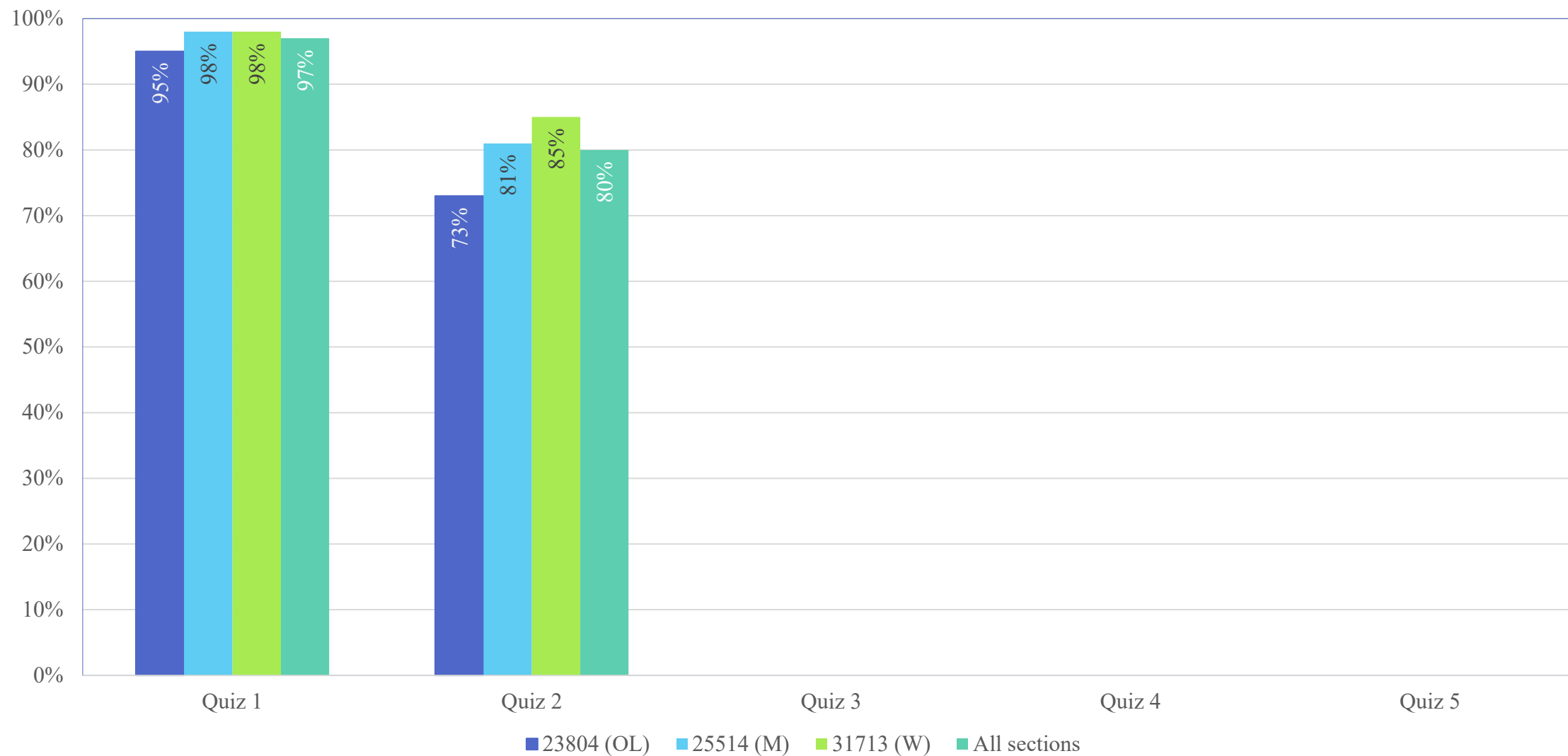
COMMON ITEMS FOR OL AND NON-OL

Due Dates

Item	Due Date
Exercise 1	27-Jan-22
Exercise 2	3-Feb-22
Exercise 3	10-Feb-22
Exercise 4	17-Feb-22
Predictive Modeling Case Presentations	21-Feb-22
Exercise 5	24-Feb-22
Exercise 6	10-Mar-22
Text Analytics Case Presentations	21-Mar-22
Exercise 7	24-Mar-22
Exercise 8	7-Apr-22
Exercise 9	14-Apr-22
Exercise 10	21-Apr-22
Exercise 11	28-Apr-22
Comprehensive Final Exam	May 3rd or 4th



Weekly Quiz



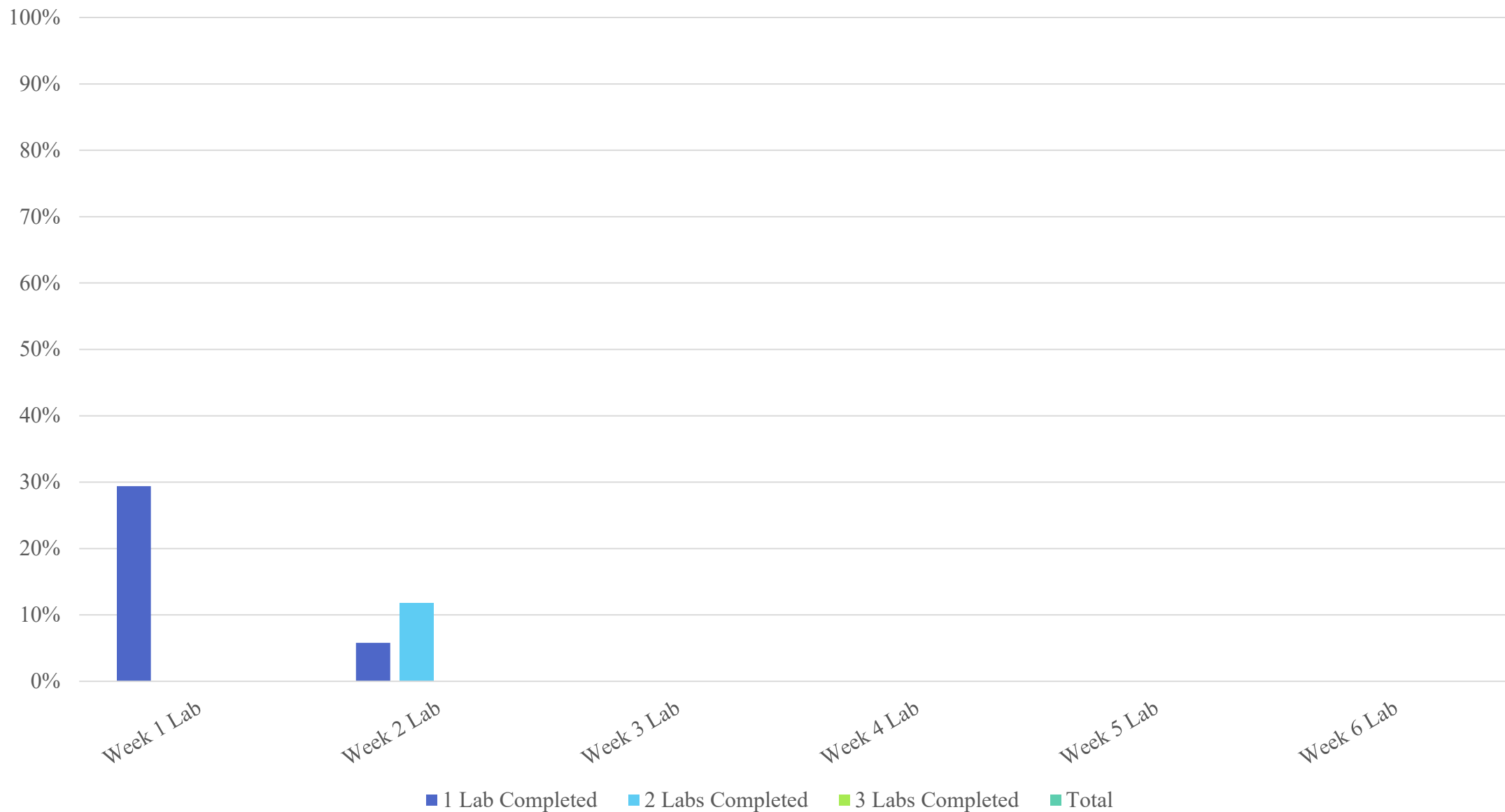


ITEMS FOR OL ONLY



Lab Points Progress

■ 3 lab assignments required for semester





SAS Viya

DEMO

SAS Viya Login

- If you are connecting from off campus, connect to the OSU VPN using Cisco Anyconnect first - <https://osuvpn.okstate.edu/>
- Go to the following webpage: <https://stwsasviya01.it.okstate.edu/SASDrive>
- Enter your OSU OKEY short username and OKEY password
 - Your OSU email address will not work to log you in. If you can't remember your short okey username, log into Okey and check on your profile page for this information.
- Open SAS Studio
 - Go to <https://stwsasviya01.it.okstate.edu/SASStudio/>
 - Enter OKEY short username and password
- Open SAS Viya - Python Connection
 - Go to <https://stwsasviya01.it.okstate.edu:8000>
 - Enter OKEY short username and password
 - Select New and Python 3 Notebook

SAS Viya – Loading Data

- Login and **Launch SAS Drive**
- Select **Explore and Visualize Data** from the applications menu (upper left)
- Click **Start with Data** (or **Data**) to begin the process of opening the modeling data
- From **Available**, click on (but don't open yet) the **VS_BANK_PARTITION** table from the list (make sure it has a lightening bolt next to it)
- Click the **Profile** tab and then click **Run Profile**
- After reviewing the profiled data, click **OK** at the bottom right of the Profile tab.

SAS Viya – Exploring Data

- From Report 1 in SAS Visual Analytics, right-click on **tgt Binary New Product** and **Partition Indicator (_partind_)** and select **Convert to category**.
- Click and drag the **tgt Binary New Product** variable into the workspace. The Auto-chart functionality selects a bar chart to represent the variable.
- Open a new page by clicking the plus sign next to **Page 1**.
- Drag and drop **rfm1 Average Sales Past 3 Years** onto the new page
- Assess collinearity for **all demographic** and **rfm variables**
- Create a decision tree



ITEMS FOR NON-OL ONLY

Hands-On Lab Assignment: SAS Viya Model Building

- Week 1-4 groups in Canvas
- Follow the instructions in 1_3_DataExploration.pdf and 1_4_ModelBuilding_Part1.pdf
- Create 10 or less slides with a summary of your process and a brief discussion of the models.
- Submit to Canvas by 2:00 pm

*If online student is completing for lab grade, please submit to appropriate canvas dropbox by due date indicated (usually within a week of lab).