Kilger

MKT6971 2 credit course

Practicum I second semester

Exercise #2

Name: Collin Real (yhi267)

This second exercise will extract the target and single driver variables variables from the NCS data set that you outlined in exercise 1. The objective of this exercise is to give you some practice coding in SAS. Do not use SAS Enterprise Guide for this – that would defeat the whole idea.

First write the code you need to extract the target and single driver variables listed in exercise #1. Hint: I would strongly suggest you just write the code for just one variable first and try running it so you get the hang of it. Then once you get it working, then write the code for the remaining variables. The remaining code should look very familiar to the first variable. Study the code example to see how this works.

1. Write your code locally on your laptop using whatever editor (or MS WORD).
2. Start up an instance of your VDI machine using the instructions on the video.
3. Copy the NCS raw data set from the One Drive location to your VDI documents drive.
4. Start up SAS and copy your code file to the VDI instance or copy and paste the code itself into the SAS edit window.
5. Run your code, debug it and then run a PROC FREQ on it. Make a PDF of your frequency run for your variables and save it to your local PC.
6. Turn your code and your frequency output in as assignment #2.