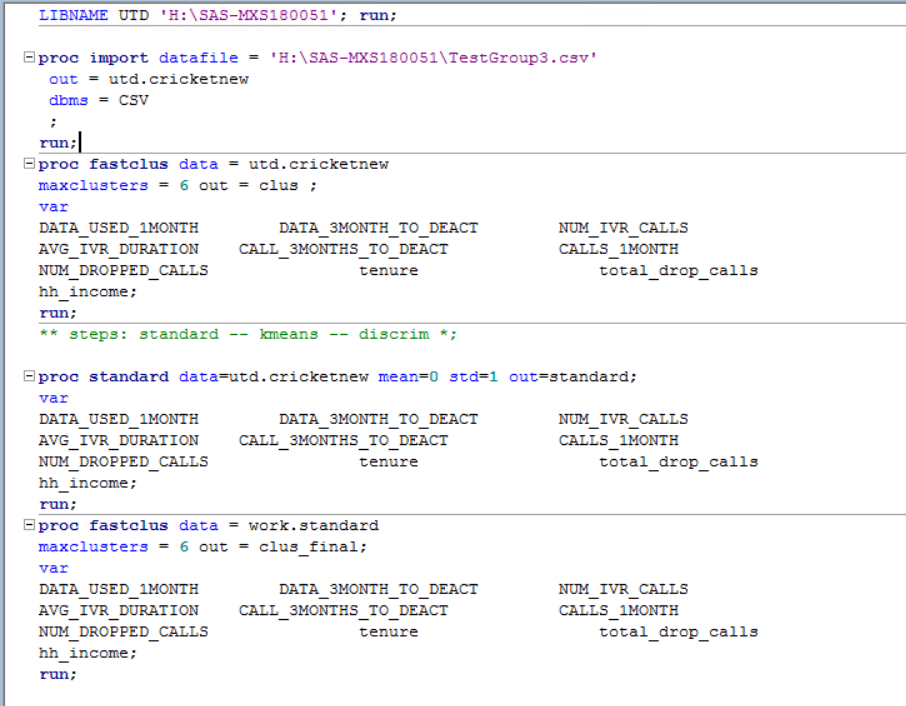
Predictive Analysis Group 3

Step1: Choosing the variables



|  |
| --- |
| DATA\_USED\_1MONTH |
| DATA\_3MONTH\_TO\_DEACT |
| NUM\_IVR\_CALLS |
| AVG\_IVR\_DURATION |
| CALL\_3MONTHS\_TO\_DEACT |
| CALLS\_1MONTH |
| NUM\_DROPPED\_CALLS |
| tenure |
| total\_drop\_calls |
| hh\_income |

Step2: SAS code



In the above code, I have tested with creation of 6 clusters using the above-mentioned variables.

Step a: Setting LIBNAME

Step b: Cluster declaration with given variables

Step c: Standardizing the variables to proper mean and std deviation,

Step d: merged the cluster data with actual data as clus\_final



Sas Code



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