Alumni Database Filtering and Cleaning

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The main goal of this project was simple. Take a messy, unorganized, old excel spreadsheet of alumni from my fraternity, and make it useful for networking for current members. This involved a few critical steps, and the use of SAS software.

First, I had to **understand** the dataset, and think about exactly what I wanted to do.
Second, I had to **read** the data into SAS, and ensure proper reading/data handling.
Third, I had to **clean** and **filter** the dataset to highlight records of interest.
Finally, I had to **output** useful information that was usable for members.

You can find the code I wrote to accomplish these goals in my [github portfolio](#) under the Alumni Database Filtering and Cleaning for Targeted Outreach (SAS) Project.

There is also a link to an example output, with sensitive information covered.

The process primarily involved filtering the original dataset, and writing thorough conditional logic as a way of filtering records by industry. I wanted members to be able to find contacts in specific industries, so I needed to write logic to funnel records of interest into their respective industry based on the context of the data.

My new variable **Industry** ended up having 18 distinct values, listed below:
Architecture - College / University Employee, - Consulting - Defense - Energy / Utilities, Engineering - Entrepreneurship / Business Owner - Finance/Banking - Golf / Country Clubs - Insurance - Law - Medical - Military / Government Employee - Real-Estate / Construction - Sales - Tech - Textiles / Agriculture - and Management / Miscellaneous.

This covers a wide range of careers, and gives members in various majors and degree programs valuable contacts in the real world to start building their network!