



OASUS - 11 JUN 2008

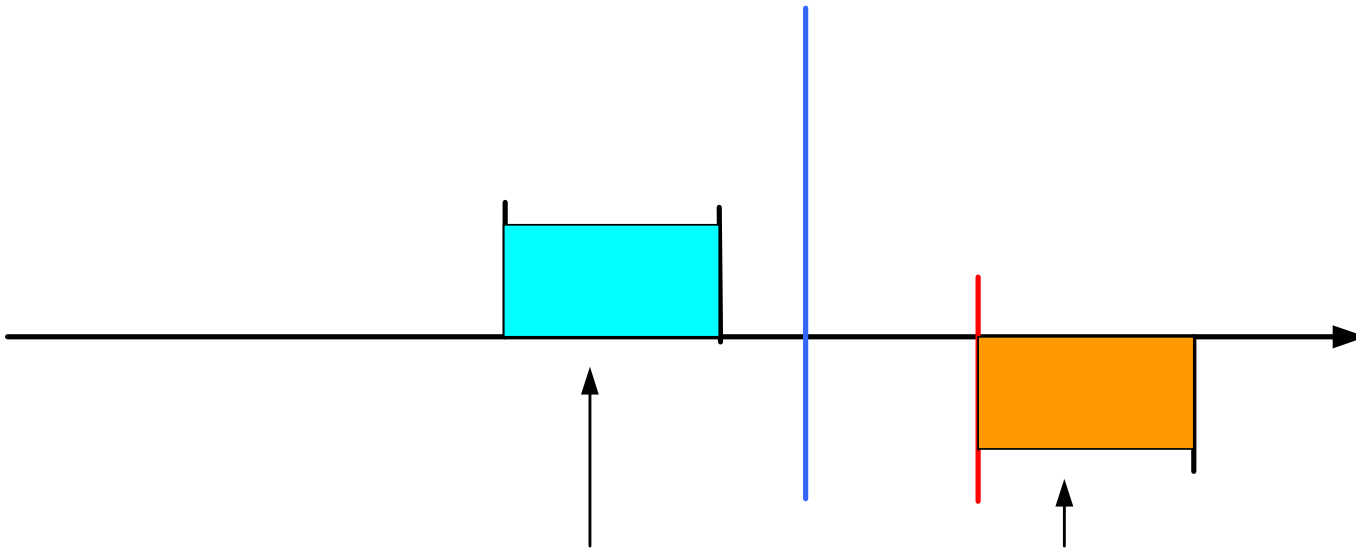
Enterprise Miner

Sylvain Tremblay

SAS Canada – Education

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The Meaning of Data Mining



Predict future events based on historical observations

Agenda

- Why Data Mining ?
- The Process
- Enterprise Miner
- Demo
- Conclusion / Questions

Business Drivers for Data Mining

Retail - identify the most profitable customers

Finance - grow customer profitability and reduce risk exposure

Insurance - set more profitable rates for insurance premiums.

Manufacturing - save on downtime by applying predictive maintenance

Telecommunications - help prevent churn

Government - help detect and deter fraudulent behavior.

Successful Data Mining

Integration of People, Processes, and Technology

Data Manager

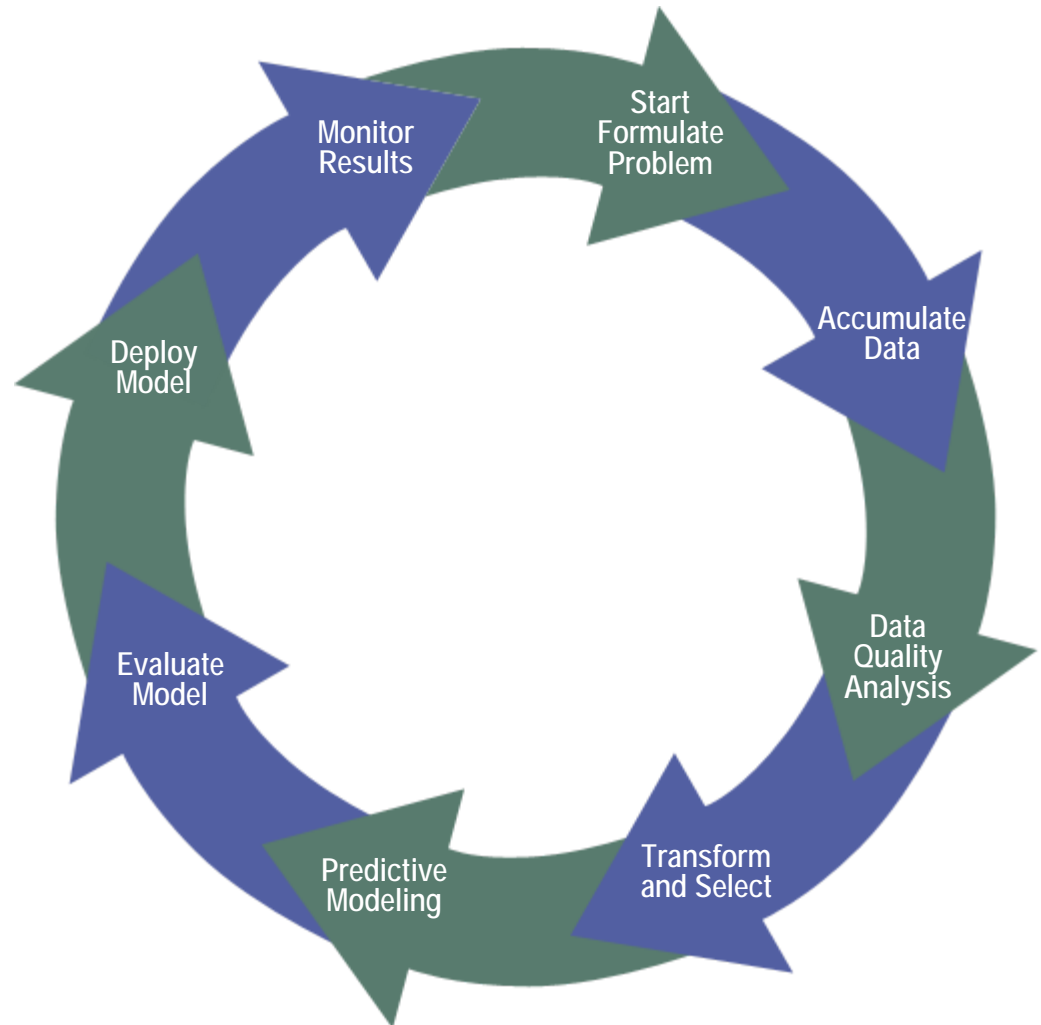
- Data Preparation
- Deployment Services
- Report Administration

Data Miner

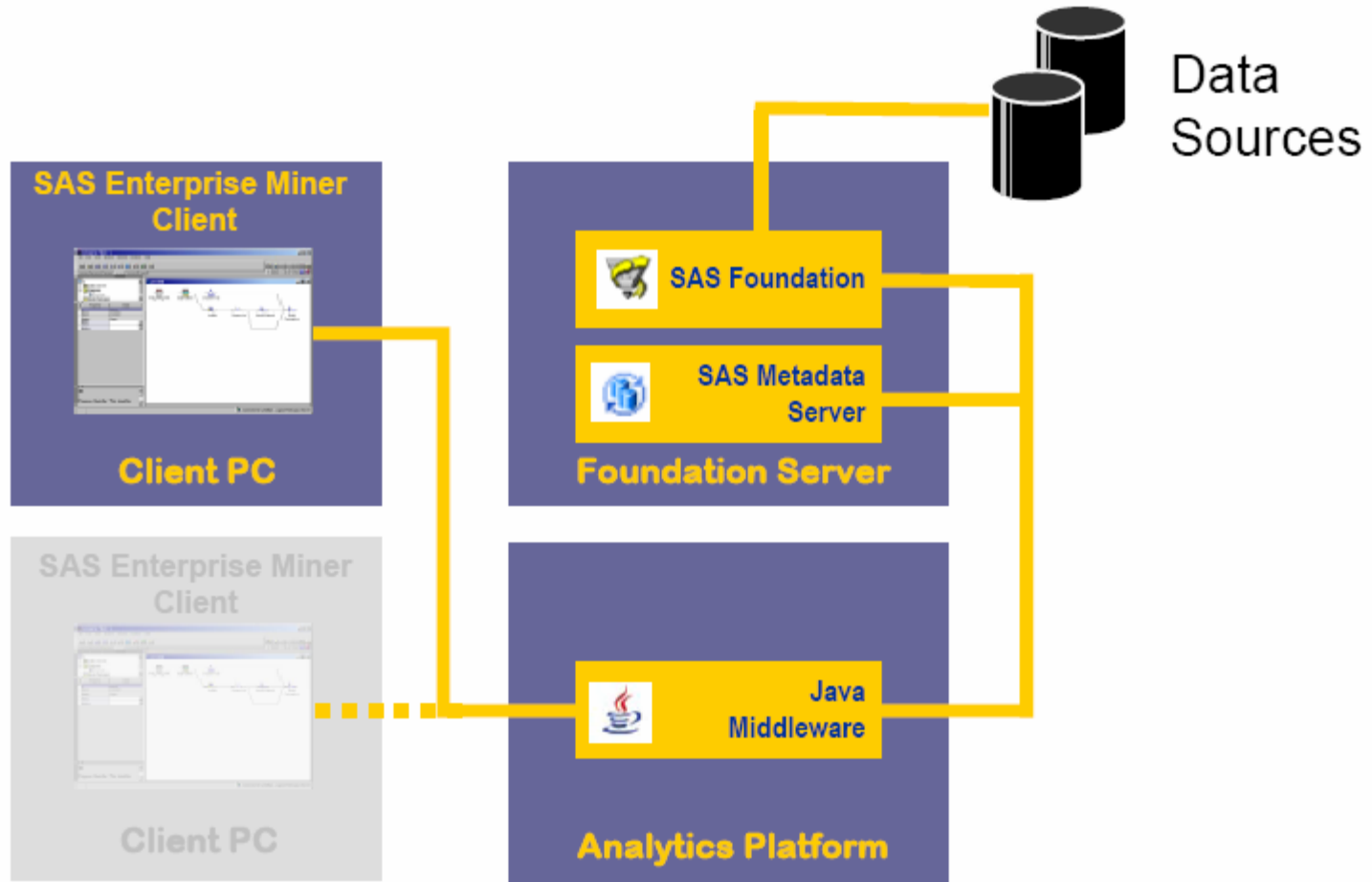
- Exploratory Analysis
- Descriptive Segmentation
- Predictive Modeling

Business Manager

- Manages Campaigns
- Domain Expert
- Evaluates Processes & ROI



Enterprise Miner - Architecture



Enterprise Miner - Demo

SAS Analytics Platform 



**SAS[®] Enterprise
Miner™ 5.3**



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Personal Workstation

Learn More

- SAS Training

 - Applied Analytics using EM

 - Data Preparation for Data Mining

- M2008 – Data Mining Conference in Las Vegas

Questions?



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Thanks!

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