

Ohio SAS Users Conference Schedule

7:30 - 8:00 IMPERIAL ROOM

Registration & Breakfast

8:00 - 8:15 IMPERIAL ROOM

Welcome to the Ohio SAS Users Conference

8:15 - 9:00 IMPERIAL ROOM

Don't be a Dinosaur: Modernizing Programs with Base 9.2
Presented by Warren Repole

9:00 - 9:15

Break

9:15 - 10:30 IMPERIAL ROOM

SAS Enterprise Guide for the Business Analyst
Presented by David Bailey

10:30 - 10:45

Break

10:45 - 12:00 IMPERIAL ROOM

Data Step and Proc SQL Programming Techniques
Presented by Kirk Paul Lafler

12:00 - 1:15 MAJESTIC ROOM

Lunch

1:15 - 2:15 IMPERIAL ROOM

Exploring DICTIONARY tables & SASHELP views
Presented by Kirk Paul Lafler

1:15 - 2:45 REGAL ROOM

Bayesian Modeling using PROC MCMC
Presented by Cheryl LeSaint

2:15 - 2:45 IMPERIAL ROOM

Telling the Story Better
Presented by Chuck Kincaid

2:45 - 3:00

Snack Break

3:00 - 4:15 IMPERIAL ROOM

The Means and Univariate Procedures:
Summarizing Data and Calculating
Simple Statistics
Presented by George Hurley

3:00 - 4:15 REGAL ROOM

Lifetime Value Pricing
Presented by Mike Sweeney

4:15 - 4:45 IMPERIAL ROOM

Door Prizes

Ohio SAS Users Presentation Abstracts

Don't Be a SAS Dinosaur: Modernizing Programs with Base SAS 9.2 Enhancements

New features of the SAS programming language often permit the replacement of complex algorithms and clunky work-arounds with more elegant code. Some enhancements support the creation of more efficient solutions. Whether you are a SAS programmer with many years of experience or a novice user who is responsible for maintaining legacy programs, implementing updated approaches may allow you to streamline your SAS applications, expedite the development and debugging process, and minimize future maintenance of the code.

This paper covers a selection of enhancements implemented in SAS 9.2, including new features of Base SAS procedures, the DATA step SET statement, functions, formats, and the macro language.

SAS Enterprise Guide for the Business Analyst

If you are a business analyst and have a hard time figuring out how to use SAS to answer your business questions, you are not alone. SAS Enterprise Guide makes SAS analytics available to a wide range of users with a variety of skill levels including the non-SAS programmers. You will learn how to answer the “what and why” questions about your business via SAS Enterprise Guide’s easy to use interfaces. You will learn how to prepare your data, perform statistical analysis, then how to interpret the results. You will find out how to perform the basic methods of data exploration with descriptive statistics like Min, Max, Means, Standard Deviations, and Correlation. Learn how to create graphical representations with Bar/Pie charts, Histograms, and Box-and-Whiskers plots. Find out how to draw conclusions and make simple inferences with statistics such as T-Tests, and ANOVA. Finally, learn how to share your results via email, MS Word, PowerPoint, PDF, or the Web.

DATA Steps & PROC SQL Programming Techniques

Not sure whether to use a DATA step or PROC SQL step in your next project? This presentation explores the similarities and differences between DATA step and PROC SQL programming techniques. Topics include IF-THEN-ELSE, SELECT-WHEN, and PROC SQL CASE expressions conditional logic concepts and constructs; and techniques for constructing effective merges and joins. Attendees explore coding examples that contrast DATA step and PROC SQL programming techniques to conduct conditional logic scenarios, one-to-one match-merges and match-joins, an assortment of inner and outer join programming techniques, and hash techniques. This paper covers a selection of enhancements implemented in SAS 9.2, including new features of Base SAS procedures, the DATA step SET statement, functions, formats, and the macro language.

Exploring DICTIONARY tables & SASHELP views

SAS® users can quickly and conveniently obtain useful information about their SAS session with a number of read-only SAS data views called DICTIONARY tables or SASHELP views. At any time during a SAS session, information about system options, librefs, table names, column names and attributes, formats, indexes, and more can be accessed. This presentation explores the purpose of DICTIONARY tables and SASHELP views, how they are accessed, and what information is available. Attendees learn how these important tables and views can be accessed and applied using real-world scenarios.

Telling the Story Better

SAS® has a new set of graphics procedures called Statistical Graphics. They are built upon the Graphics Template Language (GTL) in order to make the powerful GTL easily available to the user. SGPANEL is one of the procedures that can be used to produce powerful graphics that used to require a lot of work. This upgrade is similar to the ease-of-use upgrade in output manipulation when ODS was first published. This paper will introduce the reader to PROC SGPANEL and the new capabilities it provides beyond the standard plot. By using these new capabilities, any user can tell the story better.

Ohio SAS Users Presentation Abstracts

Bayesian Modeling Using the MCMC Procedure

Bayesian methods have become increasingly popular in modern day statistical analysis and are being applied to a broad spectrum of scientific fields and research areas. This paper introduces a new experimental SAS/STAT procedure in SAS 9.2 that is designed for general purpose Bayesian computations. The MCMC procedure enables you to carry out analyses on a wide range of complex Bayesian statistical models. The procedure uses the Markov chain Monte Carlo (MCMC) algorithm to draw samples from an arbitrary posterior distribution, which is defined by the prior distributions for the parameters and the likelihood function for the data that you specify. You can easily fit models that are as simple as linear regressions, or as complex as multi-level nonlinear hierarchical models with non-standard distributions. This paper describes how to use the MCMC procedure for estimation, inference, and prediction.

The Means & Univariate Procedures: Summarizing Data & Calculating Simple Statistics

Regardless of profession, if you are using SAS, you likely have data. What you do with this data likely depends on your career. The analyst will attempt to use it to quantify and understand something. The statistician may attempt to make comparisons between groups or develop predictive models. Some programmers may just organize the data to give to an analyst or statistician. However, regardless of your role, these two procedures can be a first step to understanding the characteristics of your data, and can even provide the ability to do simple statistical testing. This presentation will discuss both the syntax and uses of these two procedures, how to interpret the results, and what potential next steps should be, depending on your own comfort with statistics. This will be done through an interactive example driven approach with questions encouraged throughout the presentation. This paper covers a selection of enhancements implemented in SAS 9.2, including new features of Base SAS procedures, the DATA step SET statement, functions, formats, and the macro language.

Lifetime Value Pricing

This discussion will focus on the importance of understanding the retention potential of your customers and resulting lifetime value to your company. Accurate predictions of retention, at inception, can help guide refined pricing decisions, balance expense allocation, and assist in targeted marketing campaigns. Further, being able to project which types of customers are likely to leave in the near future allows for focused attention on critical problem areas. Discussion will include business issues and tools available in SAS.

Ohio SAS Users Conference Presenters

Warren Repole

Warren Repole began using SAS software at the University of Florida in 1979 and has presented at SAS users group meetings since 1985. He has taught SAS classes since 1992, joining the SAS Training Center in Rockville, Maryland in 1994. Warren's specialties include DATA step and macro programming, SAS/GRAPH, and SAS/IntrNet. He currently holds the SAS Certified Advanced Programmer for SAS®9 and SAS Certified Warehouse Development Specialist credentials. In addition to his professional activities, Warren also has used SAS at home -- recreational SAS, so to speak -- to support such personal projects as reunion activities for his high school class and building championship-level fantasy baseball squads.

David Bailey

David Bailey joined SAS Institute in 1999 and is currently a senior software manager in the Business Intelligence Clients division. He leads a team of developers working on the SAS Enterprise Guide and SAS Add-In for Microsoft Office products - two Microsoft Windows products which provide easy access to SAS analytics. He has been focused on interoperability and reporting technologies, and received a patent for the report object model used in several SAS products. David has developed Windows products and worked with Microsoft technologies for most of his career. Prior to SAS, David led a development team in the cc:Mail product at Lotus Development Corp in Mountain View, CA for six years, and he developed networking solutions at IBM in Palo Alto, CA for five years. David graduated with a degree in Computer Science from North Carolina State University.

Kirk Paul Lafler

Kirk Paul Lafler is consultant and founder of Software Intelligence Corporation and has been programming in SAS since 1979. He is a SAS Certified Professional, SAS Institute Alliance Member (1996 – 2002), and provider of IT consulting services and training to SAS users around the world.

As an author of four books including PROC SQL: Beyond the Basics Using SAS (SAS Institute. 2004), he has written more than four hundred peer-reviewed papers, been an invited speaker at more than three hundred SAS International, regional, local, and special-interest user group conferences/meetings, and is the recipient of 15 "Best" contributed paper awards. His popular SAS Tips column, "Kirk's Korner of Quick and Simple Tips", appears regularly in several SAS User Group newsletters and Web sites, and his fun-filled SASword Puzzles are featured in SAScommunity.org and many SAS Newsletters.

Cheryl LeSaint

Cheryl LeSaint is currently the Analytics Testing Manager for the SAS/STAT product. She was the main test of the MCMC procedure for several years and continues to stay involved in all Bayesian testing. Prior to joining SAS Institute, she received her graduate degree in Statistics from The Ohio State University.

Chuck Kincaid

Chuck Kincaid is the Engagement Director for the COMSYS Business Analytics Practice. He has a BS in Computer Science and a Masters and PhD work in Statistics. Chuck has been with COMSYS for eleven years and for the last seven years he has managed an eclectic team of programmers and developers in their three Centers of Excellence. This group has been providing Business Intelligence and Business Analytics in almost every industry since the early 90's.

George Hurley

George J. Hurley has been using SAS for 10 years and is Advanced SAS Certified. He holds an M.S. in Applied Statistics from Wright State University, in Dayton, Ohio; B.A.'s in both Mathematics and History from Thomas More College, in Crestview Hills, KY; and an A.A. in Physics, also from Thomas More. George began his career at The Procter and Gamble Company in Cincinnati, where he spent 7 years as a SAS Programmer and Statistician. He was then at JP Morgan Chase, in Columbus, OH, as a Sr. Marketing Analyst for 3 years. George is currently Manager, Advanced Analytics, at The Hershey Company, in Hershey, PA, where he has been since November 2009. He enjoys both Reese's Pieces and Almond Joy. He has presented at SAS User Group and ASA events, including SAS Global Forum, MWSUG, JSM, and ASA Spring Research Conference. He won the Best Paper Award in Statistics at MWSUG in 2002. George is also a member of MENSA, but has never attended a meeting.

Mike Sweeney

Michael Sweeney, Insurance Practice Lead for Elite Technology Solutions, has been delivering statistical and analytical solutions to complex business issues in the Insurance and Financial Services sectors for over eight years. Mike has specialized in a variety of business applications including Insurance rate determination, retention and lifetime value analysis, customer and agency segmentation, price elasticity, claims and fraud analysis, custom insurance analytics and risk modeling for Financial Services. Mike's formal education includes a BS in Mathematics and a MS in Applied Statistics.