

DATA MINING FOR MARKETERS (DTMG1-CE)

DTMG1-CE 8111 SAS Data Mining for Marketers Intensive (10 Credits)

Designed for marketing and IT professionals, this certificate program prepares you to interpret important marketing trends, to manage marketing data, and to bridge the gap between analyst and marketing staff. This intensive program comprises the four required courses for the Certificate in SAS Data Mining for Marketers: Introduction to SAS Programming Concepts for Marketers; Data Integration, Manipulation, and Querying; Basic Statistical Analysis for Marketing; and Advanced Data Mining Techniques for Marketing; and at a discounted tuition rate compared to enrolling in each separately. Upon successful completion of this intensive program, earn the certificate.

Grading: SPS Non-Credit Graded

Repeatable for additional credit: Yes

DTMG1-CE 8112 Business Intelligence Concepts and Techniques II (2 Credits)

Business Intelligence Concepts and Techniques II is an intermediate course that further details the methodologies and technologies that enable companies to transform data into meaningful and useful information for business purposes. Learn to examine multiple data elements simultaneously in order to make business decisions using a customer-level marketing database or data warehouse. Acquire the skills necessary to navigate the menu-driven interface of the SAS Enterprise Guide to perform important functions, such as integrating data from the commonly used data formats—SAS, Excel, and Access. Learn how to bring data together from a variety of sources—including prospect data, test data, fulfillment files, and marketing campaign data—to create new business metrics; to execute queries and develop marketing campaign reports; to calculate date intervals; to convert variable formats; and to sort, merge, and link data.

Grading: SPS Non-Credit Graded

Repeatable for additional credit: Yes

DTMG1-CE 8113 Deriving Data Insights for Marketing (2 Credits)

This course leverages actual marketing data to illustrate the importance of basic statistical measures, and it teaches you how to run simple statistical analyses. Learn how to create univariate and summary statistics, to assess marketing test results, to apply various graphing techniques, and to perform a variety of data quality checks. Acquire the ability to calculate measures of central tendency and dispersion, assess the underlying distribution, identify outliers, deal with missing data, validate data ranges, conduct hypothesis tests, create confidence intervals, determine appropriate sample sizes, perform simple ANOVA and chi-square goodness-of-fit tests, and run correlation and simple linear regression analyses.

Grading: SPS Non-Credit Graded

Repeatable for additional credit: Yes

DTMG1-CE 8117 Introduction to SAS Programming Concepts for Marketers (2.5 Credits)

Learn to read and access business data and to write simple SAS programs to solve common marketing questions. Practice running and debugging those programs in an interactive SAS session. Discover how to read marketing data, to create simple marketing and summary reports, and to define new business metrics. Learn to navigate the SAS environment, creating simple customer segmentations, generating insightful reports for decision-making purposes, introducing new variables, defining conditional logic, programming DO loops, and running basic summary and frequency reports.

Grading: SPS Non-Credit Graded

Repeatable for additional credit: Yes

DTMG1-CE 8118 Business Intelligence Concepts and Techniques III (2 Credits)

Knowledge of advanced data mining techniques enables marketers to gather and organize data and to address key business questions. Learn how to leverage the growing volume of customer data captured in the marketing process. Following an overview of data mining techniques—including regression analysis, CHAID, and text mining—analyze case studies using a combination of analytical and data manipulation tools to answer the underlying business question. This course covers the following techniques using SAS, SAS/STAT, and SAS Enterprise Miner: multiple regression analysis, logistic regression analysis, decision trees, factor analysis, cluster analysis, risk modeling, neural networks, web log analysis, and market basket analysis.

Grading: SPS Non-Credit Graded

Repeatable for additional credit: Yes