

CRM Segmentation and Clustering

Using SAS® Enterprise Miner™

Randall S. Collica

Foreword by Michael J. A. Berry



Crm Segmentation And Clustering Using Sas Enterprise Miner Sas Press Series

Randall S. Collica



Crm Segmentation And Clustering Using Sas Enterprise Miner Sas Press Series:

Customer Segmentation and Clustering Using SAS Enterprise Miner, Second Edition Randall S. Collica, 2011
Prev ed published under title CRM segmentation and clustering using SAS Enterprise miner *CRM Segmentation and Clustering Using SAS Enterprise Miner* Randall S. Collica, 2007 Understanding the customer is critical to your company's success In this instructive guide Randy Collica employs SAS Enterprise Miner and the most commonly available techniques for customer relationship management CRM You will learn how to segment customers more intelligently and to achieve or at least get closer to the one to one customer relationship that today's businesses want Step by step examples and exercises clearly illustrate the concepts of segmentation and clustering in the context of CRM The book with a foreword by Michael J A Berry is sectioned into three parts Part 1 reviews the basics of segmentation and clustering at an introductory level providing examples from a variety of industries Part 2 offers an in depth treatment of segmentation with practical topics such as when and how to update your models and clustering with many attributes Part 3 goes beyond traditional segmentation practices to introduce recommended strategies for clustering product affinities handling missing data and incorporating textual records into your predictive model with SAS Text Miner software This straight forward guide will appeal to anyone who seeks to better understand customers or prospective customers Additionally professors and students will find the book well suited for a business data mining analytics course in an MBA program or related course of study You should understand basic statistics but no prior knowledge of data mining or SAS Enterprise Miner is required Included on your bonus CD ROM are the following example SAS code data sets macros and Enterprise Miner templates *Customer Segmentation and Clustering Using SAS Enterprise Miner, Third Edition* Randall S. Collica, 2017-03-23 Understanding your customers is the key to your company's success Segmentation is one of the first and most basic machine learning methods It can be used by companies to understand their customers better boost relevance of marketing messaging and increase efficacy of predictive models In *Customer Segmentation and Clustering Using SAS Enterprise Miner Third Edition* Randy Collica explains in step by step fashion the most commonly available techniques for segmentation using the powerful data mining software SAS Enterprise Miner A working guide that uses real world data this new edition will show you how to segment customers more intelligently and achieve the one to one customer relationship that your business needs Step by step examples and exercises using a number of machine learning and data mining techniques clearly illustrate the concepts of segmentation and clustering in the context of customer relationship management The book includes four parts each of which increases in complexity Part 1 reviews the basics of segmentation and clustering at an introductory level providing examples from a variety of industries Part 2 offers an in depth treatment of segmentation with practical topics such as when and how to update your models Part 3 goes beyond traditional segmentation practices to introduce recommended strategies for clustering product affinities handling missing data and incorporating textual records into your predictive model with SAS Text Miner Finally part 4 takes

segmentation to a new level with advanced techniques such as clustering of product associations developing segmentation scoring models from customer survey data combining segmentations using ensemble segmentation and segmentation of customer transactions New to the third edition is a chapter that focuses on predictive models within microsegments and combined segments and a new parallel process technique is introduced using SAS Factory Miner In addition all examples have been updated to the latest version of SAS Enterprise Miner

CRM Segmentation and Clustering Using SAS(R) Enterprise Miner(TM) Randall S. Collica,2002

Customer Segmentation and Clustering Using SAS Enterprise Miner, Second Edition, 2nd Edition Randy Collica,2011 Understanding the customer is critical to your company s success In this book Randy Collica employs SAS Enterprise Miner and the most commonly available techniques for customer relationship management CRM You will learn how to segment customers more intelligently and to achieve or at least get closer to the one to one customer relationship that today s businesses want

Customer Segmentation and Clustering Using SAS Enterprise Miner Randall S. Collica,2011

Text Mining and Analysis Dr. Goutam Chakraborty,Murali Pagolu,Satish Garla,2014-11-22 Big data It s unstructured it s coming at you fast and there s lots of it In fact the majority of big data is text oriented thanks to the proliferation of online sources such as blogs emails and social media However having big data means little if you can t leverage it with analytics Now you can explore the large volumes of unstructured text data that your organization has collected with Text Mining and Analysis Practical Methods Examples and Case Studies Using SAS This hands on guide to text analytics using SAS provides detailed step by step instructions and explanations on how to mine your text data for valuable insight Through its comprehensive approach you ll learn not just how to analyze your data but how to collect cleanse organize categorize explore and interpret it as well Text Mining and Analysis also features an extensive set of case studies so you can see examples of how the applications work with real world data from a variety of industries Text analytics enables you to gain insights about your customers behaviors and sentiments Leverage your organization s text data and use those insights for making better business decisions with Text Mining and Analysis This book is part of the SAS Press program

Segmentation Analytics with SAS Viya Randall S. Collica,2021-07-14 Better understand your customers using segmentation analytics in SAS Viya Segmentation Analytics with SAS Viya An Approach to Clustering and Visualization demonstrates the use of clustering and machine learning methods for the purpose of segmenting customer or client data into useful categories for marketing market research next best offers by segment and more This book highlights the latest and greatest methods available that show the power of SAS Viya while solving typical industry issues Packed with real world examples this book provides readers with practical methods of using SAS Visual Data Mining and Machine Learning VDMML SAS Model Studio SAS Visual Statistics SAS Visual Analytics and coding in SAS Studio for segmentation model development and analysis This book is designed for analysts data miners and data scientists who need to use the all in memory platform of SAS Viya for the purposes of clustering and segmentation Understanding how customers behave is a primary objective of

most organizations and segmentation is a key analytic method for achieving that objective **Introduction to Data Mining Using SAS Enterprise Miner** Patricia B. Cerrito, 2006 This manual provides a general practical introduction to data mining using SAS Enterprise Miner and SAS Text Miner software Preface **Data Mining Techniques. Segmentation with SAS Enterprise Miner** Scientific Books, 2015-05-08 SAS Institute implements data mining in Enterprise Miner software which will be used in this book focused segmentation tasks SAS Institute defines the concept of Data Mining as the process of selecting Selecting explore Exploring modify Modifying modeling Modeling and rating Assessment large amounts of data with the aim of uncovering unknown patterns which can be used as a comparative advantage with respect to competitors This process is summarized with the acronym SEMMA which are the initials of the 5 phases which comprise the process of Data Mining according to SAS Institute The essential content of the book is as follows SAS ENTERPRISE MINER WORKING ENVIRONMENT SEGMENTATION PREDICTIVE TECHNIQUES MODELING PREDICTIVE TECHNIQUES FOR SEGMENTATION REGRESSION NODE MULTIPLE REGRESSION MODEL LOGISTIC REGRESSION DMINE REGRESSION NODE SEGMENTATION PREDICTIVE TECHNIQUES DECISION TREES DECISION TREE NODE DECISION TREE INTERACTIVE TRAINING DECISION TREE NODE OUTPUT DATA SOURCES GRADIENT BOOSTING NODE SEGMENTATION PREDICTIVE MODELS WITH NEURAL NETWORKS NEURAL NETWORKS FOR SEGMENTATION OPTIMIZATION AND ADJUSTMENT OF SEGMENTATION MODELS WITH NETS NEURAL NETWORK NODE SIMPLE NEURAL NETWORKS PERCEPTRONS HIDDEN LAYERS MULTILAYER PERCEPTRONS MLPs RADIAL BASIS FUNCTION RBF NETWORKS LOCAL PROCESSING NETWORKS SCORING NEURAL NETWORK NODE TRAIN PROPERTIES NEURAL NETWORK NODE RESULTS AUTONEURAL NODE NETWORK ARCHITECTURES DM NEURAL NODE ENSEMBLE NODE SEGMENTATION DESCRIPTIVE TECHNIQUES CLUSTER ANALYSIS CLUSTER ANALYSIS ON ENTERPRISE MINER CLUSTER NODE SOM KOHONEN NODE VARIABLE CLUSTERING NODE PREDICTIVE MODELING WITH VARIABLE CLUSTERING EXAMPLE ASSESS PHASE IN SEGMENTATION PREDICTIVE MODELS CUTOFF NODE SCORE NODE SEGMENT PROFILE NODE

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