

Getting Started with SAS[®] Enterprise Guide[™]

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AGENDA

01

What is SAS Enterprise Guide?

02

Why use it? Whose uses it?

03

How does it operate?

04

Demonstration

SAS Enterprise Guide

SAS Enterprise Guide is an easy-to-use, project-oriented Windows application that provides access to the power of SAS. It provides the following:

- An intuitive, visual interface
- Transparent access to data
- Ready-to-use tasks for data management, analysis and reporting
- Easy exporting of data and results
- A point-and-click interface for managing data and generating reports
- A full programming interface used to write, edit, and submit SAS code

Distinguishing SAS Studio, SAS Enterprise Guide, and SAS Add-In for Microsoft Office

- On version 9 and SAS Viya, browser interface, programming and code generation, cloud-ready
- Work from anywhere/any device, programming & code generation

SAS Studio



- Only on version 9, Windows client, decentralized administration
- Most mature, most amenities, programming & code generation

SAS Enterprise Guide



- Only on version 9, Windows client, middle child
- Ad hoc scaling for Microsoft Excel, Word, PowerPoint, Outlook

SAS Add-In for Microsoft Office



Why use SAS Enterprise Guide? Who uses it?

Monitoring
Reporting



Detect Fraud



Clustering &
Segmentation



Upsell/cross-sell
Recommendations



Forecasting



Acquisition /
Retention / Attrition



Yield / revenue
Management
Price Optimization



Risk, incentives,
safety



Demand and capacity planning



SAS Enterprise Guide

When you use SAS Enterprise Guide, you are using SAS software behind the scenes. SAS Enterprise Guide can connect to SAS on your local computer, or it can connect to SAS on a server.



Enterprise Guide



Code/Tasks

Formatted Results

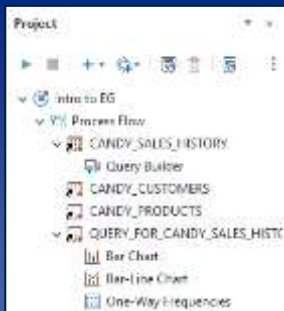


Introducing SAS Enterprise Guide

Simple as 1,2,3

To work with SAS Enterprise Guide, you:

1. Create a project
2. Add data to the project
3. Run tasks against the data.



One

OrderID	ProdID	Date	Customer	Units
1	8	05/13/2003	8	4600
2	16	07/04/1999	3	5000
3	1	03/09/2003	4	9900
4	4	12/11/2003	5	8400
5	1	12/17/2002	2	7000
6	13	03/02/2000	2	4600
7	2	05/19/2003	3	7400

Two



Three

Getting familiar with the SAS Enterprise Guide interface

The screenshot shows the SAS Enterprise Guide interface with several key components highlighted by red callouts:

- Menu:** The top menu bar containing File, Edit, View, Program, Tools, and Help.
- Project Tree:** The left-hand pane showing a hierarchical view of the project structure, including folders like 'Intro to EG', 'Process Flow', and 'CANDY_SALES_HISTORY'.
- Resource Pane:** The bottom-left pane listing various statistical and analytical tasks such as ANOVA, Capability, Control Charts, Data, Data Mining, Describe, Graph, and Multivariate.
- Project Flow:** The central workspace displaying a workflow diagram with tasks like 'CANDY_SALES_HISTORY', 'Query Builder', 'QUERY_FOR_CANDY_SALES_HISTORY', 'Bar Chart', 'Bar-Line Chart', and 'One-Way Frequencies' connected by arrows.
- Output:** The right-hand pane showing the results of a task, specifically a 3D bar chart titled 'Bar Chart' with the y-axis labeled 'Total_Retail_Sales_Value' ranging from \$30,000,000 to \$60,000,000.
- Navigational tabs:** The top of the workspace area showing tabs for 'Start Page', 'Process Flow', 'Bar Chart', and 'HTML - Bar Chart'.

Resources

Where to learn more

SAS Enterprise Guide

Resources

Main Enterprise Guide documentation page:

<http://support.sas.com/documentation/onlinedoc/guide/index.html>

Enterprise Guide tutorial:

<https://go.documentation.sas.com/doc/en/egdoccdc/8.3/egug/n15495j23utk44n1k25kl41o0d6x.htm>

YouTube: https://www.youtube.com/watch?v=IEY9iR_0ljY

Enterprise Guide Training path:

<http://support.sas.com/training/us/paths/eg.html>

Q&A

Please submit your questions using the Q&A icon located in the menu at the bottom of your screen

