SAS Visual Analytics 7.4: Working with Data
In the following presentation, we will see how to

• Define data for use in SAS Visual Analytics
• Utilize the Data Import functionality within Visual Analytics
• Manipulate data within SAS Visual Analytics using Visual Data Builder
• Manipulate data within SAS Enterprise Guide and then upload to the LASR server
Defining Data
Data Defined in Explorer/Designer

Data can be defined as:

- Category
- Measure
- Geography
- Hierarchy
- Aggregated Measure
Let’s look at a sample exploration where data values have already been defined and stored as part of the exploration. Then we will rebuild a portion of these definitions in order to understand the process.
Working with Data Builder
Working with Data in Data Builder

It may be necessary to perform data manipulation to prepare data for use in Visual Analytics Explorer or Designer. Data preparation can be performed in:

• Visual Data Builder in Visual Analytics
• Enterprise Guide

• Note: Data Integration Studio may also be used but will not be discussed in this presentation
Data Builder

Here are some of the tasks that you can perform using Data Builder.
- join data from multiple tables
- append tables (data union)
- create aggregations
- sort data
- filter data
- create calculated columns
- pivot data
Data Builder
Use Caution When....

- The data is NOT self-serve
- Complex joins and data manipulation are required
- Joins are with transactional data
- More complicated data preparation is required
- You need to create data fields from a timestamp
- The data needs to be transposed
- Joins with enrichment data sources are required, (such as demographic data from an outside provider).
Importing Data

If the data that you want to prepare is not already loaded in SAS Visual Analytics, then you can import it into the SAS Visual Analytics environment.

Here are the types of data that you can import:
- a local file
- a SAS data set on a server
- a table from a database
- data from social media and other sources (Facebook, Google Analytics, or Twitter)
Importing Data

• Once you import a file, it cannot be reloaded
• Can only import files < 4GB (browser constraint). Otherwise use autoloading.
• Can import ZIP files with only one file
Demonstration

• In this demonstration, we will import local data sets into data builder, perform a join and create a new column.
Using Enterprise Guide for Data Preparation
Data Preparation with Enterprise Guide

• Enterprise Guide can be used to prepare data and then upload that data to the LASR server using a task.

• When might I use Enterprise Guide?
  • Complex joins and data manipulation are required
  • Joins are with transactional data
  • More complicated data preparation is required
  • You need to create data fields from a timestamp
  • The data needs to be complex transposed
  • Joins with enrichment data sources are required, (such as demographic data from an outside provider).
Enterprise Guide Data Manipulation
Enterprise Guide
Complex Data Manipulation
Demonstration

We will use Enterprise Guide to perform data manipulation and then upload to the LASR server.
Thank you for Attending!