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Practical Solutions For Business Applications,
Second Edition**

By Kattamuri S. Sarma PhD



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Practical Solutions for Business Applications demonstrates how to make the fullest use of SAS Enterprise Miner software. Kattamuri Sarma predictive modeling

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Kattamuri S. Sarma, PhD, is an economist and statistician with 30 years of experience in American business, including stints with IBM and AT&T.

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Overview. In today s global economy businesses depend on advanced analytics to give them a competitive advantage. The development and implementation of models to

Knowledge Level: Familiar with the basics of predictive modeling.
Unica PredictiveInsight (formerly Affinium Model), Enterprise Miner
(SAS), Model 1

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