



SAS Day



Friday, October 12

Location: Minneapolis M.1300

MORNING AGENDA

9:00 AM – Opening Remarks, Dr. Firasat Khan, Dr. Simon Jin, and Reshma Narayan, MIS Dept

9:05 – 10:00 AM

There's gold in your data!

An overview of SAS Enterprise Miner

Lincoln H. Groves

What exactly is data mining and how can it help your organization more confidently predict the future? This presentation will introduce you to the essential aspects of data mining and give you a guided tour of SAS® Enterprise Miner™, the powerful data mining workbench from SAS.

10:00 – 11:00 AM

An Introduction to SAS Enterprise Guide

Marty Hultgren

SAS Enterprise Guide is one of SAS' most popular front end tools, used by point and click users and programmers alike to manipulate and analyze data, and generate reports and graphs. See how to use point and click tasks to import an Excel spreadsheet, and run some basic analyses against the data.

11:00 – 11:15 AM Break

11:15 AM – 12:00 PM

**SAS on the Job at UnitedHealthcare
Financial Data Management**

Paul Kaefer, Data Scientist, UnitedHealthcare

Fin360 is a data analytics and warehousing platform within the Financial Data Management (FDM) organization at UnitedHealthcare. The platform includes processes providing a range of ETL (extract, transform, load) capabilities supporting accounting users throughout the company. As a data scientist and developer supporting Fin360, Paul has worked on a number of projects using SAS products. Paul will talk about the work he has done with SAS and Fin360, including a project relating to reporting on the health care exchanges. Paul will also discuss his workflow, and resources that you may find helpful

12:00 – 1:00 PM Lunch Break

MORNING REGISTRATION ONLY:

<https://tinyurl.com/ybpds62m>

1:00 PM – 3:30 PM

SAS Visual Analytics 2.5 Hour workshop

AFTERNOON REGISTRATION ONLY:

<https://tinyurl.com/y8onmuwx>

SAS Visual Analytics is a web-based product that leverages SAS High-Performance Analytics technologies to enable organizations to explore data of any size. Using SAS Visual Analytics, you can very quickly see patterns in the data and identify opportunities for further analysis. Then, you can use the web or a mobile device to convey your visual results to others.

SAS Day Presenter Bios

Lincoln H. Groves is a Senior Analytical Training Consultant and began his tenure at the SAS Institute in April 2018. As a researcher and data scientist, he brings together a range of academic, federal, and private sector perspectives. His previous posting was as a postdoc in the National Poverty Fellow Program, which provided him joint appointments at the University of Wisconsin, Madison, and the Department of Health and Human Services (HHS) in Washington, DC. Before HHS, he served as an Economic Analyst at the Department of Justice and as a Peace Corps Volunteer. At his analytical postings, Lincoln was responsible for producing accurate, insightful, and timely economic models and statistical reports under limited time constraints. Lincoln is highly proficient SAS and SQL programmer, and is an expert in applied econometric modeling and data visualizations. He holds a Ph.D. from Syracuse University in Public Administration and a M.A. in Applied Economics from Johns Hopkins.

Marty Hultgren is a senior manager in the Education group. He has worked at SAS for 20 years, teaching a changing array of courses as the technology has grown with time. He enjoys teaching everything from beginning SAS coding techniques and point-and-click SAS applications, to advanced coding techniques involving data manipulation, processing efficiencies, and code automation.

Paul Kaefer is a Data Scientist at UnitedHealthcare, where he has been working for the past 2.5 years. He is also an Instructor for a Data Analytics & Visualization course that meets at the University of Minnesota. Paul learned SAS on the job at UHC, and has earned his Base and Advanced Programmer certifications from SAS. He has presented at the Minnesota SAS Users Group meeting, the Midwest SAS Users Group conference, and the SAS Global Forum. Outside of work, Paul enjoys volunteering, reading, and traveling.