

Joint BASAS Meeting with Predictive Analytics World

BASAS Newsletter

Jan 2010



Newsletter for SAS® Programmers in the San Francisco Bay Area

Bay Area SAS® Meeting Announcement

Dear BASAS User Group Member,

The next meeting of the Bay Area SAS Users Group will be a joint event with Predictive Analytics World held on **February 16, 2010**. This event will be sponsored by SAS Institute. Your Bay Area SAS peers, colleagues and friends will come together to exchange ideas, job/contract opportunities, and for networking.

We have three featured speakers, and open time where you can share concepts, ideas and a great networking opportunities.

Please bring along your business cards, not only for networking, but to facilitate our registration process.

There will be a bulletin board where job and/or contract opportunities, related events, and other announcements can be affixed. Hiring managers and consultants seeking contracts should bring their requirements on hardcopy for distribution as well as to post on the board.

RSVP method:

Please click [R.S.V.P.](#) and fill in your information.

All attendees must pre-register prior to the meeting.

Details of the Meeting

Date: **Tuesday, February 16, 2010**

Time: **6:30 pm – 7:30 pm**
Predictive Analytics World Reception & Exhibit Hall (Free)

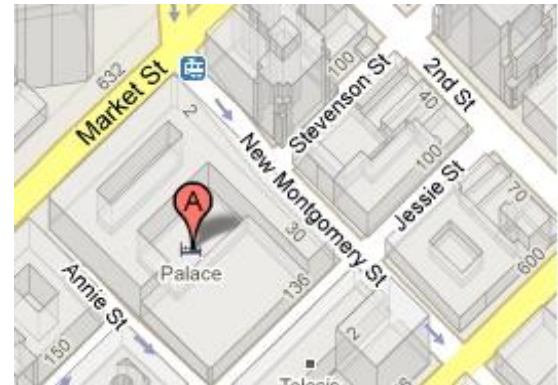
7:30 pm – 10:00 pm
Registration starts at 7:00 pm

Location: **Palace Hotel**
2 New Montgomery St.
SF, CA 94105

Meeting Contacts

Event Host: **Thomas Leung (415) 956-3611**
tleung@tmcsoftware.com

Map of Palace Hotel San Francisco, CA



Location is close to Montgomery Bart station.

TAKE BART to **Montgomery Bart Station**

DIRECTIONS FROM EAST BAY:

- Take I-80 E toward San Francisco
- Cross the Bay Bridge
- Take the FREMONT STREET Exit
- Bear LEFT on FREMONT STREET
- Turn LEFT on MISSION STREET
- Turn RIGHT on 2nd STREET
- Turn LEFT on STEVENSON STREET
- Arrive at 2 New Montgomery Street

DIRECTIONS FROM SOUTH BAY:

- Take HWY 101 N toward San Francisco
- Take HWY 280 N toward San Francisco
- Take the 4th STREET/KING STREET Exit
- Go straight on EMBARCADERO STREET
- Turn LEFT on 2nd STREET
- Turn LEFT on STEVENSON STREET
- Arrive at 2 New Montgomery Street

DIRECTIONS FROM NORTH BAY:

- Take HWY 101 S toward San Francisco
- Take LOMBARD STREET Exit
- Turn RIGHT on VAN NESS STREET
- Turn LEFT on BROADWAY STREET
- Go through Robert Levy TUNNEL
- Turn RIGHT on COLUMBUS AVE
- Slight RIGHT on MONTGOMERY STREET
- Slight LEFT on NEW MONTGOMERY STREET
- Arrive at 2 New Montgomery Street, RIGHT side

Bay Area SAS® Meeting Agenda

How Can SAS Analytics Solve Your Business Problems? Let Me Show You!

Tonya Etchison Balan

How to incorporate Predictive Analytics in your Business Decisions?

Bharat Chitnavis

Report Management Using the ODS DOCUMENT Destination and Report Metadata

Brit Harvey

More About the Meeting

How Can SAS Analytics Solve Your Business Problems? Let Me Show You!

Tonya Etchison Balan

For more than three decades, customers have used analytical software from SAS to solve complex business problems. Key developments in recent years include:

- More powerful algorithms to address scalability as well as performance
- More flexible models to handle increasingly complex data
- Advanced visualization capabilities suited to a variety of analyses and audiences
- The deployment of analytical algorithms across the enterprise

This presentation will use a variety of examples to illustrate the ways in which SAS analytical products can meet your evolving business needs.

About the speaker:

Tonya Etchison Balan – Manager, Analytics Product Management, SAS Institute. As Manager of the Analytics Product Management team at SAS, Tonya Etchison Balan works closely with the Analytics Research and Development team to drive strategy and direction for SAS' offerings in the areas of statistics, data mining, text analytics, forecasting, optimization, and simulation. She has been a SAS user for over 20 years and holds a PhD in Statistics from North Carolina State University. In addition to her experience at SAS, she has extensive consulting experience and has served on the faculty of the Department of Statistics at North Carolina State University.

How to incorporate Predictive Analytics in your Business Decisions?

Bharat Chitnavis

"Predictive Analytics" as a term has become ubiquitous within the business community. The challenge in today's world is that it means different things to different people. What does it mean to you? How is your business positioned to use the power Predictive Analytics for decision-making? This presentation will help you understand how practical Predictive Analytics can be used to make critical decisions. A few examples from Financial Services, and Healthcare will demonstrate how corporations can gain a competitive advantage by thinking ahead.

About the speaker:

Mr. Chitnavis is the Vice President of Business Intelligence and Analytics at Business Analytics Partners LLC, a management and technology consultancy. has broad business, technology, and management experience in the areas of Business Intelligence, Analytics and Performance Management.

Previously Mr. Chitnavis was the head of the Business Intelligence and Analytics at Smith Hanley Consulting Group. He has led a team with American Express Financial Advisors as they spun off Ameriprise Financial and subsequently assumed the role of Business Intelligence Leader at Ameriprise Financial until mid-2008.

Mr. Chitnavis has worked with Compuware Corporation in their Professional Services Division and has served in several technology management and consulting roles supporting Fortune 500 companies and State Departments. His clients have included: Motorola, ON Semiconductor, CVS Caremark (PCS), eCompleteSolutions, State Department of Pennsylvania, Mayo Clinic (Minnesota), and the State Department of Texas.

Mr. Chitnavis holds an MBA (International Management) from Thunderbird, School of Global Management, Glendale, Arizona and a Bachelor of Science in Engineering, BITS Pilani, India. He resides in Phoenix, Arizona

Report Management Using the ODS DOCUMENT Destination and Report Metadata

Brit Harvey

Analysis projects may require writing many reports in several formats, such as PDF and RTF. Report management can become a substantial task when the number of reports is large. This paper describes a report management system developed to support clinical trials analysis in a small organization with limited resources. The system uses the ODS DOCUMENT destination, PROC DOCUMENT, and report metadata to decouple report content generation and rendering reports. The system supports fully programmatic combining and bookmarking of PDF output files, resulting in increased efficiency and quality. The principles are applicable to any analysis requiring large report sets and to other report output formats.

About the speaker:

Brit Harvey has programmed in SAS since 1987. His current position is Staff Analyst, Statistical Programming at XOMA, a biotech in Berkeley, CA.

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