SAS® Professionals Convention Marlow 2014
make connections • share ideas • be inspired

Using SAS® for Research

Learning SAS
Developing Insights
Developing a Community of Practice
Defining Research

• Research is an activity which is used:
  • to find and justify answers to questions
  • to obtain knowledge
• If we are taught answers we stop learning.
• To ask is to know.
• The Power to Know. (SAS®)
• The Power to Say No! (in governance)
Agenda

• SAS in
  • Research based Learning
    • Now
    • In the Future
  • Undergraduate Research (Developing Insights)
  • Development of Communities of Support and Practice
Research Based Learning for SAS

• Traditional
  • 20 Chapters

• A Better Way
  • UCLA Tutorial
    • http://www.ats.ucla.edu/stat/sas/modules/default.htm
  • SAS JMP, SAS for Windows, AnalyticsU and SAS Studio

• Innovation and Surprise
UCLA SAS Tutorial

• Options
  • Copy and Paste
    • Very quick
    • Less understanding of the language
  • Re-type
    • Finger patterns and syntax feedback
    • Learn the language
Interfaces

Standard SAS 9.3

AnalyticsU
Student Project Research (U/G and P/G)

- Independent Studies Project data analysis
- Learning by Research
  - Analysing Public transparency data
    - NHS RTT data series
    - Public Authority expenditure data series
    - Finding the “Gotchas” (domain knowledge)
Community of Practice and Support

- Independent Studies Project data analysis
  - Team developed to analyse survey results
The Future

• Inspiring enthusiasm for analytics
  • Find interesting patterns, insights, questions and answers

• Business partnerships for data and projects

• Use SAS Visual Analytics
  • Acquiring a range of Largish data sets (up to GBytes)

• SAS AnalyticsU and SAS Studio, SAS Visual Statistics, Text Analytics etc.
Thank You

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