



# PhilaSUG newsletter



## Fall 2015 Meeting Announcement

### PhilaSUG Fall 2015 Meeting Thursday, October 29<sup>th</sup>

The Philadelphia Area SAS Users Group Fall Meeting will be held on Thursday, October 29, 2015 at 1:00 PM, at the Penn State Great Valley Campus in Malvern, PA. A map and driving instructions are available later in the newsletter.

Registration will begin at 12:15 PM and the meeting will commence at 1 PM. Dues for the year are \$30. There are no other fees for attending PhilaSUG meetings. We will accept cash, but a check is preferred. If you are a student, faculty, or staff of Penn State Great Valley fees for this meeting will be waived. A tip – **to breeze through registration** – bring in the completed registration form found in the back of this newsletter to the meeting, otherwise registration can still be simplified if you attach a business card to a check or \$30 exact cash, as there is less writing and it will be more legible. Please do not mail in your registration fee beforehand. Receipts will be available at registration time.



**Important** - In order to obtain an accurate food count we are asking all attendees to please complete the Meeting Attendee Sign-up

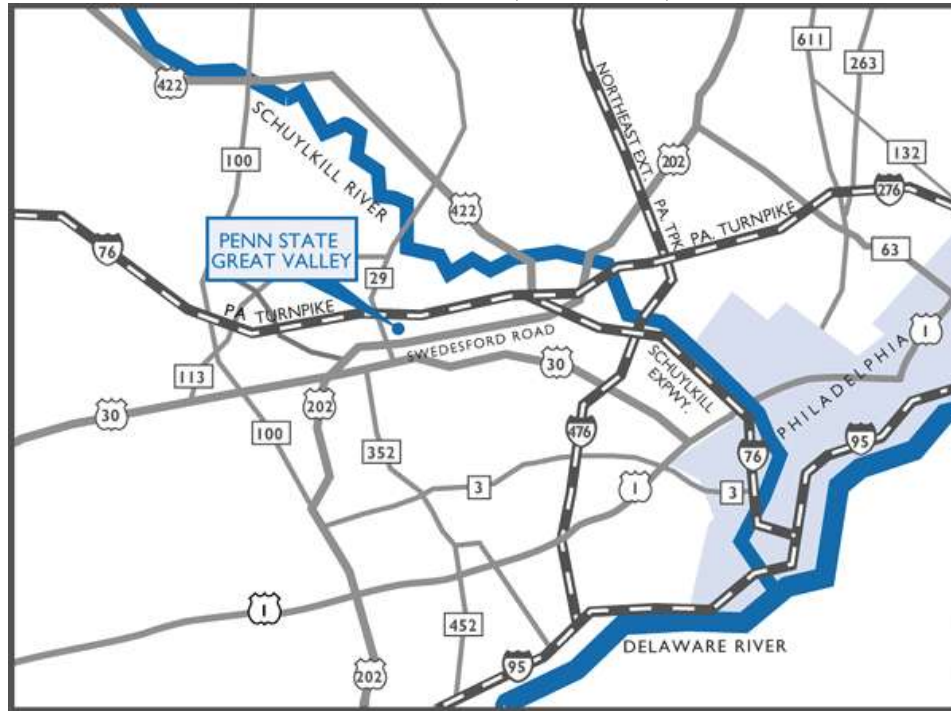
Form by October 25<sup>th</sup>. The [link](#) can be found online on our home page.

<b>Agenda</b>	
<b>PhilaSUG Fall Meeting</b>	
You are on your own for lunch	
<b>12:15-1:00</b>	Registration
<b>1:00-1:10</b>	Opening Remarks
<b>1:10-2:00</b>	Nate Derby, Reducing Credit Union Member Attrition with Predictive Analytics
<b>2:05-2:50</b>	Venu Perla, Technique to Rescue Non-Parametric Outlier Data Using SAS®
<b>2:50-3:20</b>	Break, and light refreshments
<b>3:20-3:50</b>	David Horvath, NOBS for noobs
<b>3:50-4:40</b>	Kaitlyn McConville and Kristen Much, Creating Sophisticated Graphics using Graph Template Language
<b>4:40-4:50</b>	Open Forum / Raffle / Closing
Abstracts and bios are found later in the newsletter.	

The presenters and the PhilaSUG Executive Committee will adjourn for dinner at a nearby restaurant when the meeting concludes. You are invited to join us. The location will be announced at the meeting.

## Directions to Meeting Site

The Conference Center at Penn State Great Valley  
30 E. Swedesford Road, Malvern, PA 19355



### Parking

There is ample free parking in front of both buildings. Parking registration is not required for conference attendees.

### From West Chester, Delaware, and South:

1. Take Route 202 North to the Great Valley Exit (Route 29 North).
2. Turn right at the end of the ramp and turn right again at the light onto Route 29 North.
3. Continue to the next traffic light and turn right onto Swedesford Road.
4. Continue approximately 2/10s of a mile to the Penn State Great Valley campus on the right.
5. As you enter the driveway into the campus, the Main Building is on the right, and the Conference Center Building is on the left.
4. At the first traffic light, turn left onto Swedesford Road.
5. Then take the first left turn into the Penn State Great Valley campus.
6. As you enter the driveway into the campus, the Main Building is on the right, and the Conference Center Building is on the left.

### From New Jersey and East

1. Take the Pennsylvania Turnpike westbound to Exit 326 (old Exit 24) at Valley Forge.
2. Follow signs for Route 202 South/West Chester Exit 328 (old Exit 26A).
3. Continue on Route 202 South to the Great Valley Exit (Route 29 North).
4. At the first traffic light, turn left onto Swedesford Road.
5. Then take the first left turn into the Penn State Great Valley campus.
6. As you enter the driveway into the campus, the Main Building is on the right, and the Conference Center Building is on the left.

### From Reading and West

1. Take the Pennsylvania Turnpike eastbound to Exit 326 (old Exit 24) at Valley Forge.
2. Follow signs for Route 202 South/West Chester Exit 328 (old Exit 26A).
3. Continue on Route 202 South to the Great Valley Exit (Route 29 North).
4. At the first traffic light, turn left onto Swedesford Road.
5. Then take the first left turn into the Penn State Great Valley campus.
6. As you enter the driveway into the campus, the Main Building is on the right, and the Conference Center Building is on the left.

## About Our Host

Great Valley  
School of Graduate Professional Studies



Penn State Great Valley School of Graduate Professional Studies extends the resources and reputation of one of the nation's leading research universities to suburban Philadelphia. Penn State Great Valley delivers outstanding graduate degree programs, professional development courses, and conference planning services.

Forty-four full-time and sixty-nine part-time faculty members teach valuable practical skills, share cutting-edge knowledge, and work with corporate, government, and educational neighbors to address real-world problems and enhance employee performance.

Great Valley's location just west of Philadelphia, near Route 202 and other major highways, makes the campus convenient to most working professionals in southeastern Pennsylvania. More than 1,900 students are enrolled in convenient evening and Saturday classes, earning master's degrees or certificates in:

- Engineering and Information Science
- Finance
- Leadership Development
- MBA Programs

Some students choose to advance their careers through professional development courses like Act 48 (educator) workshops, business and management workshops, and technology programs.

## Thank You to our Host

The PhilaSUG Executive Committee wishes to thank Penn State Great Valley for hosting our meeting with special mention to both Patty McFadden, Conference Center Manager, and Denita Wright Watson, Academic Program Manager

In addition, we wish to thank two members of the PhilaSUG Executive Committee for their efforts to coordinate this meeting. David Horvath for site coordination and Jonas Bilenas for program coordination.

## Host Sites Wanted

We continuously seek host sites for future PhilaSUG meetings. There is not a lot of work involved, and it is a great way to put your company on the local SAS map. We need your help with this. If your company would like to host a meeting, within reasonable geographic proximity to Philadelphia, PhilaSUG would be grateful if you would contact Michael Davis at [President@PhilaSUG.org](mailto:President@PhilaSUG.org).

## E-mail Announcements

PhilaSUG-L is a low volume, announcement-only e-mail notification service provided free of charge to all members who wish to subscribe. In order to sign up for this service, you need only send a blank e-mail message to: [PhilaSUG-L-subscribe@yahoo.com](mailto:PhilaSUG-L-subscribe@yahoo.com). Note that you can subscribe as many times with as many different e-mail addresses as you wish to have the e-mail sent to; e.g., home and office.

## PhilaSUG Web Site

Our site on the World Wide Web always contains the latest information concerning upcoming meetings, SAS training and seminars, links to SAS related hot topics, and local SAS job opportunities.



Visit us regularly at: <http://www.PhilaSUG.org>

## PhilaSUG Executive Committee


Michael Davis, President  
John Cohen, Membership  
Diane Foose, Secretary  
Robert Schechter, Web Master and Newsletter Editor  
Jonas V. Bilenas                      Max Cherny  
Barry Cohen                              David Horvath  
Jessica Lam                              Terek Peterson  
Kajal Tahiliani

## Future Meetings and Events



### Next PhilaSUG Meeting

March 16, 2016

 Philadelphia University  
School House Lane & Henry Avenue  
Philadelphia, PA 19144-5497  
215.951.2700

*Continuing and  
Professional Studies*



You are invited to be a Presenter - PhilaSUG constantly seeks individuals who wish to participate actively in our meetings by presenting various SAS topics in the form of delivered papers or posters. This is a great way to share your knowledge

with others, to brush up your presentation prior to delivery at NESUG or SUGI or some other major conference, and to gain confidence as a speaker. Short technical SAS related articles are also desired for inclusion in the Newsletter. If this is of interest to you, please use the online abstract submission form found on our web site. Presentations can be from a few minutes to 50 minutes. Watch our web site for the Call to Participate. Your abstract must be submitted online on our web site.

**SAS® GLOBAL FORUM 2016**  
IMAGINE. CREATE. INNOVATE

April 19-21, Las Vegas NV



## Paper Abstracts

### Reducing Credit Union Member Attrition with Predictive Analytics

Nate Derby, Stakana Analytics, Seattle, WA  
Mark Keintz, Wharton Research Data Services,  
Philadelphia, PA

As credit unions market themselves to increase their market share against the big banks, they understandably focus on gaining new members. However, they must also retain (and further engage) their existing members. Otherwise, the new members they gain can easily be offset by existing members who leave. Happily, by using predictive analytics as described in this paper, it can actually be much easier and less expensive to keep (and further cultivate) existing members than to enlist new ones.

This paper provides a step-by-step overview of a relatively simple but comprehensive approach to reduce member attrition. We first prepare the data for a statistical analysis. With some basic predictive analytics techniques, we can then identify those members who have the highest chance of leaving and the highest value. For each of these members, we can also identify why they would leave, thus suggesting the best way to intervene to retain them. We then make suggestions to improve the model for better accuracy. Finally, we provide suggestions to extend this approach to cultivating existing members and thus increasing their lifetime value.

Code snippets will be shown for any version of SAS but will require the SAS/STAT package. This approach can also be applied to many other organizations and industries.



### Technique to Rescue Non-Parametric Outlier Data Using SAS

Venu Perla, Independent SAS Programmer

Recently, I have published a paper, 'How PROC SQL and SAS® macro programming made my statistical analysis easy? A case study on linear regression' (Refer CinSUG SAS Users Conference 2015 online for a full paper). In that paper, various macro programs were created to eliminate outlier data during normalization of non-parametric data. Often, this outlier data is valuable and provide different outlook while drawing conclusions from whole data after analysis. The objective of this paper is to show a technique of rescuing non-parametric outlier data using a non-parametric test after the analysis of parametric portion of the data in SAS. This paper also explains how conclusions are drawn from both, parametric and non-parametric tests without sacrificing outlier data.



*Venu Perla, Ph.D. is a biomedical researcher with about 14 years of research and teaching experience in an academic environment. He is currently working in West Virginia. He served the Purdue University, Oregon Health & Science University, Colorado State University, Kerala Agricultural University (India) and Mangalayatan University (India) at different capacities. Dr. Perla has published 14 peer reviewed research papers and 2 book chapters, obtained 1 international patent (on orthopaedic implant device), gave 8 talks and presented 18 posters at national and international scientific conferences in his professional career. Dr. Perla was invited to serve as an editorial board member for several national and international scientific journals. He was trained in clinical trials and clinical data management. He was also trained in advanced SAS® programming and clinical biostatistics at the University of California, San Diego. Currently, he is actively employing SAS® programming techniques in his research data analysis.*

**NOBS for Noobs**  
David Horvath, PNC

**Creating Sophisticated Graphics using Graph  
Template Language**

Kaitlyn McConville, Kristen Much,  
Rho® Inc., Chapel Hill, NC

This mini-session will be a short discussion of the NOBS (number of observations) option on the SET statement. This includes one "gotcha" that I've run into with where clauses: NOBS is set before WHERE processing. If you have a reason to know the number of observations after the WHERE clause, another DATA step is needed.

Graph Template Language (GTL) is an excellent tool for customizing the underlying attributes of graphics produced by the SGPLOT/SGPANEL procedures. However, many find learning this relatively new (in production since SAS 9.2) language a challenge. This paper will take an example based approach to creating complex single- and multi-cell statistical graphics. Focus will be placed on syntax and options available in GTL, overlaying graphs of different types, and creating graphs with more complex layouts. The examples provided using data from the Immune Tolerance Network (ITN) and Autoimmune Disease Clinical Trials (ADCT) will enable you to take your graphs to the next level using GTL.



*David is an IT Professional who has worked with SAS, off and on, since the late 1980's using it as a data processing (4GL/ETL) and analysis tool. He has presented at PhilaSUG previously and for other user groups and organizations (workshops and seminars in Australia, France, the US, and Canada. His Masters is in*

*Organizational Dynamics from UPENN, has consulted with CHERP at the VA hospital, and currently works for PNC Bank in Risk Analytics Infrastructure at the Wilmington DE location. He has several books to his credit none SAS-related) and is an Adjunct Instructor covering IT topics.*

*Kaitlyn McConville is a biostatistician at Rho, Inc. and has 5 years of SAS programming experience. She earned her master's degree in biostatistics in 2012 from the University of North Carolina at Chapel Hill. She received her bachelor of science in mathematics from Westminster College, New Wilmington, Pennsylvania.*



*Kristen Much is a biostatistician at Rho, Inc. and has 5 years of SAS programming experience. She graduated from the University of North Carolina at Chapel Hill in 2012 with her master's degree in biostatistics. She also holds a bachelor of science in mathematics and biology from Ursinus College, Collegeville, Pennsylvania.*

# Philadelphia Area SAS User Group (**PhilaSUG**) Membership Form

To speed through registration complete this form (please print) and return it to the registration desk of any PhilaSUG meeting (do **NOT** mail it). Checks should be made payable to PhilaSUG. Our membership year runs from Jan. 1 to Dec. 31. Dues for the year are \$30.

This is a \_\_\_ new, \_\_\_ renewal or \_\_\_ update / correction.

Name: \_\_\_\_\_

Affiliation: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

City: \_\_\_\_\_ STATE: \_\_\_\_\_ Zip: \_\_\_\_\_

Day Time Phone Number: (    ) \_\_\_\_\_ - \_\_\_\_\_

PhilaSUG-L is a low volume, announcement-only e-mail notification service provided free of charge. By subscribing you'll be notified of the latest information about upcoming events, especially meeting announcements. By listing your e-mail address below you will be added to the electronic mailing list, you can cancel at anytime.

**Privacy Statement** - Local SAS User Groups are requested to share their membership/ mailing list with SAS Institute on an annual basis. We respect your privacy and will never rent, sell or trade your personal information provided with any other group or individual and the information provided will only be used for PhilaSUG mailings. We will not share your name, address and email address with SAS unless you Opt In below.

Check this box (Opt In) if you agree to allow us to share *your name, address and email address with SAS.*

E-mail: \_\_\_\_\_

(Be sure to clearly distinguish a dash from an underscore)

For updates / corrections, please list your old / incorrect information below: