

Swansea University

Using SAS for Data Analysis

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Presentation Outline

1. The need for business intelligence
2. Methods for disseminating information in HE
3. Using SAS to create management information (MI) products: the Swansea experience
4. MI products used in Swansea University
5. SAS: pros and cons
6. Questions

Need for Business Intelligence

1. Access and/or receive information in a timely manner in order to make informed business decisions in an increasingly competitive (and aggressive) HE market.
2. Produce reports of varying complexity to meet a wide set of information needs for stakeholders across campus (standard and ad hoc).
3. Complex computations, business processes and algorithms can be stored as standardized processes so that everyone, regardless of their skill level, can access them (and question them!).

Business Intelligence Tools



To name but a few....

Methods for disseminating information in HE

1. Standard Microsoft documents (Word and Excel).
2. Static HTML documents (inter- and intra- net delivery).
3. Dynamic web-based approach (web reporting tools such as SAS Web Report Studio).

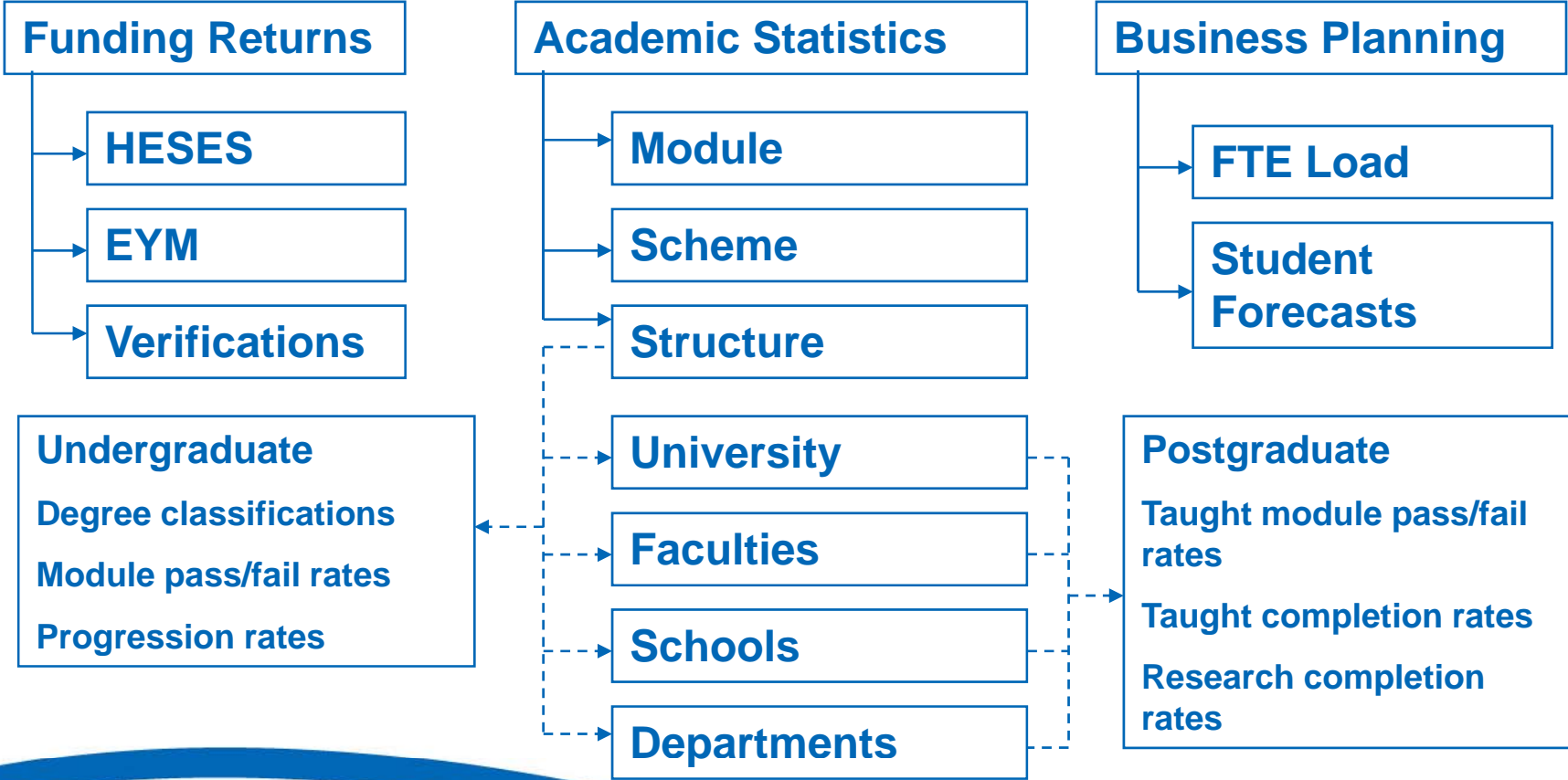
What is SAS?

1. SAS was developed at the University of North Carolina for processing and analysing research data.
2. SAS system has evolved into a general business tool, whose main strength lies in converting raw data into usable knowledge.
3. SAS is a modular product. Each installation requires the Base product with the choice of additional modules determined by data analysis and reporting requirements (and cost!!!).

Using SAS: The Swansea Experience

1. Swansea University uses SAS Analytics (Base/SAS, SAS/Stat and SAS/Graph) and SAS/ACCESS for ORACLE.
2. Recently introduced SAS Enterprise Guide 4.0 which is a Microsoft Windows 'thin' client application that provides a point and click interface to the SAS system.
3. Why SAS?
 - ❖ Need to replace PARADOX as a reporting tool.
 - ❖ It is a well supported industry leader with customers in 110 countries and is used by more than 40,000 business, government offices and universities.

Management Information in Swansea University



SAS: Pros and Cons

Pros:

- ❖ Modern and well supported suite of software.
- ❖ Fourth generation software: inexperienced users can access SAS.
- ❖ Read and write data in a variety of formats: simple flat or hierarchical files, relational databases and worksheets.
- ❖ Tables, reports and graphs easily produced in a variety of formats.
- ❖ HEFCW use SAS!

Cons:

- ❖ Cost
- ❖ Does require some level of experience in Base SAS (though not much!).

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Any Questions?