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# A Comparison of Model Building via RPM in SAS® Enterprise Guide® versus SAS® Enterprise Miner™

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## ABSTRACT

Today, most large organizations use analytics for better decision making. Even with the widespread availability of point-and-click interfaces for advanced predicting modeling and analytics software such as SAS® Enterprise Miner™, building good predictive models still requires analysts to pre-process and manipulate data. The job of pre-processing, configuring, and comparing requires a person with deep statistical or data modeling knowledge which large businesses can afford but this is not the case with SMEs.

SAS® contends that using RPM makes it very easy for a person with minimal training in the area of statistics or data modeling to quickly develop a reasonable predictive model. In this paper, we test this contention by a controlled experiment.

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