

BASUG Quarterly Meeting Announcement

**3 Data Viz Presentations +
2 Machine Learning Presentations =
1 Meeting Not to be Missed!**

The analysis is done, your data have something to say. How should you say it? Good communication techniques and engaging visualizations go a long way towards getting across the insights your data reveal and enabling effective decision making. This meeting features three presentations on best practices for creating data visualizations that communicate information clearly. The talks explain universal design principles for building effective data visualizations in any program — but of course, all the examples were built in SAS®!

The meeting also features two talks on real-world applications of machine learning. Whether you are new to machine learning or an experienced practitioner, these examples will inspire you to explore the latest methods SAS offers in this powerful domain.

Join us for these informative talks and stay the afternoon for an educational and entertaining training (separate event): *Think Like a Data Storyteller*

After the meeting, we will provide an informal light buffet lunch for all attendees. We hope you can stay for this opportunity to network and socialize with your fellow SAS users.

Topics	Data Visualization & Machine Learning
When	Tuesday, June 26, 2018 8:15am – Noon.....Breakfast, Sign-in, and Meeting Noon – 1:00pm.....Lunch
Where	Microsoft New England Research and Development Center (NERD)¹ One Memorial Drive Conference Center, First Floor Cambridge, MA 02142 857-453-6000
Directions	Please visit the meeting site directions page
How to register	Individual, on-line registration required. Please visit the event registration page NO WALK-INS!
Payment	\$10 – if paid on-line by Monday, June 18, 2018 \$15 – if paid on-line by NOON Monday, June 25, 2018 \$20 – at-the-door (checks only)
Contact	If you have questions about the meeting, contact the meeting organizers. Karen Olson and Bridget Neville at eventorg2018q2@basug.org

**Note location...
we're back at NERD!**



Agenda*

8:15 AM	Sign in and Continental Breakfast
8:45 AM	Announcements
9:00 AM	<u>Image Processing: Seeing the World through the Eyes of SAS Viya®</u> <u>Leigh Ann Herhold, Zencos Consulting</u>
9:50 AM	Break
10:00 AM	<u>Think like a Data Storyteller (preview of afternoon workshop)</u> <u>Tricia Aanderud and Jaime D'Agord, Zencos Consulting</u>
10:10 AM	<u>Color Matters: Decorate your House, not your #Dataviz</u> <u>Jaime D'Agord, Zencos Consulting</u>
10:30 AM	<u>Machine Learning Techniques: Understanding Drivers of Customer Risk</u> <u>Leigh Ann Herhold, Zencos Consulting</u>
10:55 AM	Break
11:10 AM	<u>Secrets I Learned from Reviewing 500 Dashboards</u> <u>Tricia Aanderud, Zencos Consulting</u>
12:00 PM	Networking Lunch
1:00 PM	Training – separate event (Click here for the training announcement)

*Note: Times (and sequence) are approximate and subject to change. Please re-visit the BASUG website (www.basug.org) for updated information.

Abstracts

Image Processing: Seeing the World through the Eyes of SAS Viya®

[Leigh Ann Herhold](#)

Have you ever wondered how Facebook and Google can detect your friends in photos? Image recognition and classification algorithms, such as deep neural networks, can extract important information from photos and classify them almost instantly after you post a picture. While this is useful on social media, there are many other applications for image classification within healthcare, manufacturing, and security screenings. Using the latest machine learning capabilities available in SAS® Viya® for text and image processing, organizations can leverage in-memory processing with Cloud Analytics Services (CAS) and enhanced parameter tuning to develop more sophisticated deep learning models. In this presentation, you will learn the key components of building an image classification algorithm.

Think like a Data Storyteller (Workshop Preview!)

[Tricia Aanderud and Jaime D'Agord](#)

Data storytelling is becoming a popular way to present data, but many data professionals do not understand the value of using this method. If you are still using tired presentations to convince managers that the data is suggesting a course of action, maybe you should borrow some tricks from marketing. To engage your audience and move them to take action, data storytellers should keep the message focused, consider whom they are addressing, and use a convincing narrative. This powerful technique will help you clearly communicate the business insights found in your data.

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Color Matters: Decorate your House, not Your #Dataviz

[Jaime D'Agord](#)

The goal of visualizing data is to communicate information effectively, provide decision makers a quick and easy way to analyze data, and help readers understand data. This might seem as simple as putting data into a graph, however, there is more to it. Color choices can make or break a visualization. It is not just an aesthetic choice, it is a crucial tool to convey information. When used correctly, color sets the tone and helps create visualizations that tell stories. On the contrary, a badly chosen color palette obscures the information you are trying to portray and in turn makes the data visualization less effective. This presentation will explore color choices using SAS® Visual Analytics 8.2 on SAS® Viya®.

Machine Learning Techniques: Understanding Drivers of Customer Risk

[Leigh Ann Herhold](#)

With the new SAS® Visual Analytics and SAS® Visual Data Mining and Machine Learning capabilities of SAS® Viya®, institutions can more quickly and easily understand drivers of customer risk in a visually appealing way. Analysts can identify new opportunities for stakeholders to identify potential gains or losses by understanding drivers of risk and detecting new risk factors as they emerge over time. Using a combination of supervised and unsupervised machine learning methods, businesses can improve their own definition of customer risk as an organization. In this talk, using an Anti-Money Laundering case study, you will see how to identify high risk attributes, understand the relative importance of each driver, and recognize key combinations of factors associated with risky behavior.

Secrets I Learned from Reviewing 500 Dashboards

[Tricia Aanderud](#)

A fierce dashboard is not an accident – it is the result of careful planning, design knowledge, and the right data. This presentation will review dashboards done right and explore some where the target was missed. You will learn techniques that professionals use to create dashboards that are engaging, beautiful, and functional. SAS® Visual Analytics is used for the examples but the tasks shown could be accomplished with other SAS® Software tools.

Speaker Biographies



Tricia Aanderud is the Director of Data Visualization and Data Science Practice at Zencos Consulting. She provides consulting services to organizations that need assistance with understanding how to transform their data into meaningful dashboards or data stories. She has co-authored three books and her most recent is "Introduction to SAS Visual Analytics". She regularly shares data visualization tips and data stories knowledge and is frequently invited to speak at industry conferences. Tricia has a background in technical writing, process engineering, and customer service. Born in Kentucky, she now lives in Raleigh, N.C., with her husband and four bratty Javanese cats.



Jaime D'Agord is a Data Visualization consultant at Zencos Consulting where she has worked since 2010 with a wide variety of SAS tools. She is a certified SAS programmer and specializes in data visualization. She enjoys working with customers who need support understanding their business processes and finding useful ways to perform data analysis. She is an active contributor to the Data Visualization sector of the Zencos Consulting blog and has presented at many SAS focused conferences such as SAS Global Forum and the Southeastern SAS Users Group (SESUG).

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Leigh Ann Herhold is a Data Scientist and consultant at Zencos Consulting with a background in statistics and data visualization. She received her Masters of Science in Analytics from the Institute for Advanced Analytics in 2016 and brings her knowledge deep learning, predictive modeling, customer analytics, and data mining to the AML space. She works with clients on designing and deploying data-driven analytical solutions and enjoys helping customers use and interpret their data in the context of their business.

BASUG Contacts

Mailing Address:

BASUG
PO Box 170253
Boston, MA 02117

Email the [BASUG Webmaster](#)

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- (1) The Microsoft New England Research & Development Center (NERD) is a research and software innovation campus located in the heart of Cambridge, Massachusetts. The NERD vertical campus spans two buildings with its primary presence and conference center located at One Memorial Drive and a recently renovated and expanded space located at One Cambridge Center. NERD is home to some of Microsoft's most strategic teams including Microsoft Research New England, Microsoft Application Virtualization (App-V), SharePoint Workspace, Microsoft Technical Computing, Microsoft Advertising, Microsoft Lync, Microsoft Office 365 and more. NERD has become a hub of activity for the local tech community and has hosted more than 500 events and welcomed more than 40,000 visitors during the past two years.