SESUG Speaker Sharing Program

To arrange for a SESUG speaker, contact Marje Fecht at Marje.Fecht@prowerk.com

Speaker:
Jenine Eason
Autotrader.com

Bio:
Jenine is a seasoned SAS programmer working in many industries, currently working for Autotrader.com. She has spoken many times at SESUG and as an Invited speaker for SUGI. She has been section chair in Application Development for SESUG for several years, will co-chair SESUG05', and is a member of the SESUG Executive Committee.

Presentation Topics:

- Proc Format, a Speedy Alternative to Sort/Merge

- Assessing SAS Skill Level during the Interviewing Process

- Creating Meaningful Data from Web Logs using Base SAS[R]

- AutoTrader.com: From Chevette to Corvette

Abstracts:

Proc Format, a Speedy Alternative to Sort/Merge

Many users of SAS system software, especially those working with large data sets, are often confronted with several challenges. How can one reduce the data set size and reduce the amount of time required retrieving Specific data? In this paper, we attempt to do both using a matching method utilizing Proc Format to replace the CPU heavy Sort/Merge. It is ideal for situations when a key from one file is needed to extract data from another file. It is more apparently useful when at least one of the files is quite large. This method has been proved time and again to decrease CPU by 70 - 80%. This paper is intended for the intermediate to advanced SAS user. It is effective on all platforms and users of Base SAS.

Assessing SAS Skill Level during the Interviewing Process

This paper will provide guidelines and tools that will assist in interviewing a candidate for a SAS programming position, even for the non-programming interviewer. Skill level categories will be defined: Beginner, Intermediate, and Advanced. Specific interviewing approaches, suggested topics, questions and tests will be explored. We'll also cover tactics to get the right candidates to apply in the first place.

Creating Meaningful Data from Web Logs using Base SAS[R]

Analyzing web logs can bring very valuable information to your company. Not only can data collected from web logs give insight to management about what is happening on a web site, it also provides exact data for trending that sales can use to increase profitability. Without using a pre-packaged tool, base SAS can be utilized to read and evaluate web logs. The greatest challenge is dissecting a web log and parsing its values. This paper will bring understanding to web logs by identifying its different pieces and how best to collect them. We'll explore some of the basic reporting metrics utilizing transformed web logs.

AutoTrader.com: From Chevette to Corvette

AutoTrader.com has been extremely successful in applying SAS to manage and report voluminous business information since April 1999. Since receiving the Enterprise Computing Award at SUGI 25, there have been many overwhelming successes as well as a few bumps in the road.

This paper will review the challenges and solutions that the development team at AutoTrader.com dealt with while successfully rolling out their project. For example, understanding the dot.com reporting pitfalls – what appeared to be straightforward reporting was revealed to be treacherous and vague. Forecasting storage capacities became a never-ending challenge. Creating timely reporting for the user seemed easily deliverable – but as the site grew and our audience became more sophisticated, needs changed...quickly.

AutoTrader.com successfully rose to each new level. This presentation will layout the map for collecting data from multiple sources so that our clients had one reporting source. It will explore discoveries using advanced SAS tools, Java drill down graphs, sophisticated MDDBs, ODS, dynamic Internet front ends, and HTML. An increasing demand for advanced site usability and a more professional look prompted us to delve deep into these advanced SAS tools.

Last Update: 4Oct2004