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SAS Statistical Business Analysis SAS9: Regression and Model

SAS Institute A00-240

Version Demo

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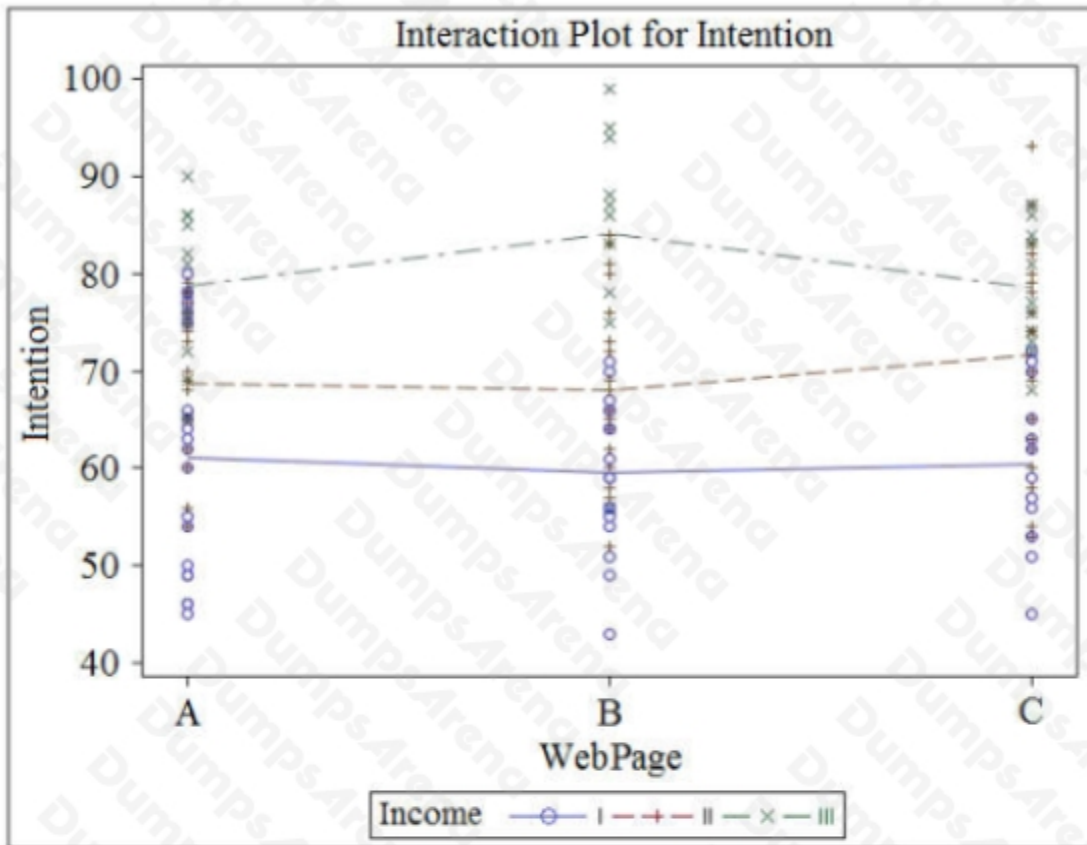
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QUESTION NO: 1

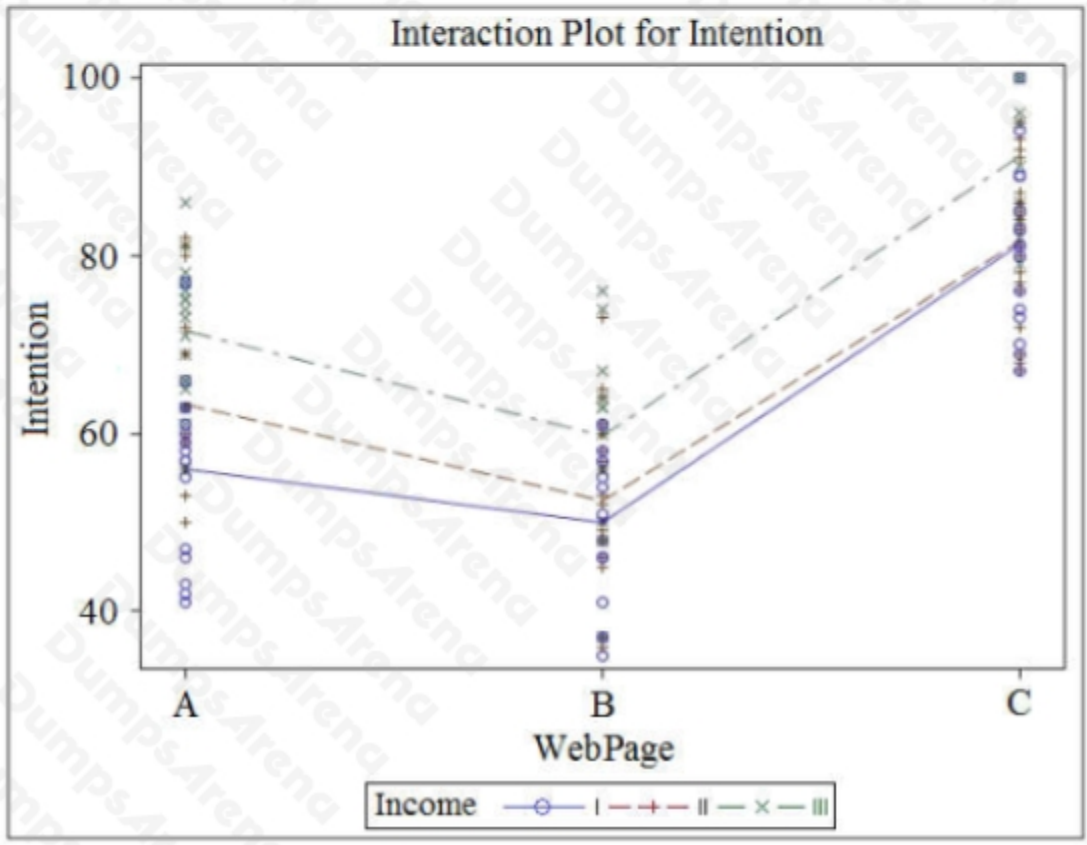
A marketing analyst assessed the effect of web page design (A, B, or C) on customers' intent to purchase an expensive product. The focus group was divided randomly into three sub-groups, each of which was asked to view one of the web pages and then give their intent to purchase on a scale from 0 to 100. The analyst also asked the customers to give their income, which was coded as: I (lowest), II (medium), or III (highest). After analyzing the data, the analyst claimed that there was significant interaction and the webpage design mainly influenced high income people.

Which graph supports the analyst's conclusion?

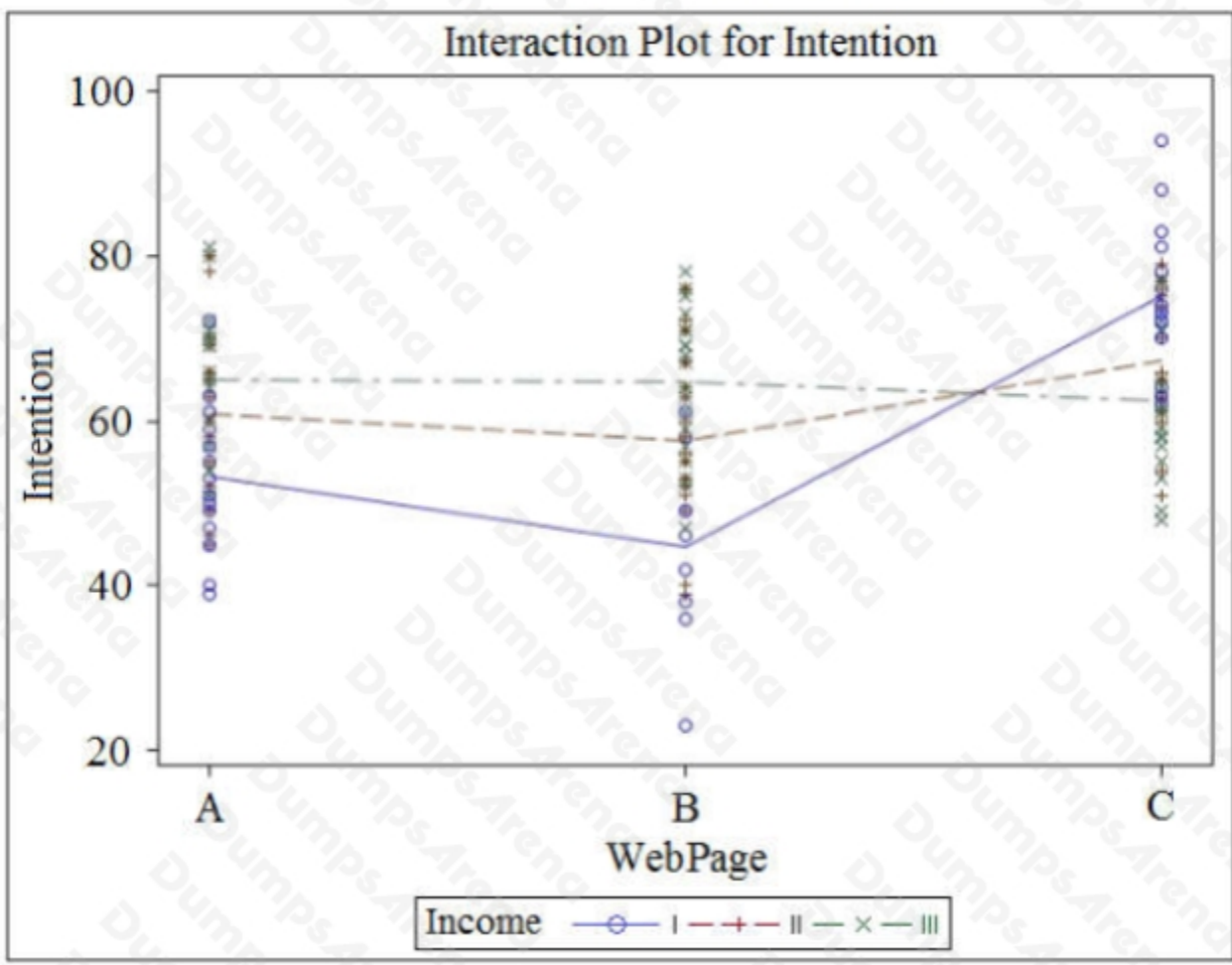
A.

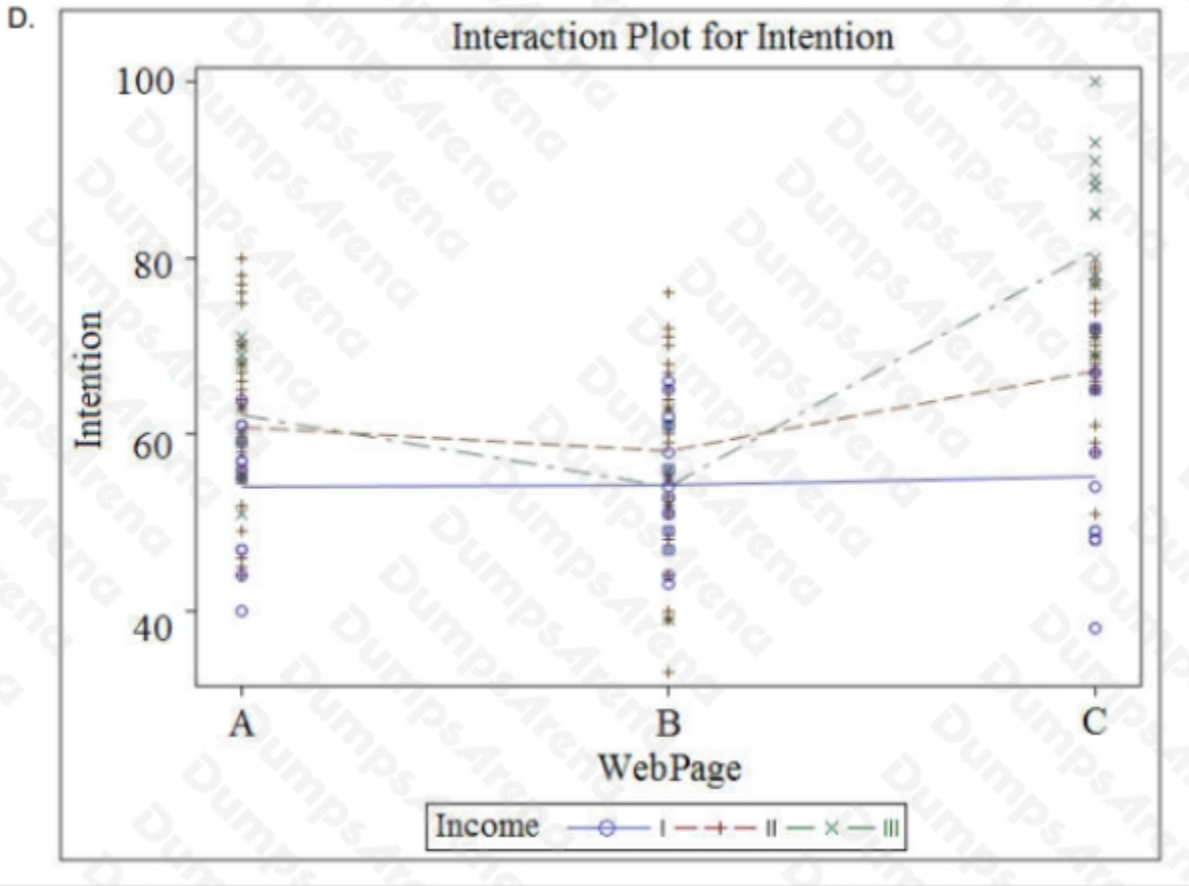


B.



c.



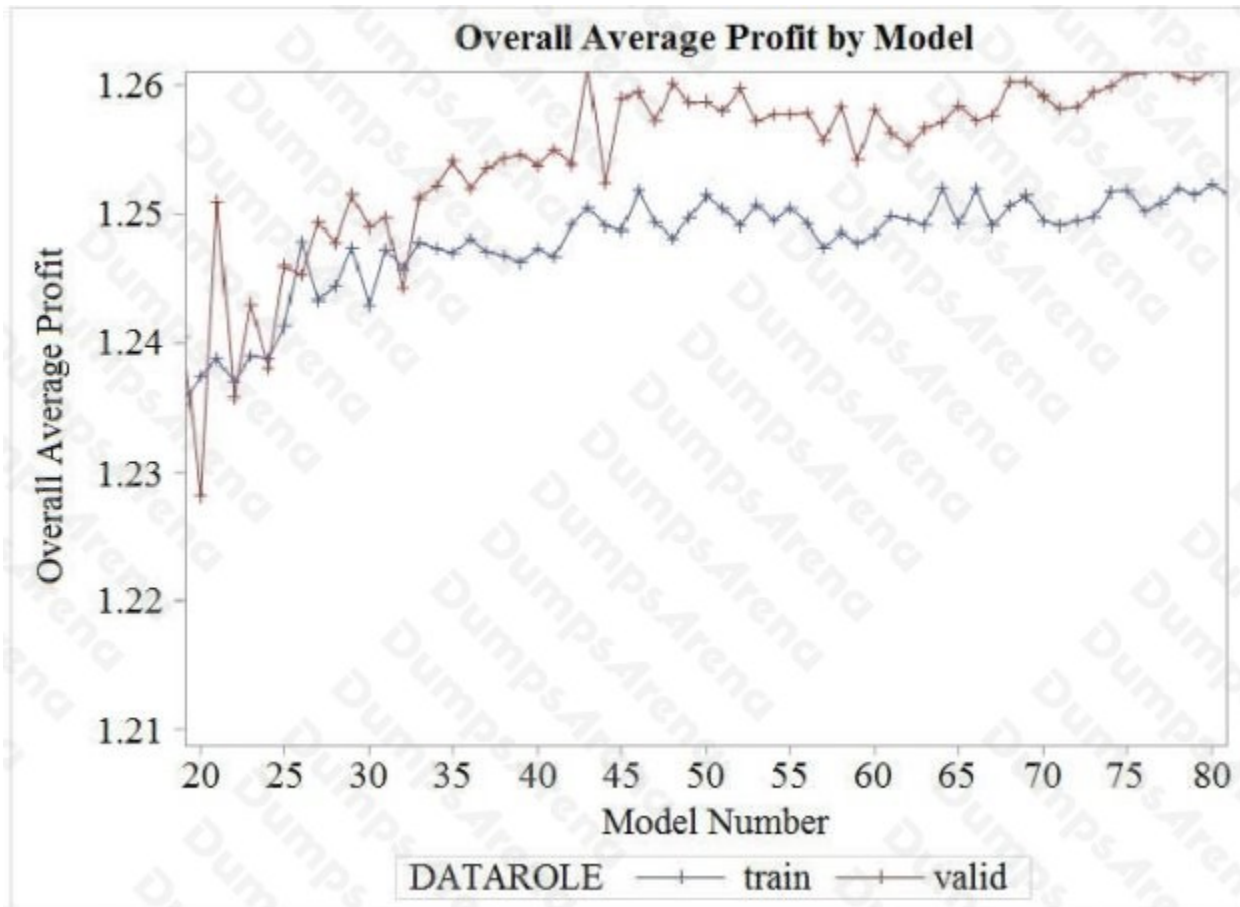


- A. Option A
- B. Option B
- C. Option C
- D. Option D

ANSWER: A

QUESTION NO: 2

The PROC LOGISTIC options SELECTION=SCORE and BEST=2 are used in a MODEL statement to generate a series of predictive models. The models are assigned numbers in order from 1 to 99 reflecting the fact that there are 50 candidate input variables. Results from the collection of derived models are used to generate the following plot of overall average profit by model number. Results are restricted to models with at least 9 inputs and at most 40 inputs.



The maximum value for the training data occurs for model number 46, and the maximum value for the validation data occurs for model number 43.

If you base model selection solely on overall average profit, what is the correct choice?

- A. Select model 46
- B. Select model 43
- C. Select model 45
- D. Select model 21

ANSWER: B

QUESTION NO: 3

An analyst generates a model using the LOGISTIC procedure. They are now interested in getting the sensitivity and specificity statistics on a validation data set for a variety of cutoff values.

Which statement and option combination will generate these statistics?

- A. Score data=valid1 out=roc;

- B. Score data=valid1 outroc=roc;
- C. mode1 resp(event= '1') = gender region/outroc=roc;
- D. mode1 resp(event="1") = gender region/ out=roc;

ANSWER: B

QUESTION NO: 4

In partitioning data for model assessment, which sampling methods are acceptable? (Choose two.)

- A. Simple random sampling without replacement
- B. Simple random sampling with replacement
- C. Stratified random sampling without replacement
- D. Sequential random sampling with replacement

ANSWER: A C

QUESTION NO: 5

Select the equivalent LOGISTIC procedure model statements. (Choose two.)

- A. Mode1 Purchase * Gender Age Region;
- B. Mode1 Purchase * Gender | Age | Region;
- C. Mode1 Purchase * Gender|Age|Region @1;
- D. Mode1 Purchase * Gender|Age|Region @2;

ANSWER: A C

QUESTION NO: 6

Spearman statistics in the CORR procedure are useful for screening for irrelevant variables by investigating the association between which function of the input variables?

- A. Concordant and discordant pairs of ranked observations
- B. Logit link ($\log(p/1-p)$)
- C. Rank-ordered values of the variables

D. Weighted sum of chi-square statistics for 2x2 tables

ANSWER: C

QUESTION NO: 7

The SAS data set RESULT contains the following variables:

- Region (GrpA or GrpB)
- Sales (dollars per year)

Which SAS programs can be used to find the p-value for comparing GrpA sales with GrpB sales? (Choose two.)

```
A. proc ttest data = RESULT;
   class Region;
   var Sales;
run;

B. proc ttest data = RESULT;
   class Region;
   model Sales = Region;
run;

C. proc glm data = RESULT;
   class Region;
   model Sales = Region;
run;

D. proc glm data = RESULT;
   class Sales;
   model Sales = Region;
run;
```

- A. Option A
- B. Option B
- C. Option C
- D. Option D

ANSWER: A C

QUESTION NO: 8

A financial services manager wants to assess the probability that certain clients will default on their Home Equity Line of Credit (HELOC). A former employee left the code listed below.

```
proc logistic data = MYDIR.HELOC des outest=MSG;
  model DEFAULT = amount job_code years_at_residence;
run;

proc score data = MYDIR.RECENT_HELOC
  out = SCORED_HELOC
  score = MSG
  type = parms;
  var Amount Job_code Years_at_residence;
run;
```

The training data set is named HELOC, while a similar data set of more recent clients is named RECENT_HELOC. Which SAS data steps will calculate the predicted probability of default on recent clients? (Choose two.)

- A. data NEW_PROB;
 set SCORED_HELOC;
 p=1/(1+exp(-DEFAULT));
run;
- B. data NEW_PROB;
 set SCORED_HELOC;
 ODDS = exp(DEFAULT);
 p = ODDS / (1+ODDS);
run;
- C. data NEW_PROB;
 set SCORED_HELOC;
 p=(1+exp(DEFAULT))/exp(DEFAULT);
run;
- D. data NEW_PROB;
 set SCORED_HELOC;
 p = DEFAULT / (1+DEFAULT);
run;

- A. Option A
- B. Option B
- C. Option C
- D. Option D

ANSWER: A B

QUESTION NO: 9

Customers were surveyed to assess their intent to purchase a product. An analyst divided the customers into groups defined by the company's preassigned market segments and tested for difference in the customers' average intent to purchase. The following is the output from the GLM procedure:

Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	7	15716.87902	2245.26843	64.98	<.0001
Error	146	5044.56579	34.55182		
Corrected Total	153	20761.44481			

What percentage of customers' intent to purchase is explained by market segment?

Click the calculator button to display a calculator if needed.

- A. <0.01%
- B. 35%
- C. 65%
- D. 76%

ANSWER: D

QUESTION NO: 10

A predictive model uses a data set that has several variables with missing values.

What two problems can arise with this model? (Choose two.)

- A. The model will likely be overfit.
- B. There will be a high rate of collinearity among input variables.

- C. Complete case analysis means that fewer observations will be used in the model building process.
- D. New cases with missing values on input variables cannot be scored without extra data processing.

ANSWER: C D