SAS VIYA Exercise 04

Creating Crosstabulation

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**Sources**

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SAS® Visual Analytics. Release 8.5

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# Use Case – Crosstabulation

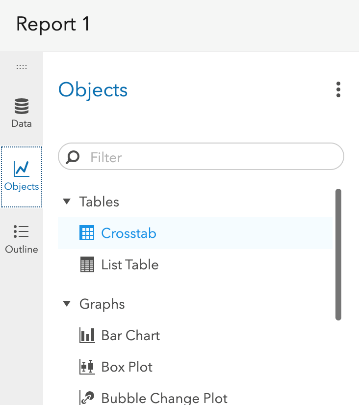
Razorback Stores is a local department store serving a metropolitan area. As a department store, they offer a wide variety of items and services and track sales through a point of sale system. Over the past several months, Razorback Stores performed a marketing campaign designed to promote and incentivize a loyalty program.

For this exercise, **Razorback Stores** has asked us to run a crosstab table to look at types of customers by gender. This will help them in their marketing campaigns.

## Step 0: Import Data

Following the guide of importing data and import your chosen dataset. See **Viya 02a – Importing data** for specific steps. In this tutorial the dataset used is **RAZORBACK STORES**.

## Step 1: Crosstab Objects

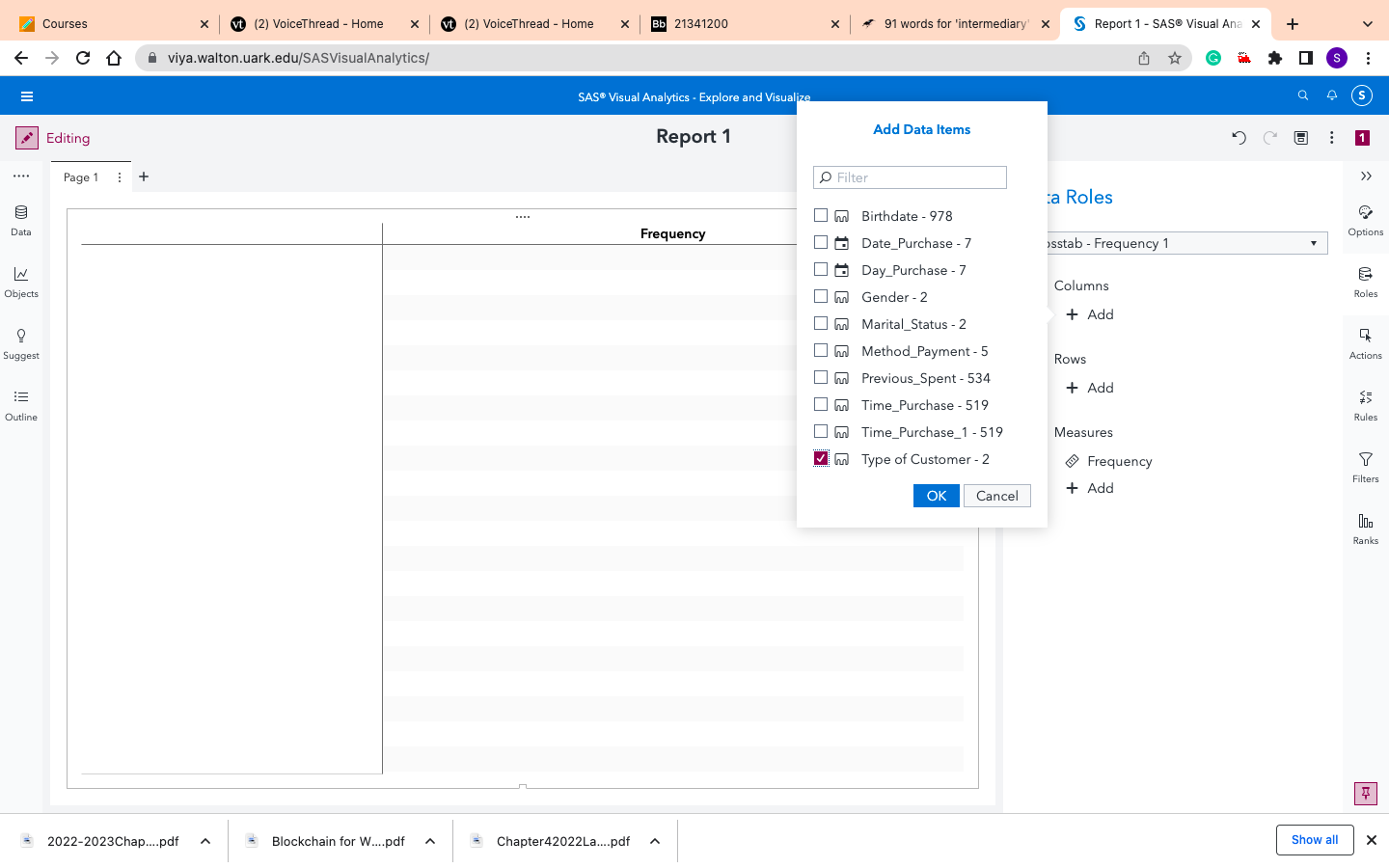
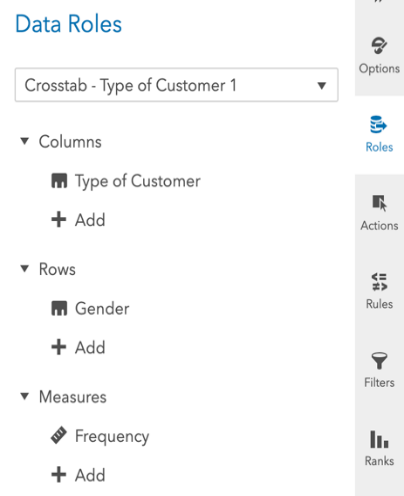
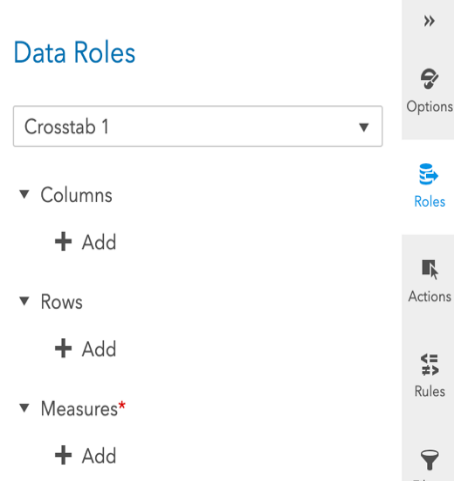


1. Click on the **Objects** section of the left pane (red pane above)

The **Crosstab** is under the tables section of the object.

1. Click and drag this to your workspace

## Step 2: Roles



1. Click on the **Roles** area on the right-hand pane to begin filling in the crosstab

In our use case, we are going to use **Gender** and **Type of Customer**.

1. Click on the **+ Add** sign under “Columns”
2. Select **Type of Customer**
3. Click **OK**

Repeat the same process for **Gender** under **“Rows”**

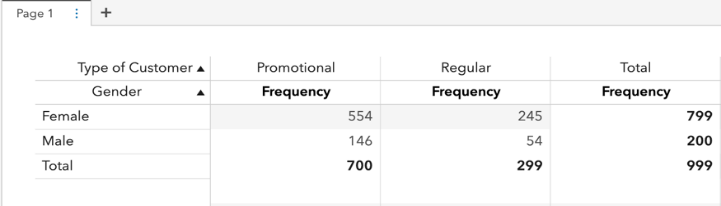
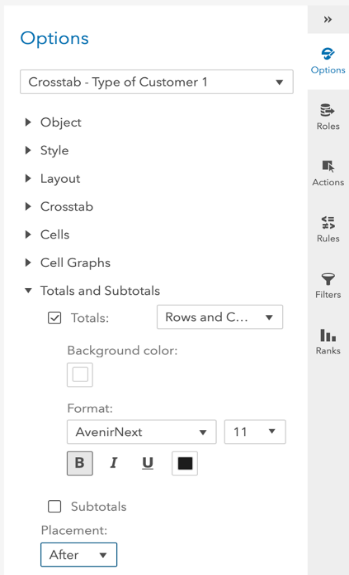
A screenshot of a social media post

Description automatically generatedOnce you begin adding data for your rows and columns, the crosstab will begin to fill based on the data that you have imported:

## Step 3: Options

Once you have your data in place and roles assigned, you can adjust the various aspects of your crosstab through the **Options** pane. As an example, you can add a total column by:

1. Clicking on the **Totals and Subtotals** under the **Options** pane



1. Checking the **Totals** box
2. Select **After** under **Placement**

Congratulations, you have created a crosstab in VIYA!