SAS VIYA Exercise 04

Creating Crosstabulation

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**Sources**

Steve Nolan, Ron Freeze, Elizabeth Keiffer, Michael Gibbs, Matias Delay, Jorge Moreda

Enterprise Systems, Sam M. Walton College of Business, University of Arkansas, Fayetteville

SAS® Visual Analytics. Release 8.5

SAS® Viya® release V.03.05

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# Use Case – Crosstabulation

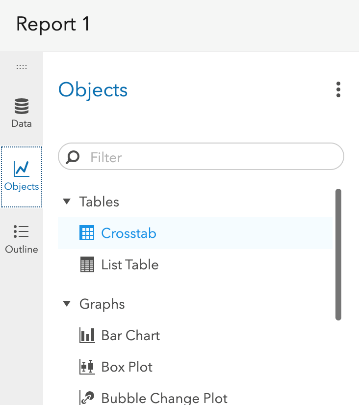
Razorback Stores is a local department store serving a metropolitan area. As a department store, they offer a wide variety of items and services and track sales through a point of sale system. Over the past several months, Razorback Stores performed a marketing campaign designed to promote and incentivize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



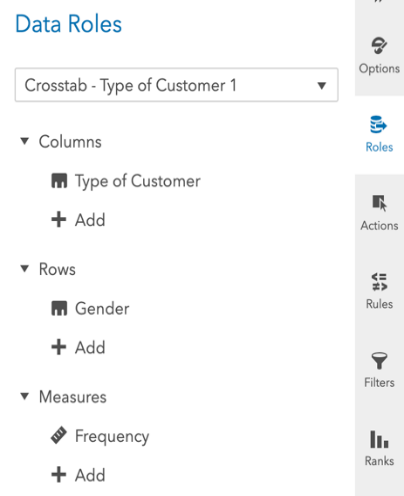
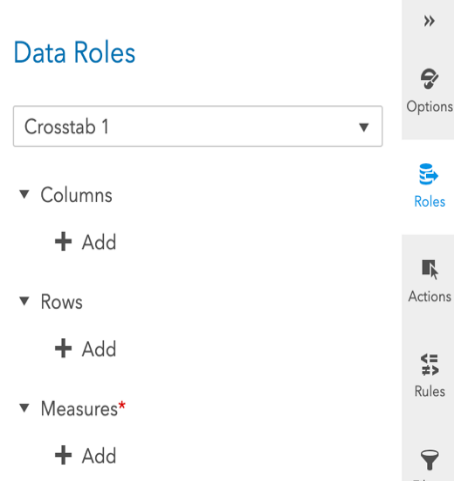
1. Click on the **Objects** section of the left pane (red pane above)

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” and select **Type of Customer**
2. Under “Rows”, repeat the same process and select **Gender**

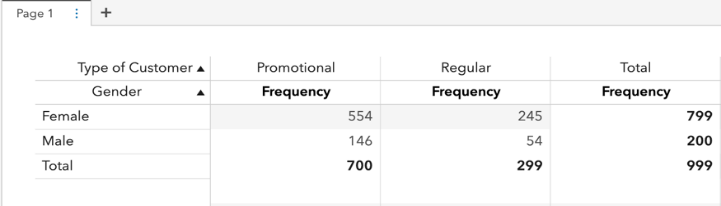
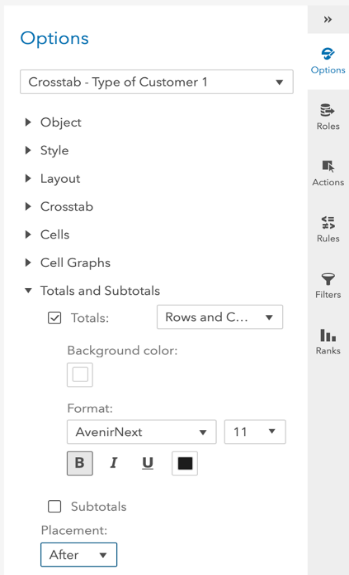
A screenshot of a social media post

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. Under **Placement**, select **After**

Congratulations, you have created a crosstab in VIYA!