SAS VIYA Exercise 06

Histograms & Filtering Data in a Visual

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**Sources**

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SAS® Visual Analytics. Release 8.5

SAS® Viya® release V.03.05

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# Use Case – Histograms & Filtering

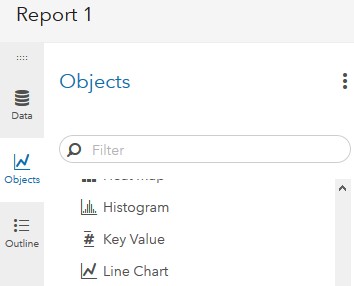
Razorback Stores is a local department store serving a metropolitan area. As a department store, they offer a wide variety of items and services and track sales through a point of sale system. Over the past several months, Razorback Stores performed a marketing campaign designed to promote and incentivize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

For this exercise, Razorback Stores is interested to see what the distribution of their net sales are. This will provide a visualization for management to quickly see how much customers are purchasing that they can use to help make business decisions. They also would like to know what the net sales are for only their promotional customers. They are hoping to do this using filtering.

## 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: Create Histogram



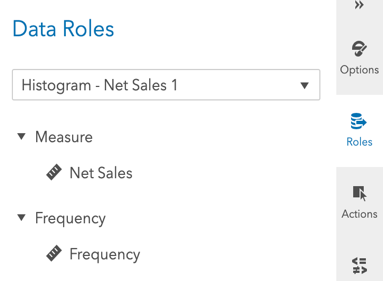
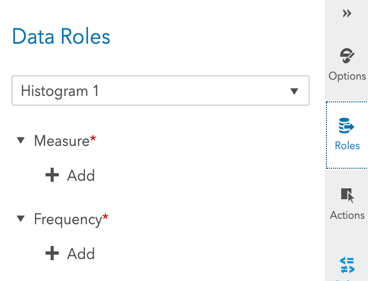
Under the **Objects** panel on the left-hand side, you can select **Histogram** located under the **Graphs** area of the objects.

1. Click **Objects**
2. Scroll to find **Histogram**
3. Click and drag **Histogram** to your workspace in the middle

A screenshot of a cell phone

Description automatically generatedYour screen will look like the following:

Once the histogram is in the workspace, you can set a role of net sales for this use case by:



1. selecting **Roles** and then,
2. click on **+ Add** under **Measure**
3. select **Net Sales** as the measure

A screenshot of a video game

Description automatically generatedThe chart will update automatically with the data.

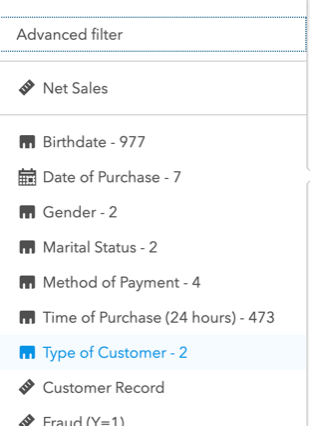
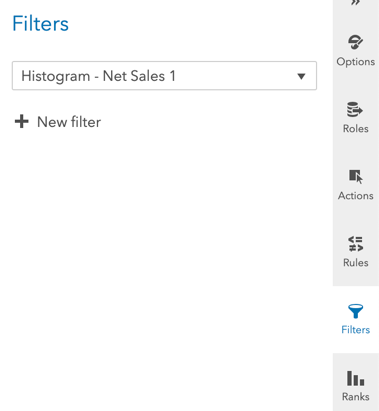
Now your screen should look like the following:

A screenshot of a cell phone

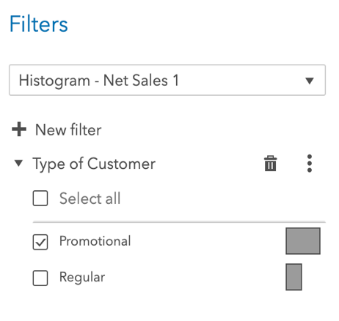
Description automatically generatedFrom here, you can go to the options menu and manipulate your visualization to provide even more insight, such as a better-informed title, color, and fixed bin sizes.

## Step 2: Select and Create Filter

Now that we have a visualization of all net sales, we need to place a filter to show only the net sales from promotional customers. To do this, ensure that you have the graph selected.



1. Choose **Filters** on the right-hand bar
2. Click **+ New filter**
3. On the drop-down menu, select **Type of Customer**
4. Uncheck the **Regular** type of customer box



## Step 3: Promotional Customer Histogram

A close up of text on a white background

Description automatically generatedWe now have a filter in place! That provides a visual on the # of Promotional Customers.

Congratulations, you have created a histogram and filtered data in VIYA!