SASVIYA Exercise 08

Correlation Matrix

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**Sources**

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# Use Case

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 case, management is interested in looking at the **relationship between** several key variables.

## Step 0: Getting Started

Following the guide of importing data and import your chosen dataset. See **Viya 02 – Importing data** for specific steps. In this tutorial we will be using Razorbacks Stores dataset.

## Step 1: Navigation

Once your data is imported, you will be presented with the working report screen. The screen is broken out into three key areas:

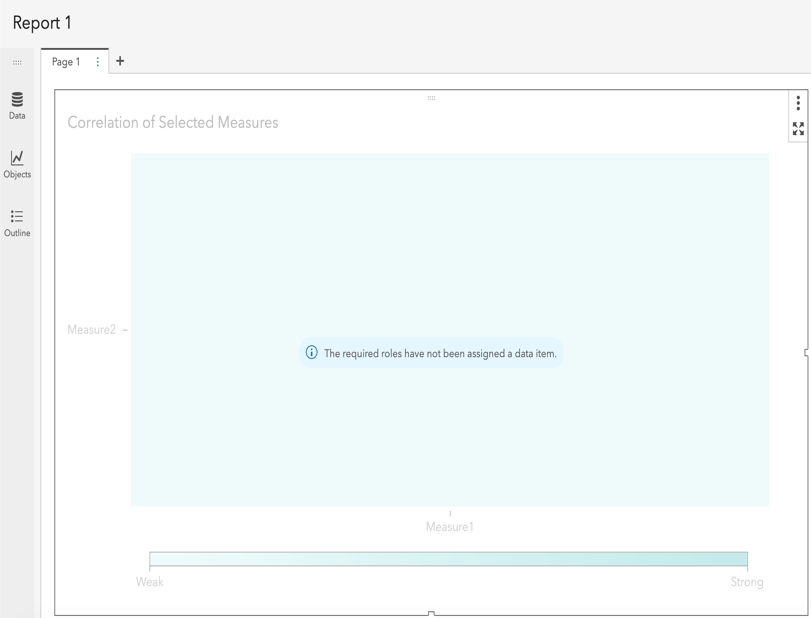
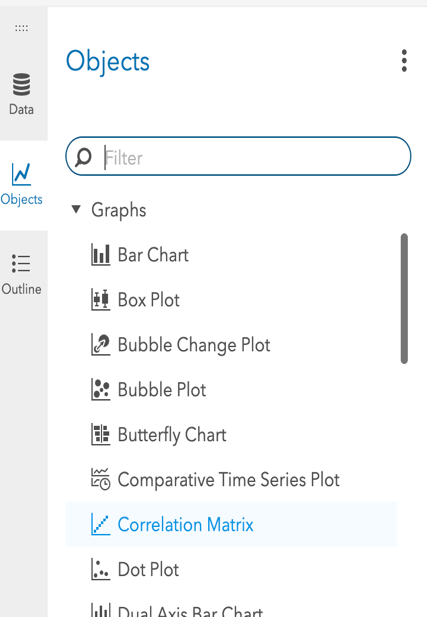
* Left pane (Red) – This is where you can manipulate your data elements, choose objects to work with, and see an outline of the work you are creating.
* Middle pane (Blue) – This is the workspace. This is where you drag objects to and begin to build your visualizations and models
* Right pane (Green) – this is where you set various roles (for data mining) and manipulate and enhance chart features (options). You can also filter pieces of data as well.

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## Step 2: Select Correlation Matrix

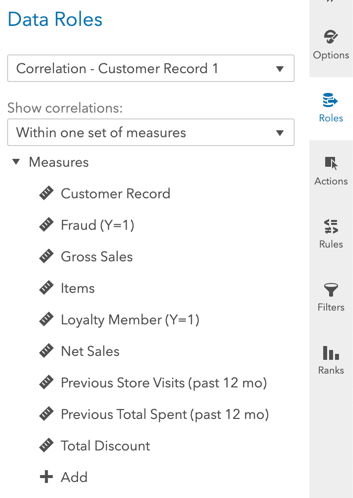
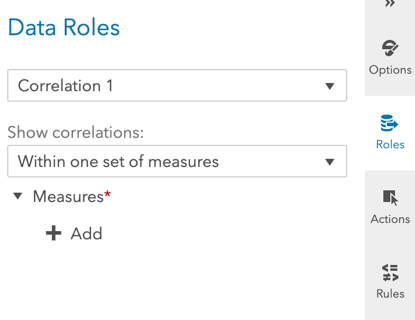
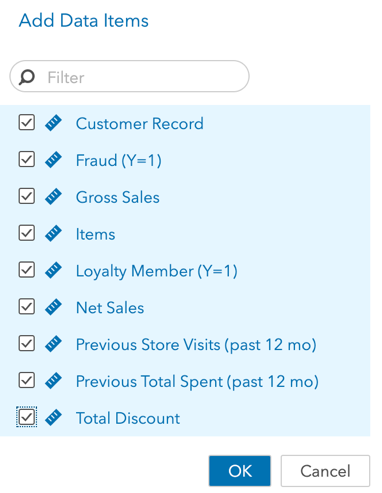
To begin, we will go to the **Objects** icon located on the left-hand pane and look for **Correlation Matrix** under **Graphs**.Once found, drag and drop it into our workspace in the middle pane.



## Step 3: Add Measures

Once we have our matrix in our workspace, we can select our data roles on the right-hand pane. You can select 2 or you can select many measures to determine the correlation:

1. Select **Roles** in the right-pane.
2. Under **Measures** click on **+ Add**.
3. Select **Customer Record** and keeping “shift” pressed, click on **Total Discount** (this will select all variables without you having to click on every single one of them)
4. Click **Ok.**



## Step 4: Visualize

Once you have selected your measures, a matrix will display showing the correlations and a color scheme showing weak correlations to strong correlations

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