SASVIYA Exercise

Clustering

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**Sources**

Steve Nolan, Ron Freeze, Elizabeth Keiffer, Michael Gibbs

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

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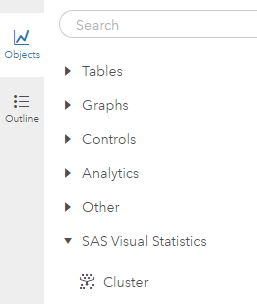
# **Use Case**

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.

Razorback Stores would like to know if there are specific groups of customers that they should incentivize to shop at their stores.

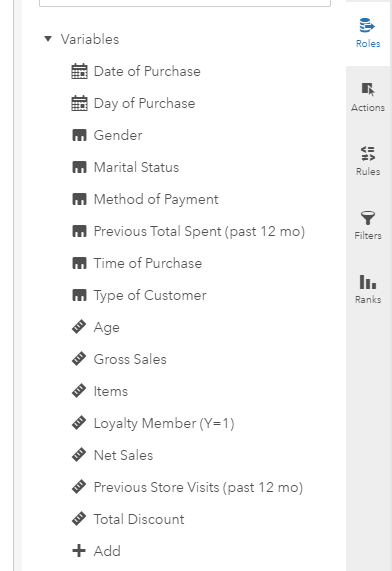
**Step 1:**

First, select from the objects panel the cluster visual and drag it into the center of the screen.



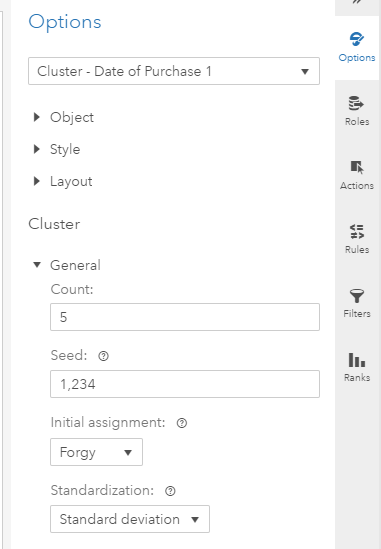
**Step 2:**

From there, you can add roles from the right-hand panel. This is going to be all the variables that you wish to include in your cluster analysis.



**Step 3:**

Now that you have variables, the cluster analysis will begin to build. From here, there are various options that you can manipulate in order to achieve the desired results.



**Step 4:**

Click on the maximize button



From here, under the centroids tab, you can view variables that make up each cluster.

