

Paper 367-2007

# Customer Success Story: The Dow Chemical Co: Quantitative Methods and SAS in the Chemical Industry

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## ABSTRACT

As large corporations continue to invest heavily in collecting, maintaining and reporting on their transactional data, the need for getting return on that investment increases. Using SAS for various forms of "decision support" in purchasing, supply chain, customer service, finance and commercial activities helps increase the return on a company's data investment. Quantitative business intelligence (aka "advanced analytics" provides a platform for decision support.

Examples of the use of SAS for gaining insight into different types of corporate data are discussed including customer loyalty, forecasting, human resource planning, purchasing, commercial and supply chain. A road map for the future use of SAS at Dow is shared.

**No paper was submitted for publication.**

## CONTACT INFORMATION

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