

Paper 371-2007

Customer Success Story: Have Your Cake and Eat it Too! Accelerate Forecasting Combining SAS and Teradata

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ABSTRACT

SAS is the most widely used statistical/data mining package in the world. Teradata is the world's fastest and most scalable data warehouse. Each, individually, can handle any data-driven business question. When both work together anything is possible and at incredible speeds.

The partnership between SAS and Teradata is strong and thriving. Warner Home Video is one company leveraging that relationship by making effective use of the power of both by exploiting the strengths of both. This presentation reviews the approach used by business analysts at Warner Home Video to implement statistical/predictive models. The analysts use Teradata to do the heavy lifting and SAS to gain the rich statistical features needed.

No paper was submitted for publication.

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