

# Máster Profesional: Big Data & Business Analyst

**INICIO:**  
Octubre 2021

**FINALIZACIÓN:**  
Junio de 2022



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Estudios Profesionales*

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**sas**  
THE POWER TO KNOW.



## Agenda

1. Máster Profesional: Big Data & Business Analyst
2. Certificaciones SAS: Nueva Certificación VA
3. Formato de clases y horas
4. Temario
5. Profesores SAS
6. Convenio Anexo Marco



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# 1. Máster Profesional Big Data & Business Analyst



SAS® SCYP  
GETTING STARTED  
WITH SAS



SS® SCYP  
STATISTICAL  
ANALYST WITH SAS



SAS® SCYP  
MACHINE LEARNING  
WITH SAS



SAS® SCYP  
VISUALIZATION  
WITH SAS

- Master Class impartidas por Profesionales de la Industria
- Jornadas / Café, Instalaciones SAS
- Exámenes de certificación incluidos en el Máster



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## 2. Certificaciones SAS

SAS Certified Specialist:

-  Base Programming for SAS
-  Statistical Business Analyst Using SAS: Regression and Modelling
-  Machine Learning Using SAS
-  Business Intelligence



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## 3 Formato de Clases

- Presencial:  
Viernes y Sábado, semanas  
alternas (jornadas cada 15 días)
- Horarios  
Viernes de 15 a 20  
Sábados de 9 a 14
- Fecha de Inicio  
Octubre de 2021
- Fecha de Fin  
Junio de 2022



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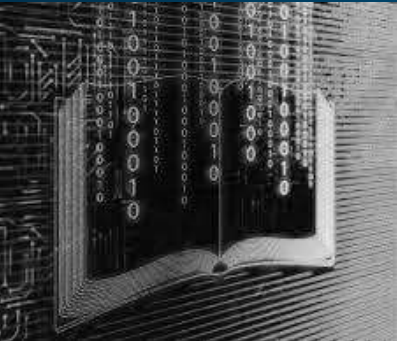
# 4. Temario

## Introducción a la Estadística (Opcional)

- a) Fundamentos de Estadística
- b) Estadística descriptiva
- c) Regresión, primeros pasos
- d) Regresión logística y ANOVA

*Duración: 20 horas*

Programming



Statistical Analyst



Machine Learning



Visual Analytics



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# Temario

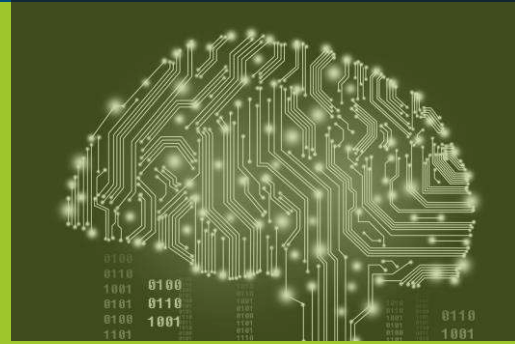
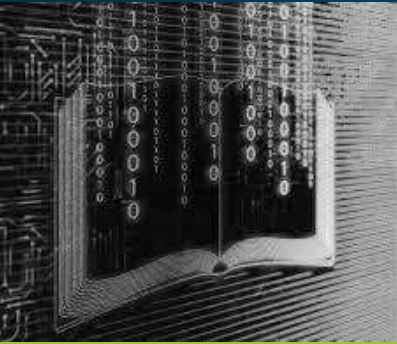
## SAS Certified Specialist

Programming

Statistical Analyst

Machine Learning

Visual Analytics



### a. SAS® Programming 1: Essentials

- i. Essentials
- ii. Accessing Data
- iii. Exploring and Validating Data
- iv. Preparing Data
- v. Analyzing and Reporting on Data
- vi. Exporting Results
- vii. Using SQL in SAS

### b. SAS Programming 2: Data Manipulation Techniques

- i. Controlling DATA Step Processing
- ii. Summarizing Data
- iii. Manipulating Data with Functions
- iv. Creating Custom Formats
- v. Combining Tables
- vi. Processing Repetitive Code
- vii. Restructuring Tables



# Temario

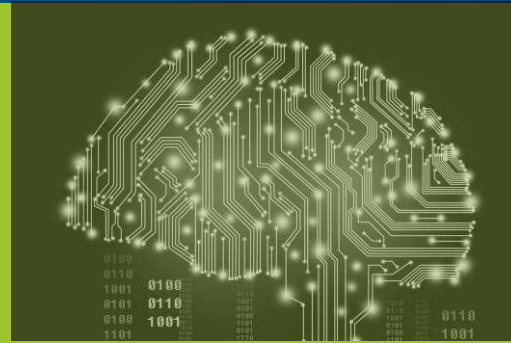
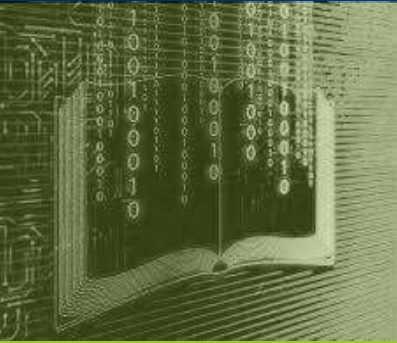
## SAS Certified Specialist

Programming

Statistical Analyst

Machine Learning

Visual Analytics



### a. Statistics 1: Introduction to ANOVA, Regression, and Logistic Regression

- i. Course Overview and Review of Concepts
- ii. ANOVA and Regression
- iii. More Complex Linear Models
- iv. Model Building and Effect Selection
- v. Model Post-Fitting for Inference
- vi. Model Building and Scoring for Prediction
- vii. Categorical Data Analysis

### b. Predictive Modeling Using Logistic Regression.

- i. Predictive Modeling
- ii. Fitting the Model
- iii. Preparing the Input Variables
- iv. Classifier Performance

*Duración: 70 horas*

*Preparación Certificación: 10 horas*

*Examen de Certificación: 1 jornada/certificación*



# Temario

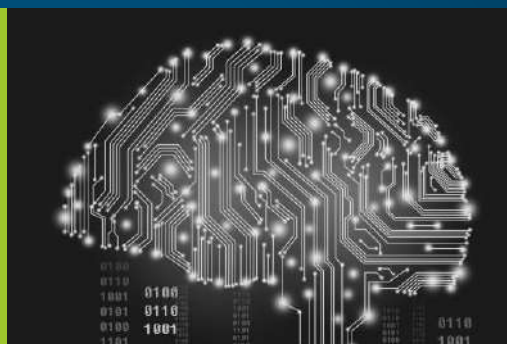
## SAS Certified Specialist

Programming

Statistical Analyst

Machine Learning

Visual Analytics



*Duración: 65 horas*

*Preparación Certificación: 5 horas*

*Examen de Certificación: 1 jornada*

### a. Machine Learning Using SAS® Viya®

- i. Introduction
- ii. Data Preparation
- iii. Decision Trees and Ensembles of Trees
- iv. Neural Networks
- v. Support Vector Machines and Additional Topics
- vi. Model Assessment and Deployment
- vii. Open Source (R y Phyton)

# Temario

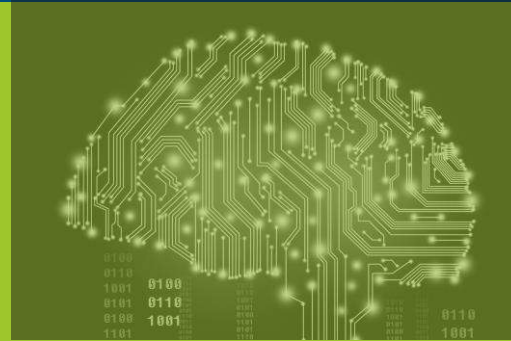
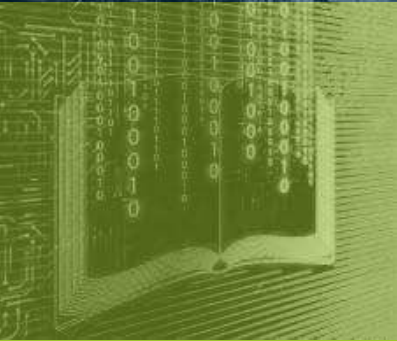
## SAS Certified Specialist

Programming

Statistical Analyst

Machine Learning

Visual Analytics



### a. Visual Analytics 1 for SAS Viya: Basics

- i. Course Overview
- ii. Getting Started with SAS® Visual Analytics
- iii. Preparing Data Using SAS® Data Studio
- iv. Analyzing Data Using SAS® Visual Analytics
- v. Designing Reports with SAS® Visual Analytics

### b. Visual Analytics 2 for SAS Viya: Advanced

- i. Course Overview
- ii. SAS Visual Analytics Overview
- iii. Restructuring Data for Geographic Mapping
- iv. Restructuring Data for Forecasting
- v. Performing Network Analysis
- vi. Performing Path Analysis
- vii. Performing Text Analytics
- viii. Creating Advanced Data Items
- ix. Creating Advanced Filters
- x. Using Parameters to Create Advanced Reports

# 5 Precios

Alumnos y Exalumnos del CEU

**TOTAL CURSO: 4550 €**

PAGO RESERVA:

500€

PAGO FINANCIADO:

9 mensualidades de 450€

Resto de alumnos. Matrícula Ordinaria

**TOTAL CURSO: 4910 €**

PAGO RESERVA:

500€

PAGO FINANCIADO:

9 mensualidades de 490€



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## 6 INFORMACIÓN Y RESERVA DE PLAZA:

### **ISEP-CEU**

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[www.isepceu.es](http://www.isepceu.es)



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