

What is a problem statement?

A problem statement offers a case for showcasing your acquired skills of data management, analysis and reporting of your results. It requires a logical connect of all the provided facts and inputs to bring answers to specific queries in the problem statement .The problem statement is designed to test:

1. Data Management and Data Manipulation skills
2. Approach to solve problem in Business Analytics Context
3. Statistical Modelling / Machine learning skills
4. Overall conclusion drawn from the data analysis

What to expect?

One should expect an industry problem the solution to which lies hidden in myriad data sets. It doesn't call for a great knowledge of any industry specific domain or context. One may expect a problem not limited to the following list:

1. Building and Validating Propensity Models
2. Building and validating Credit Scoring Models
3. Building and Validating Cross-Sell or Up-Sell Models
4. Econometric Analysis

The problem essentially shall provide:

1. The underlying context
2. Required data sets in raw and often normalized form
3. A generic direction for the analysis to follow

Essentially the assessment is based on **the creativity and analytical skills** deployed. The evaluation may happen around following steps or activities based on the results and coding steps submitted. These area are largely focused around following key areas:

1. Data Consolidation
2. Data Preparation
3. Model Building
4. Model Validation
5. Model Selection
6. Model Scoring

What specific SAS skills be focused?

For preparation candidates are advised to build skills on:

1. SAS Data step programming including merge statements
2. SAS Procs for modelling and Interpretation e.g. Proc Corr, Proc Reg, Proc Logistic, Proc GLM etc.
3. SAS Graphing capabilities e.g. Proc SGscatter, proc SGplot, proc SGpanel etc.

**(Note: This is a generic guide to problem statement.
Participants may use this info for the purposes of getting ready for the competition)**