Research And Information Literacy skills at SAS: a view from Africa

Andre Zitzke

andre.zitzke@sas.com
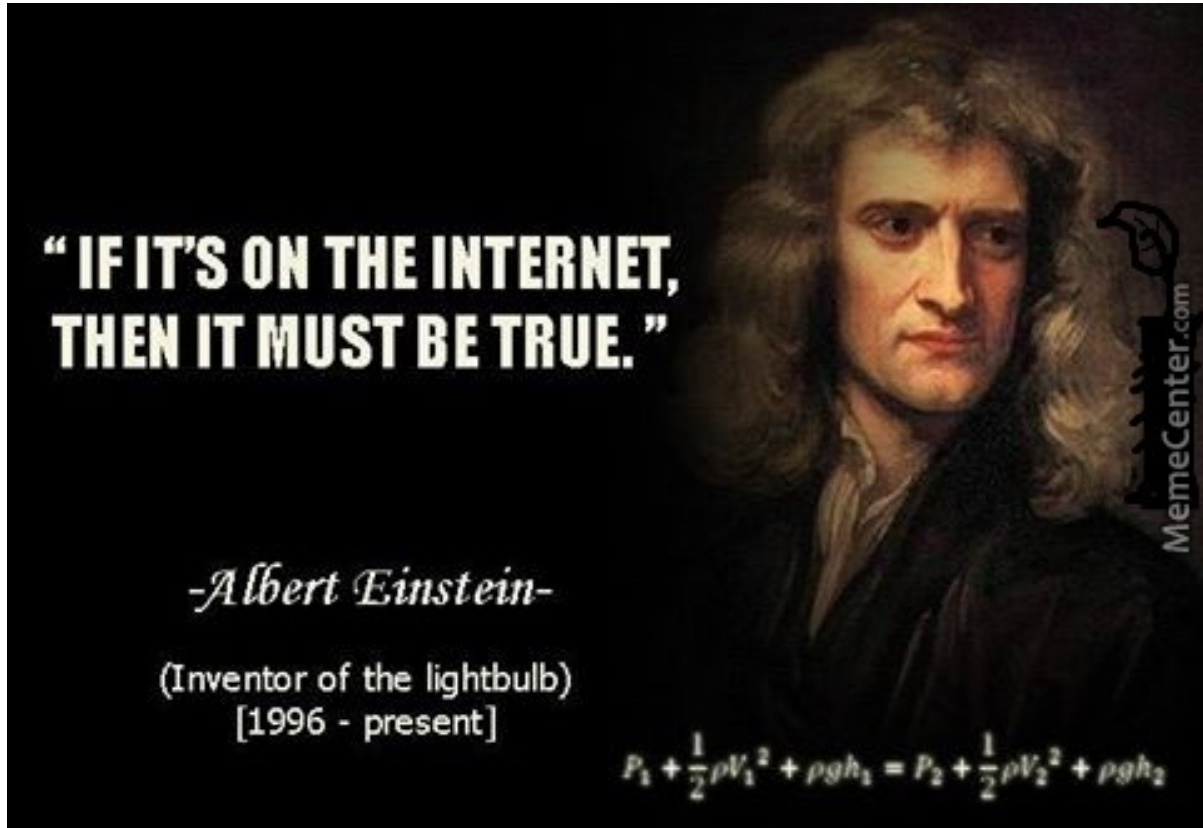
Sas
THE POWER TO KNOW.

How big is BIG data?
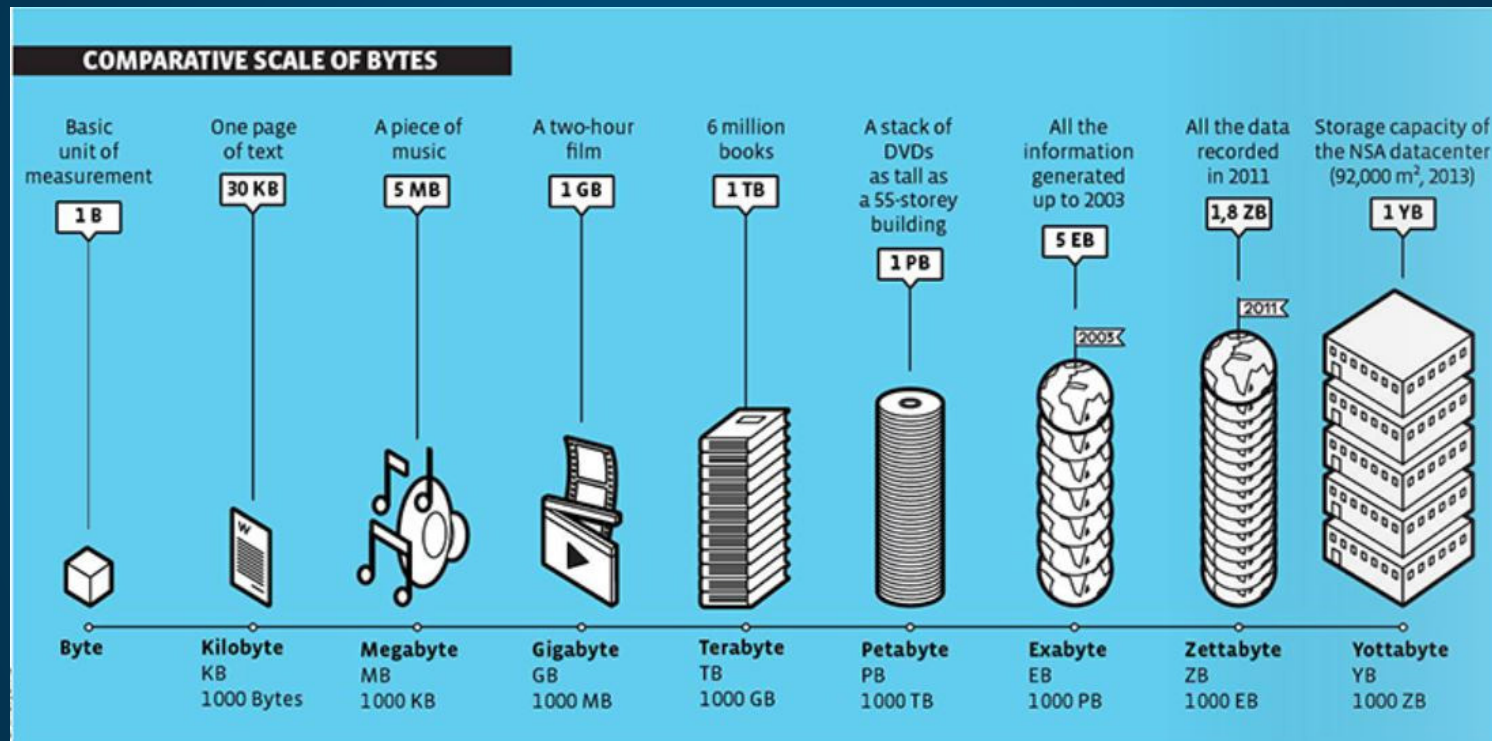
Buzzword

A word or phrase which has become fashionable or popular, or sounds technical or important and is used to impress people, sell services, software, hardware and other goods

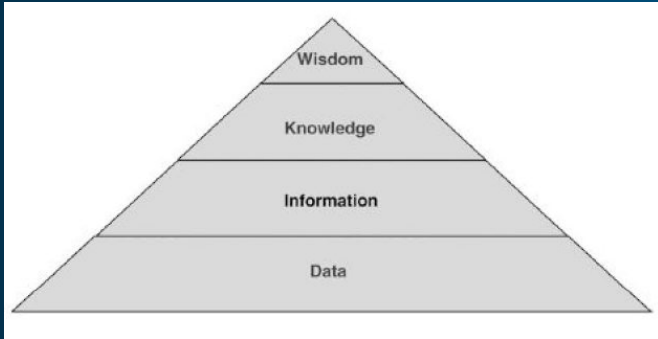# THE SOURCE

"IF IT'S ON THE INTERNET, THEN IT MUST BE TRUE."

-Albert Einstein-

(Inventor of the lightbulb)
[1996 - present]

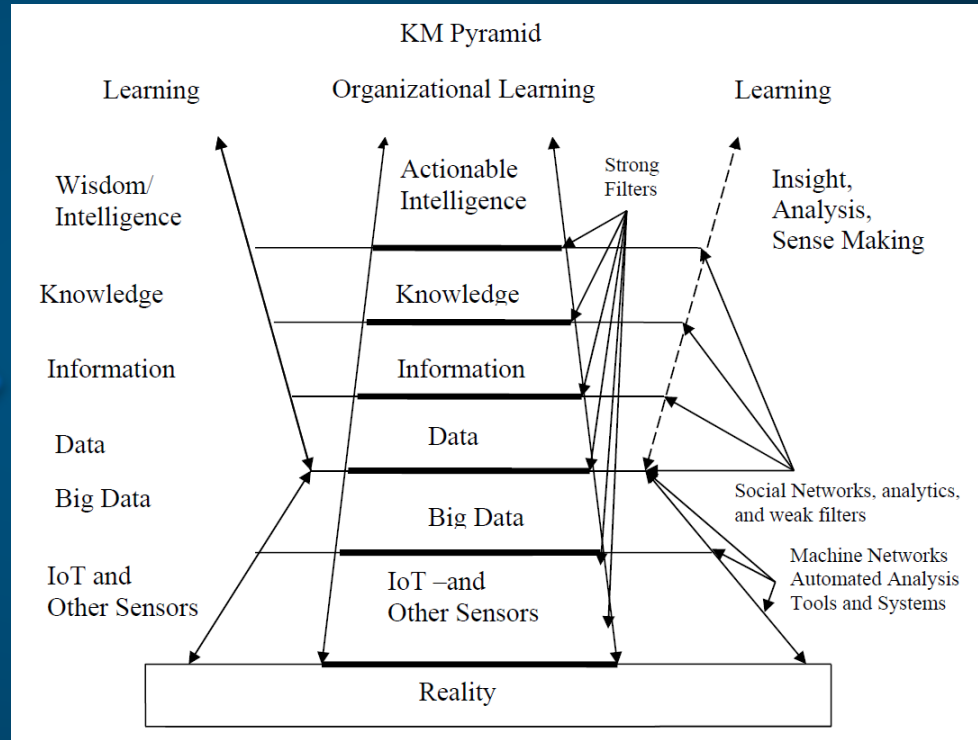$$P_1 + \frac{1}{2}\rho V_1^2 + \rho g h_1 = P_2 + \frac{1}{2}\rho V_2^2 + \rho g h_2$$

Agenda

- The world we live in today

- Who is SAS and what does SAS do?

- Departments in SAS

- Data & Information sources

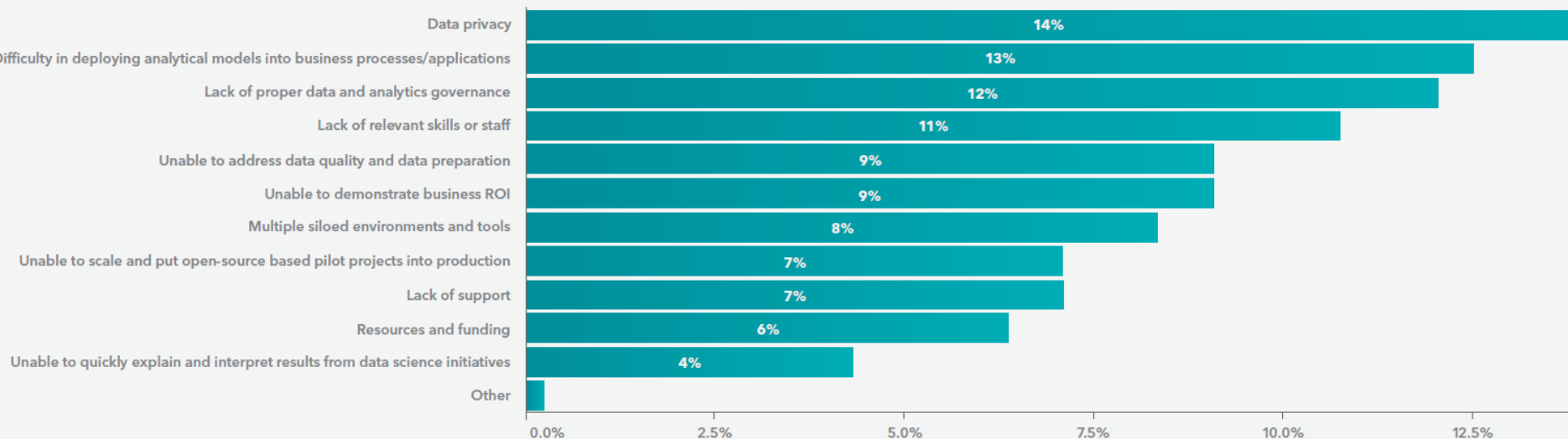- The Future

Evolution of Data Science

Ackoff, 1989

Jennex, 2017

The world we live in today

- Innovation
- Competition
- Co-operation
- AI

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Barriers to creating business value through data and analytics

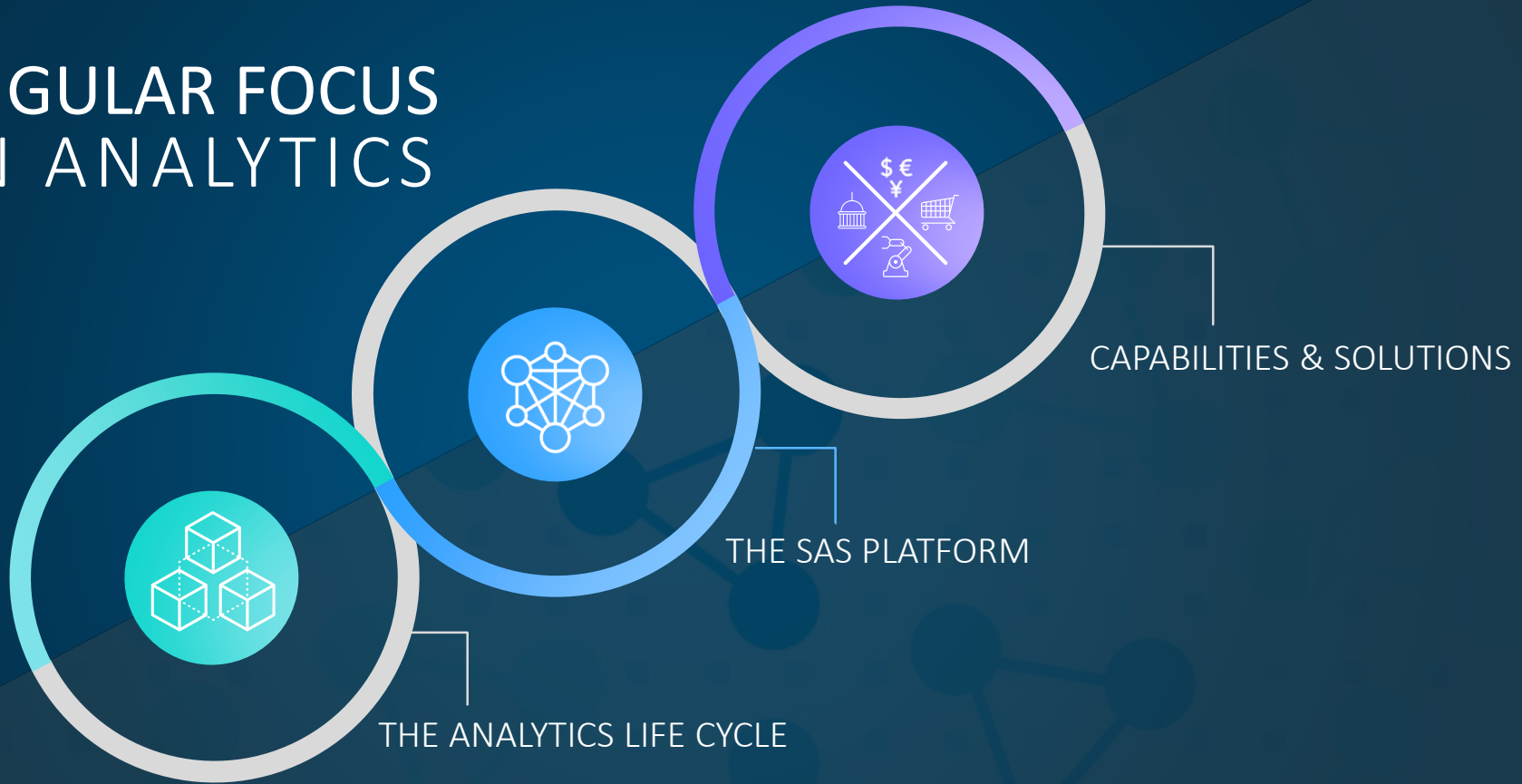**Barriers to creating business value through data and analytics**

Barrier	Percentage
Data privacy	14%
Difficulty in deploying analytical models into business processes/applications	13%
Lack of proper data and analytics governance	12%
Lack of relevant skills or staff	11%
Unable to address data quality and data preparation	9%
Unable to demonstrate business ROI	9%
Multiple siloed environments and tools	8%
Unable to scale and put open-source based pilot projects into production	7%
Lack of support	7%
Resources and funding	6%
Unable to quickly explain and interpret results from data science initiatives	4%
Other	

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Who is SAS and what does SAS do?

SAS was established in 1976

SINGULAR FOCUS
ON ANALYTICS

CAPABILITIES & SOLUTIONS

THE SAS PLATFORM

THE ANALYTICS LIFE CYCLE

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Analysts rank **SAS** as a **leader** in:

AI-Based Text Analytics

Machine Learning

Analytics

Customer Analytics

Fraud Detection

Risk Management

Data Integration

Data Quality
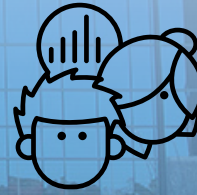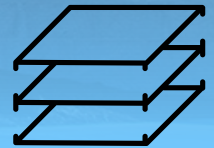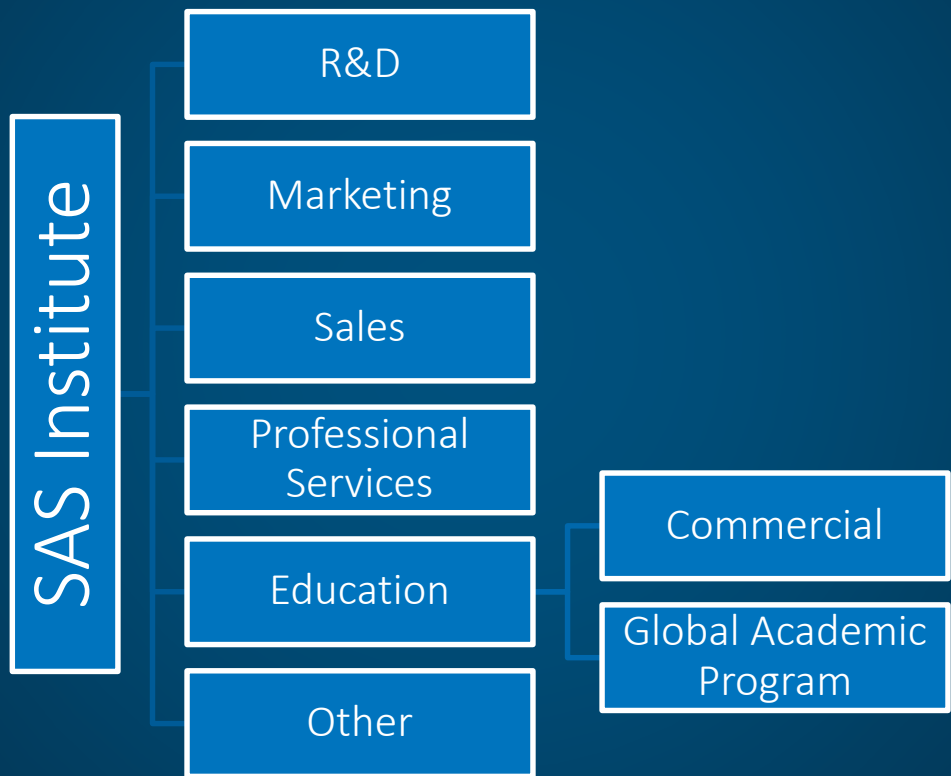
Big Data

Enterprise Insights Platform

To **empower** and **inspire**
with the most trusted analytics.

Simplified SAS organisation

Simplified SAS organisation
R&D

- They develop the software that others use as is and/or use to develop applications

- Pace of technology change

- Own market assessments
- Analysts
- Vendors
- Customers

Simplified SAS organisation
Marketing

- They market SAS to the world

- Channels

- Customers
- Potential customers
- Users
- Potential users
- Academia & Students

SAS

Simplified SAS organisation
Sales

- They sell the software and services

- Customer needs
- Competition

Simplified SAS organisation
Professional Services

- They make the software work at the customers

- Installation & Configuration

- Analytics Life Cycle Consulting

- SAS skills

- 3rd Party skills

- Project Management

SAS

Simplified SAS organisation
Education - Commercial

- They educate SAS users in the use of the technology
  - Novice users
  - Refershers
  - New releases
  - Bussiness users

- Teaching channels
- Methodology

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Simplified SAS organisation
Education - Global Academic Program

- They enable faculty and students with SAS skills & technology

- Competitors
- Open source

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Simplified SAS organisation
Other

- Technical Support
- Internet
- Social Media
- Security
- Maintenance

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Sources

- Customers
- Employees
- SAS Library & Information services

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Sources
SAS Library & Information Services

- Requests

- Reserve Loaner Equipment

- Titles

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Specific Sources

- D&B Hoovers

- EBSCO eBooks

- getAbstract

- GovWin IQ

- Moneylaundering.com

- O'Reilly's Learning Platform (formerly Safari Books Online)

- Rosetta Stone

- ScienceDirect

- JSTOR

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Sources
SAS Library & Information Services

We in R&D often have to quickly get up to speed on new technologies. Having all the resources in the SAS library on hand facilitates this process and helps us stay productive. In addition, the library staff is very friendly, exceptional in their response, and always willing to help. Thank you for providing such a great service.

Stefan Beskow – Principal Software Developer,

Advanced Analytics Division R&D

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The Future

- 4IR
- Ethics in AI
- Women in STEM
- Data for Good
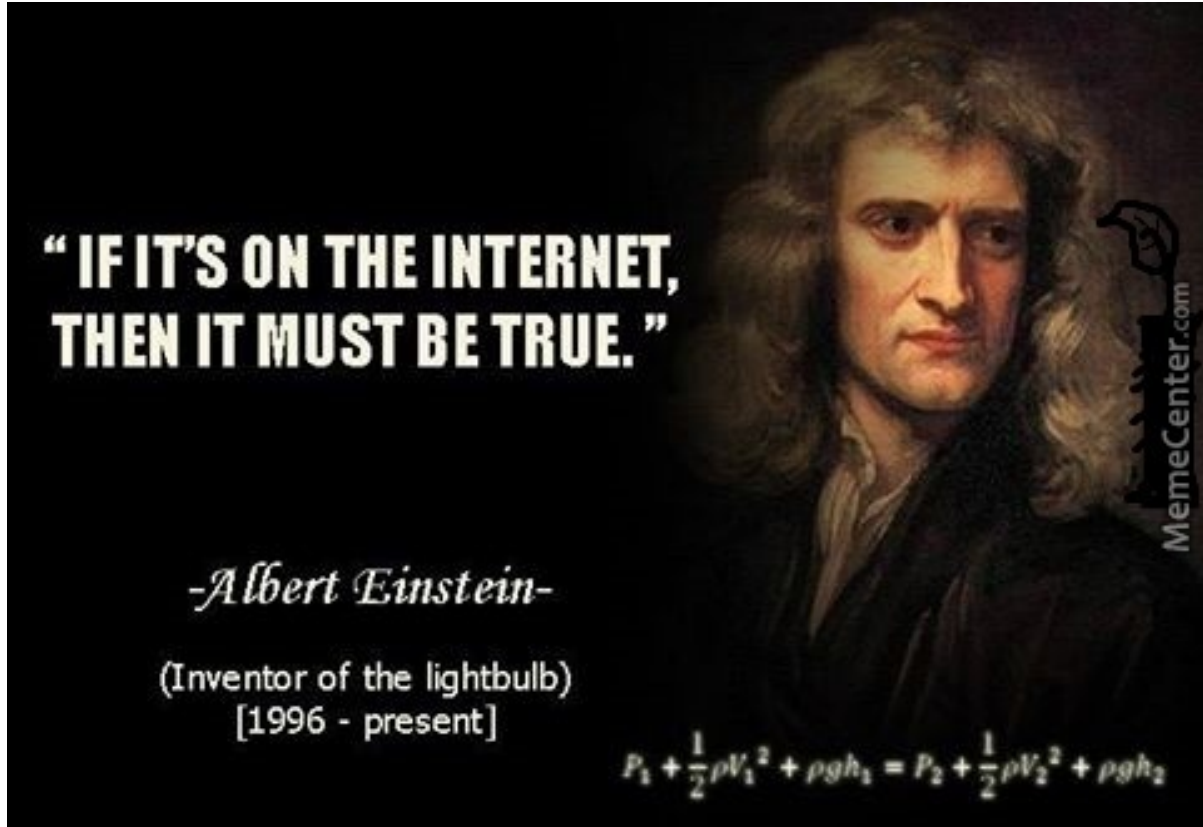
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