



# Customer Segmentation and Clustering Using SAS Enterprise Miner, Second Edition

By Randall S. Collica

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Understanding the customer is critical to your company's success. In this book, Randy Collica employs SAS Enterprise Miner and the most commonly available techniques for customer relationship management (CRM). You will learn how to segment customers more intelligently and to achieve, or at least get closer to, the one-to-one customer relationship that today's businesses want.

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**Customer Segmentation and Clustering Using SAS Enterprise Miner, Second Edition** By Randall S. Collica **Bibliography**

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### **About the Author**

Mr. Collica received a B.S. in electronic engineering from Northern Arizona University in 1982. He has 16 years' experience in the semiconductor manufacturing industry working on yield and product and quality engineering. Since 1998 he has been with Compaq and Hewlett-Packard as a Senior Business Analyst using data mining techniques for customer analytics in the Corp Customer Intelligence department. He is currently a Senior Solutions Architect for SAS Institute, supporting the communications, entertainment/media, and high-tech manufacturing industries. His current interests are in clustering and ensemble models, knowledge and data engineering, missing data and imputation, and text mining techniques for use in business and customer intelligence. He has authored and co-authored 11 articles and 2 books. Mr. Collica has been a full member of the IEEE since 1982.

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