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**QUESTION 1**

Assume a \$10 cost for soliciting a non-responder and a \$200 profit for soliciting a responder. The logistic regression model gives a probability score named P_R on a SAS data set called VALID. The VALID data set contains the responder variable Purch, a 1/0 variable coded as 1 for responder. Customers will be solicited when their probability score is more than 0.05.

Which SAS program computes the profit for each customer in the data set VALID?

- A.

```
data VALID;
  set VALID;
  Profit = (P_R > .05) * Purch * 200 - (P_R > .05) * (1 - Purch) * 10;
run;
```
- B.

```
data VALID;
  set VALID;
  Profit = (P_R <= .05) * Purch * 200 - (P_R > .05) * (1 - Purch) * 10;
run;
```
- C.

```
data VALID;
  set VALID;
  if P_R > .05;
  Profit = (P_R > .05) * Purch * 200 - (P_R > .05) * (1 - Purch) * 10;
run;
```
- D.

```
data VALID;
  set VALID;
  if P_R > .05;
  Profit = (P_R > .05) * Purch * 200 + (P_R <= .05) * (1 - Purch) * 10;
run;
```

A. Option A

B. Option B

C. Option C

D. Option D

Correct Answer: A

QUESTION 2

Given the following SAS data set TEST:



Inc_Group

1

2

3

4

5

Which SAS program is NOT a correct way to create dummy variables?



- A.

```
data DUMMY_TEST1;
  set TEST;
  Inc_Group1=(Inc_Group=1);
  Inc_Group2=(Inc_Group=2);
  Inc_Group3=(Inc_Group=3);
  Inc_Group4=(Inc_Group=4);
  Inc_Group5=(Inc_Group=5);
run;
```
- B.

```
data DUMMY_TEST1;
  set TEST;
  if Inc_Group=1 then Inc_Group1=1;
  else Inc_Group1=0;
  if Inc_Group=2 then Inc_Group2=1;
  else Inc_Group2=0;
  if Inc_Group=3 then Inc_Group3=1;
  else Inc_Group3=0;
  if Inc_Group=4 then Inc_Group4=1;
  else Inc_Group4=0;
  if Inc_Group=5 then Inc_Group5=1;
  else Inc_Group5=0;
run;
```
- C.

```
data DUMMY_TEST1 (drop=i);
  set TEST;
  array inc(*) Inc_Group1 - Inc_Group5;
  do i = 1 to 5;
    inc(i) = ( Inc_Group = i );
  end;
run;
```
- D.

```
data DUMMY_TEST1 (drop=i);
  set TEST;
  array inc(*) Inc_Group1 Inc_Group2 Inc_Group3
              Inc_Group4 Inc_Group5;
  do i = 1 to 5;
    ( Inc_Group = i );
  end;
run;
```

A. Option A



B. Option B

C. Option C

D. Option D

Correct Answer: D

QUESTION 3

An analyst knows that the categorical predictor, `zip_code`, is an important predictor of a binary target. However, `zip_code` has too many levels to be a feasible predictor in a model. The analyst uses PROC CLUSTER to implement Greenacre's method to reduce the number of categorical levels.

What is the correct application of Greenacre's method in this situation?

A. Clustering the levels using the target proportion for each `zip_code` as input.

B. Clustering the levels using the `zip_code` values as input.

C. Clustering the levels using the number of cases in each `zip_code` as input.

D. Clustering the levels using dummy coded `zip_code` levels as inputs.

Correct Answer: A

Reference: <https://support.sas.com/resources/papers/proceedings/proceedings/sugi31/079-31.pdf>

QUESTION 4

A confusion matrix is created for data that were oversampled due to a rare target. What values are not affected by this oversampling?

A. Sensitivity and PV+

B. Specificity and PV

C. PV+ and PV

D. Sensitivity and Specificity

Correct Answer: D

QUESTION 5

Which of the following describes a concordant pair of observations in the LOGISTIC procedure?

A. An observation with the event has an equal probability as another observation with the event.

B. An observation with the event has a lower predicted probability than the observation without the event.



- C. An observation with the event has an equal predicted probability as the observation without the event.
- D. An observation with the event has a higher predicted probability than the observation without the event

Correct Answer: D

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