

1. Create a data mining project using SAS dataset: small.sas7bdat
2. This is a database marketing dataset. The business objective is to build predictive model(s) to predict the likelihood of response if receive a direct mail.
3. The "Target" variable is: RESP_FLG, which has two values, 0 and 1. 1 means response event, 0 means non-response event.
4. Event "1" is our target event.
5. Build three types of model in your project: logit model, NN model and Decision Tree.
6. Use 0.02 for prior value for your target variable.
7. I recommend you to have Training, Validation and Test datasets specified in the partition node.
8. Document your decision and consideration in the note page in different nodes.
9. Generate a report when complete using REPOTER node
10. Encourage you to form a group to do project.