Data4Good Competition

Unlocking SAS Academic Resources

Cristina Anton
Analytical Training Consultant
Cristina.Anton@sas.com

Agenda

Introductions and information
SAS Certification and Badging program

Study
SAS Skill Builder for Students
Courses

Practice
SAS Viya Workbench for Learners

Succeed!
Assessment information
Resources

Wrap-up & Q&A

Who We Are

Global Academic Programs

Our Mission: Empowering Analytics for Academics

www.sas.com/academics

We support the next generation by providing free software and resources for academia.

Our “customers” are students, educators, independent learners, and academic researchers.

Resources for Teaching and Learning

SOFTWARE

- SAS® Viya® for Learners
- SAS® Viya® Workbench for Learners

TRAINING

- e-Learning
- How-to videos
- Onsite & virtual training

EDUCATIONAL RESOURCES

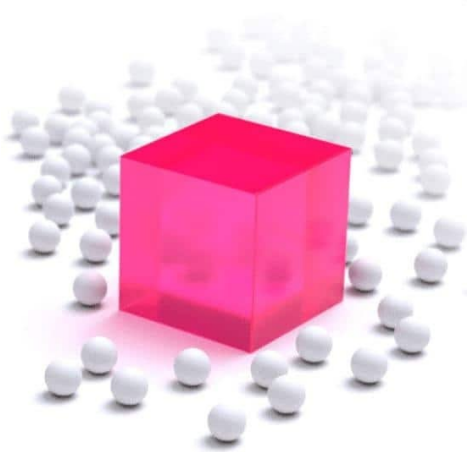
- Teaching materials
- Curriculum consulting
- Academic specializations
- SAS Educator Portal
- SAS Skill Builder for Students

SAS is the founder and future of analytics.

It all started with curious minds. Is there a better way to analyze data? How can we turn data into intelligence? Who will benefit from using our technology?

Our mission is to provide knowledge in the moments that matter. Making it easier and faster for more people to use powerful analytics shortens the path from data to insights and inspires bold new discoveries that drive progress. For five decades, SAS has done just that.

We envision a world where everyone can make better decisions, grounded in trusted data and assisted by the productivity and speed of SAS AI and analytics.



More about SAS

Five decades of innovation and profitability

Over 750 patents related to AI and analytics

Ranked No. 1 for Advanced and Predictive Analytics Market Share by IDC for the last 28 years*

A recognized leader in more than 25 vendor ranking reports in 2022

88 of the top 100 of the 2021 Fortune 500 list are SAS customers or their affiliates

2022 Microsoft Global Independent Software Vendor Partner of the Year

Recognized around the world for inclusive, meaningful culture and innovative technologies by organizations including Fast Company, Forbes, Human Rights Campaign, Disability:IN and more

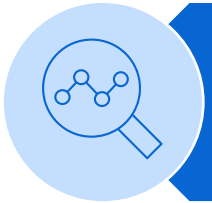
The SAS® Viya® advantage

We empower customers to get more done with a faster, more productive AI and analytics platform. SAS Viya gives you the analytics you need, delivered on your terms, so you can innovate faster, collaborate regardless of skill set or API, and get results you can trust.

Use your own cloud, the SAS Cloud for hosted services, or one of the world's most broadly adopted cloud platforms.

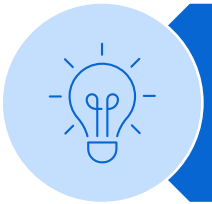
sas viya

Why learn SAS?



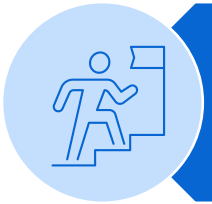
Analytics is key to solving today's business problems.

Organizations are often collecting data at a faster rate than they can handle and need people who can make sense of the data.



A career in analytics is a smart choice.

People with an analytical skill set are highly sought-after. By acquiring the analytical skills organizations are looking for, you will differentiate yourself.

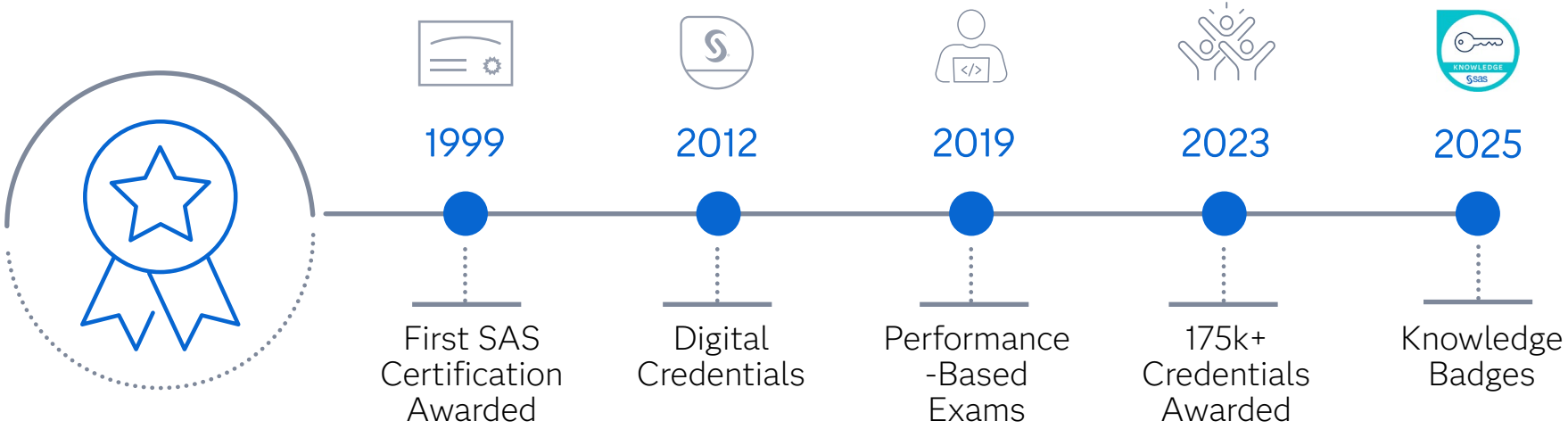


SAS can help boost your career.

Expand your career opportunities with SAS® skills and become an analytics expert. With SAS® certification a whole new world of opportunities will be open to you.

25+ Years of Career Value

2024 Marked 25 years for the SAS Certification Program



Demand for SAS Skills

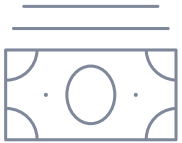
Job postings seeking SAS skill: OCT 2024 - SEP 2025 (US)

89,250

Unique job postings

8,093

Competing employers



$114.6K

Median salary

Why Get SAS Certified?

More Career Opportunities

Last year, 88.9% of job postings for statistical programmers requested SAS skills (Lightcast, 2025).

Higher Salaries

Statistical analysis jobs make $19,000 more when SAS is listed as a skill in the job posting (Lightcast, 2025).

Competitive Edge

Adding a SAS certification to your resume signals expertise and credibility — helping you rise above the competition. In fact, 60% of IT managers are more likely to review a resume with a certification.

https://www.sas.com/en_us/certification/why-get-certified.html

SAS® Digital Badges

LEARN

Awarded to those who take and pass a training course from SAS, in most formats.

CHALLENGE

Awarded to those who compete in a SAS competition, such as the SAS-sponsored hackathons.

ACADEMIC

Awarded to college and university students and educators for completion of joint academic programs and initiatives.

KNOWLEDGE

Awarded to those who show knowledge and understanding of course materials.

CERTIFIED

Awarded to those who show proficiency by passing one or more SAS certification exams.

SAS® Knowledge Badges

SAS SQL Essentials Knowledge Badge

- demonstrate proficiency in using SAS SQL for data processing
- query, subset, summarize, and present data, as well as combine tables using joins and set operators
- create and modify tables and views
- generate macro variables with PROC SQL
- access DBMS data using SAS/ACCESS technology.

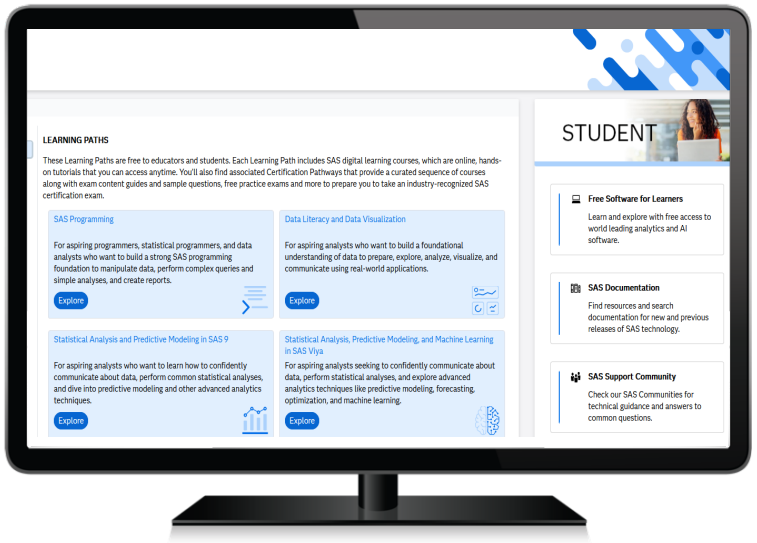
AI Foundations Knowledge Badge

- demonstrate foundational knowledge in AI
- focus on trustworthy and responsible practices
- identify unwanted biases and apply principles of responsible innovation
- understand Generative AI's capabilities and limitations
- leverage SAS tools to drive business value while addressing AI's risks and challenges.

Study

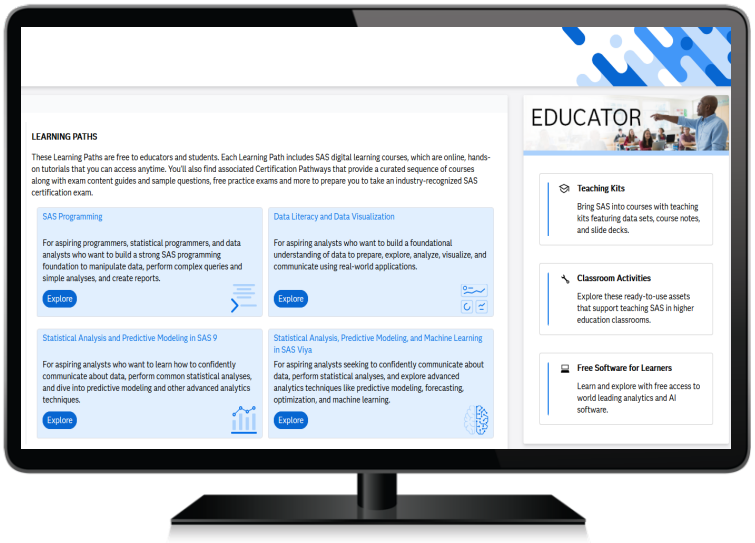
Free Learning Portals for Academics

SAS Skill Builder for Students



sas.com/skillbuilder

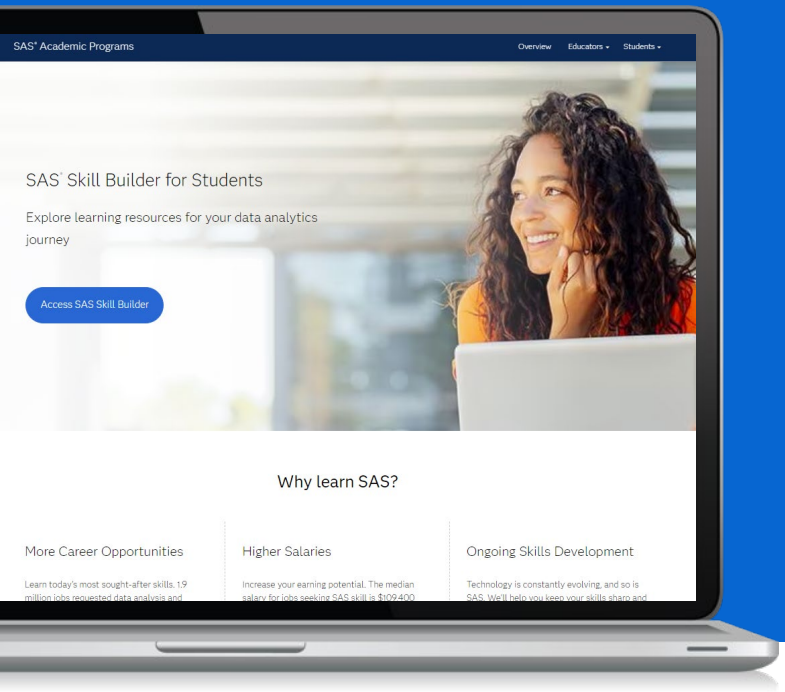
SAS Educator Portal



sas.com/educatorportal

SAS Skill Builder for Students

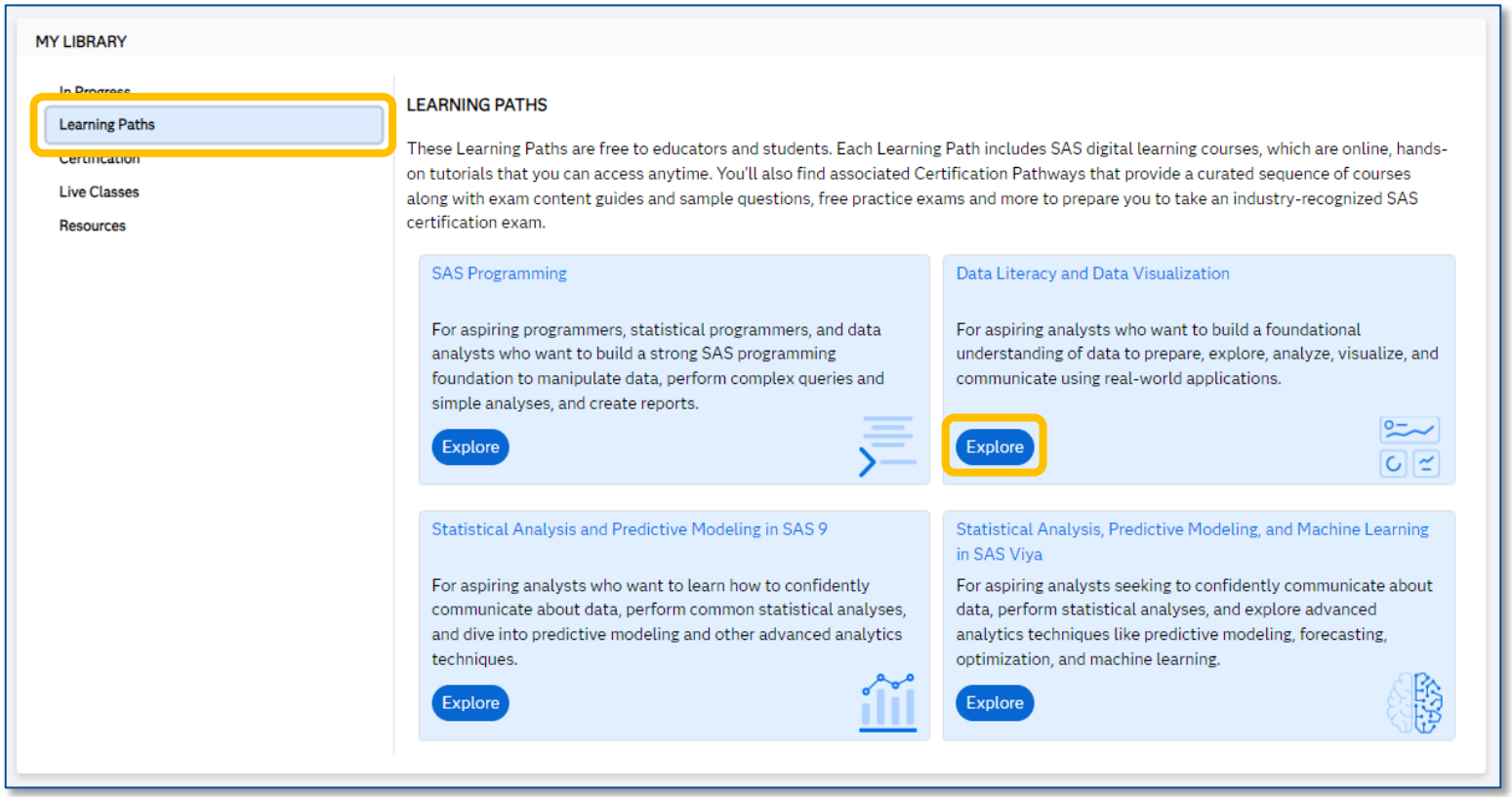
Your future starts here



- Learn on your time
  - Free e-learning courses
  - Certification prep materials and exam discounts
- Free software
  - Three cloud-based options
- Stay motivated!
  - Early career resources
  - Discover why data analytics is a rewarding career path
  - Learn about what it means to be a data analytics professional
  - Connect with employers
- Cross-industry access
  - Analytical skills for any discipline

www.sas.com/skillbuilder

Free e-Learning Courses



https://learn.sas.com/my/

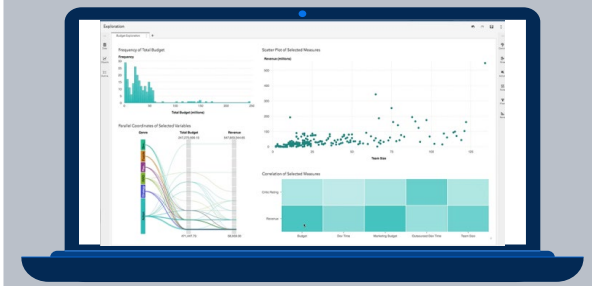
Practice

Software for Teaching and Learning

Free Academic Software

VFL

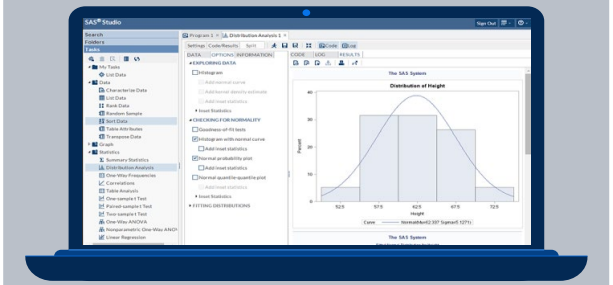
SAS® Viya® for Learners



www.sas.com/viyaforlearners

ODA

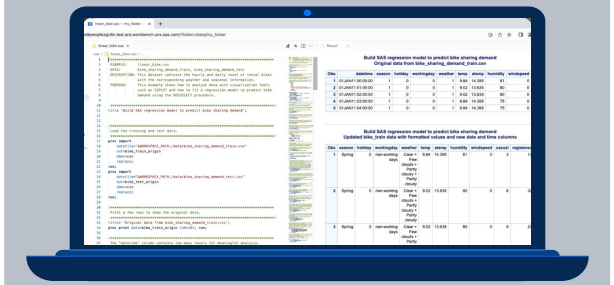
SAS® OnDemand for Academics



www.sas.com/ondemand

WFL

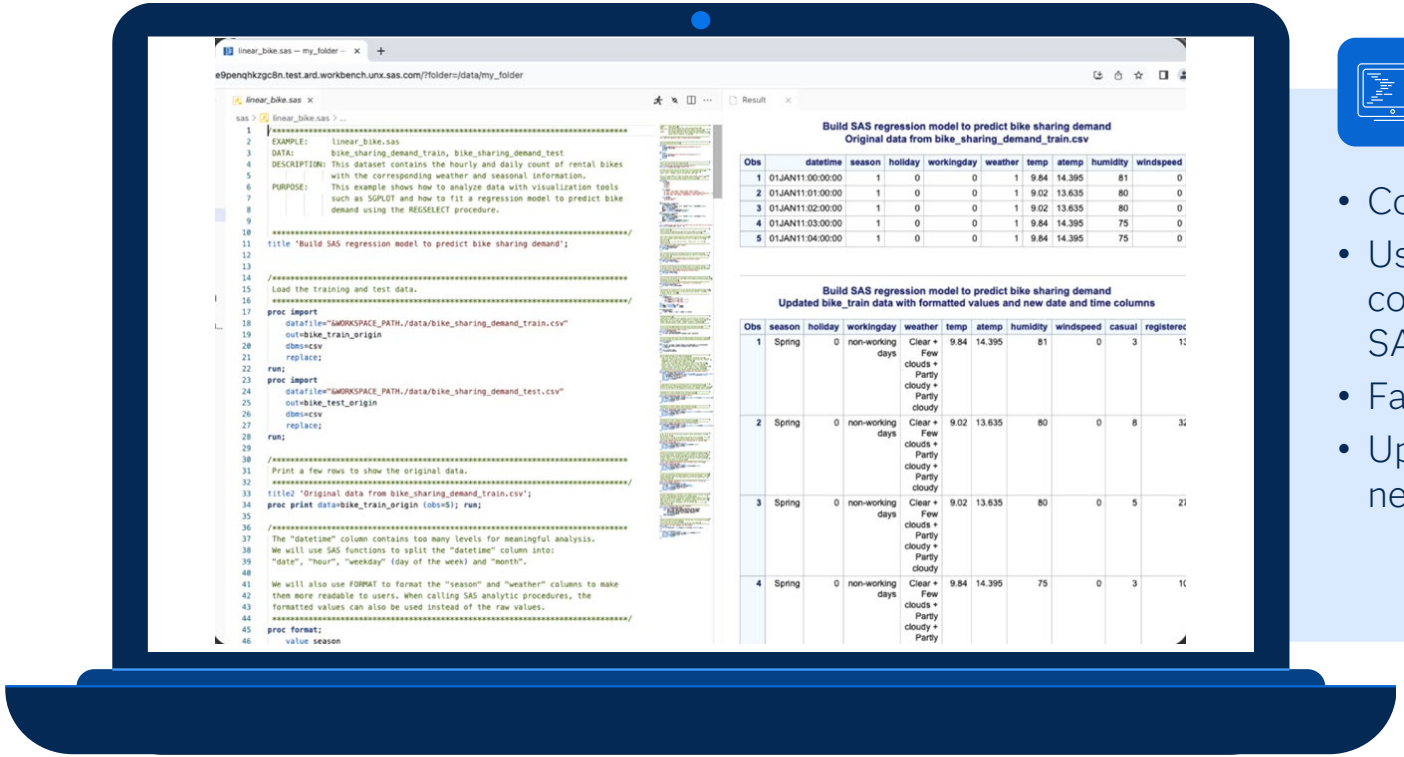
SAS® Viya® Workbench for Learners



www.sas.com/wfl

SAS Viya Workbench for Learners

Lower time to production and improves collaboration



- Code from scratch.
- Use existing projects or code from SAS Viya or SAS 9.
- Familiar interfaces.
- Update and back up as needed.

SAS Viya Workbench for Learners

Purpose-built for developers and modelers

Empower students and educators with free, flexible, and versatile analytics to build programming skills, develop models, and complete projects fast.

Get more time and space for learning, teaching, and problem-solving

Enjoy flexibility and boost productivity by working in the coding language that fits your needs

Prepare for success in a multi-tool world

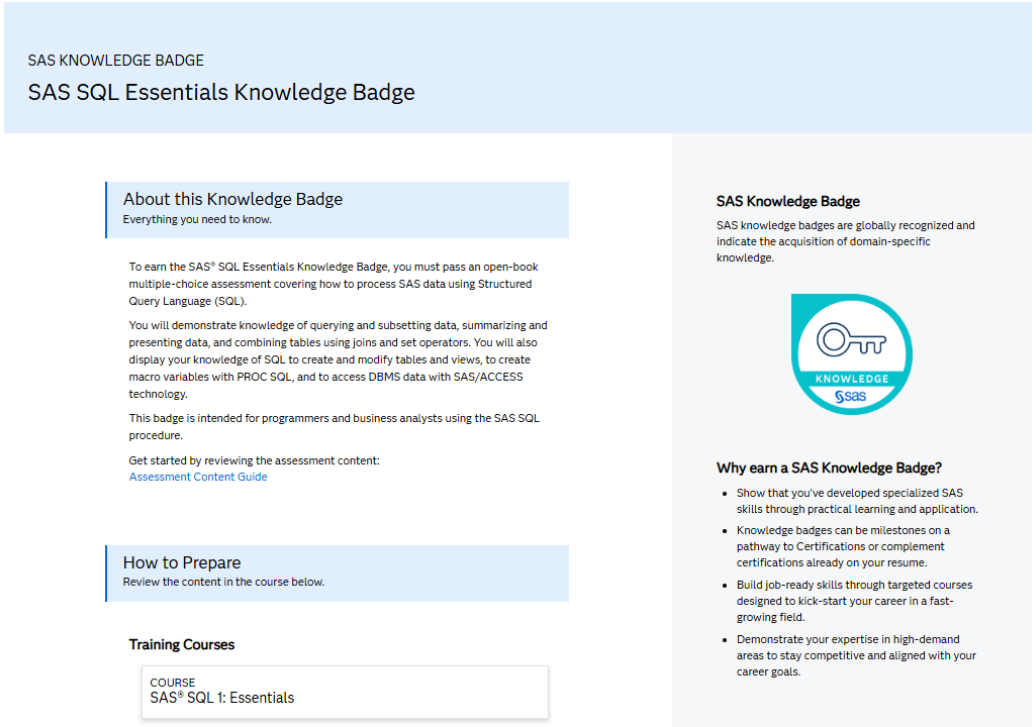
SAS Viya Workbench for Learners

Getting Started

https://www.youtube.com/watch?v=SY86esPrJtw

Succeed!

SAS SQL Essentials Knowledge Badge



SAS KNOWLEDGE BADGE

SAS SQL Essentials Knowledge Badge

About this Knowledge Badge

Everything you need to know.

To earn the SAS® SQL Essentials Knowledge Badge, you must pass an open-book multiple-choice assessment covering how to process SAS data using Structured Query Language (SQL).

You will demonstrate knowledge of querying and subsetting data, summarizing and presenting data, and combining tables using joins and set operators. You will also display your knowledge of SQL to create and modify tables and views, to create macro variables with PROC SQL, and to access DBMS data with SAS/ACCESS technology.

This badge is intended for programmers and business analysts using the SAS SQL procedure.

Get started by reviewing the assessment content:
Assessment Content Guide

How to Prepare

Review the content in the course below.

Training Courses

COURSE
SAS® SQL 1: Essentials

SAS Knowledge Badge

SAS knowledge badges are globally recognized and indicate the acquisition of domain-specific knowledge.

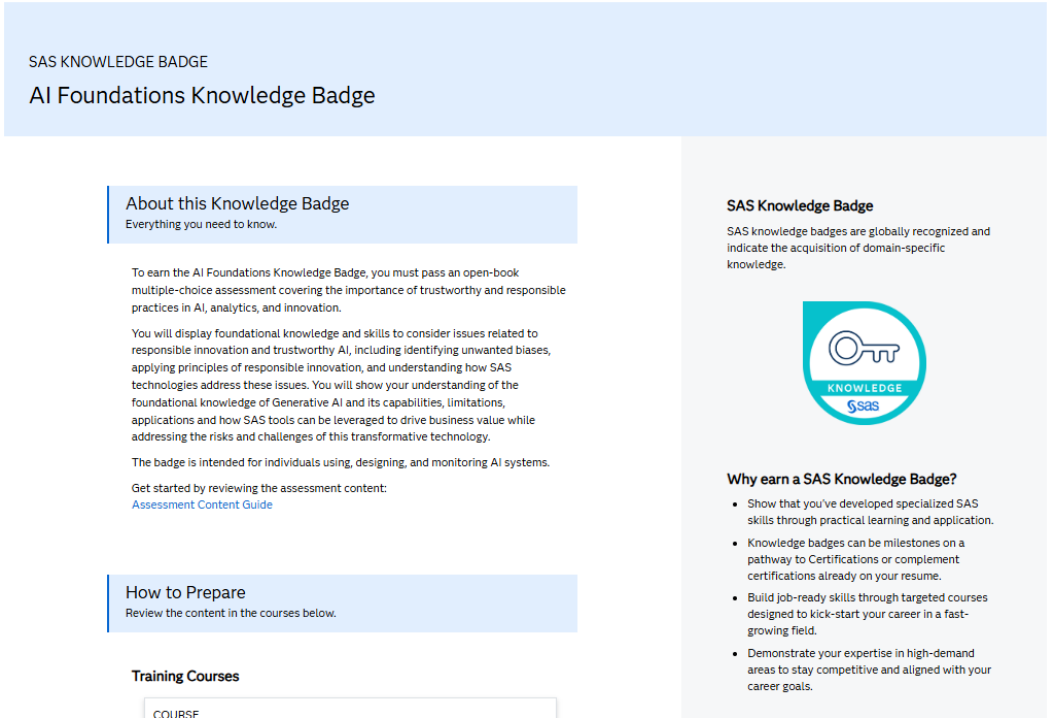
KNOWLEDGE
sas

Why earn a SAS Knowledge Badge?

- Show that you've developed specialized SAS skills through practical learning and application.
- Knowledge badges can be milestones on a pathway to Certifications or complement certifications already on your resume.
- Build job-ready skills through targeted courses designed to kick-start your career in a fast-growing field.
- Demonstrate your expertise in high-demand areas to stay competitive and aligned with your career goals.

https://learn.sas.com/course/view.php?id=8219

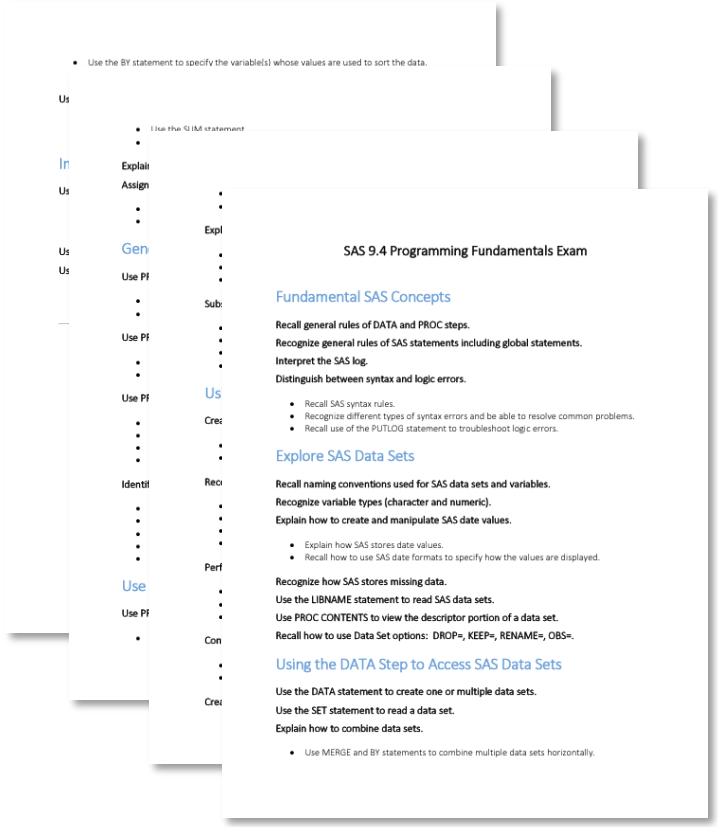
AI Foundations Knowledge Badge



https://learn.sas.com/course/view.php?id=8216

Preparing For the Assessment

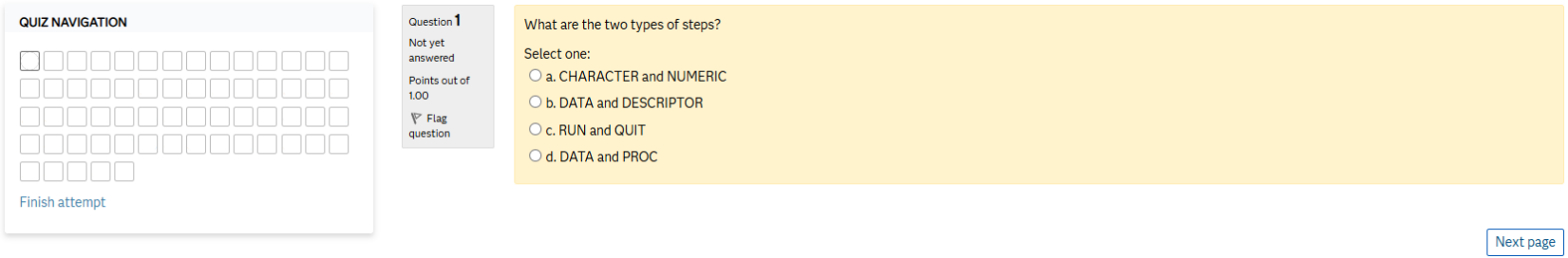
Content Guide



Detailed breakdown and information about each objective on an exam.

Sample Assessment

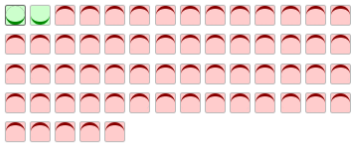
During



Sample Assessment

After

QUIZ NAVIGATION



Show all questions on one page

Finish review

Started on	Monday, March 11, 2024, 2:04 PM
State	Finished
Completed on	Monday, March 11, 2024, 2:05 PM
Time taken	1 min 5 secs
Grade	**2.00** out of 61.00 (**3.28**%)

Question **1**

Correct

1.00 points out of 1.00

Flag question

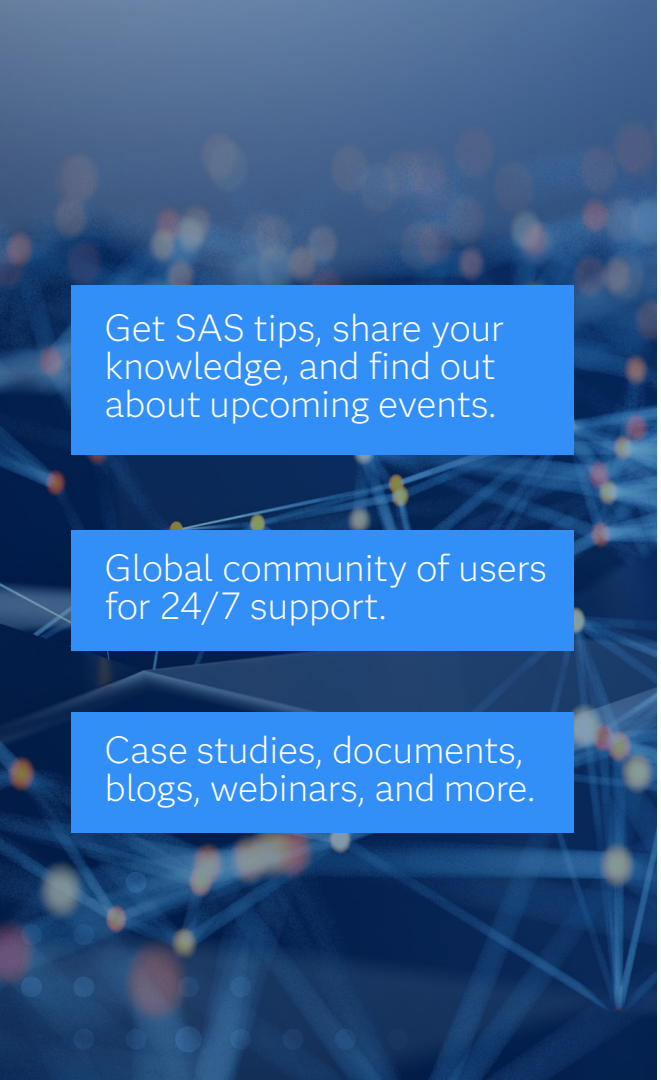
What are the two types of steps?

Select one:

- a. DATA and DESCRIPTOR
- b. RUN and QUIT
- c. CHARACTER and NUMERIC
- d. DATA and PROC ✔

The two types of SAS steps are DATA and PROC. Character and numeric are the two SAS data types, RUN and QUIT are the two explicity step boundaries and the two parts of a data set include the DATA and DESCRIPTOR portions.

The correct answer is: DATA and PROC



SAS Communities

www.sas.com/communities

SAS Communities gives you **immediate access** to **thousands of SAS users** across the globe.

From learners to data professionals, the platform provides valuable connections and insights into **real world problems** and **processes**.

There is no data problem too obscure!

Helpful Resources

Ask the Expert

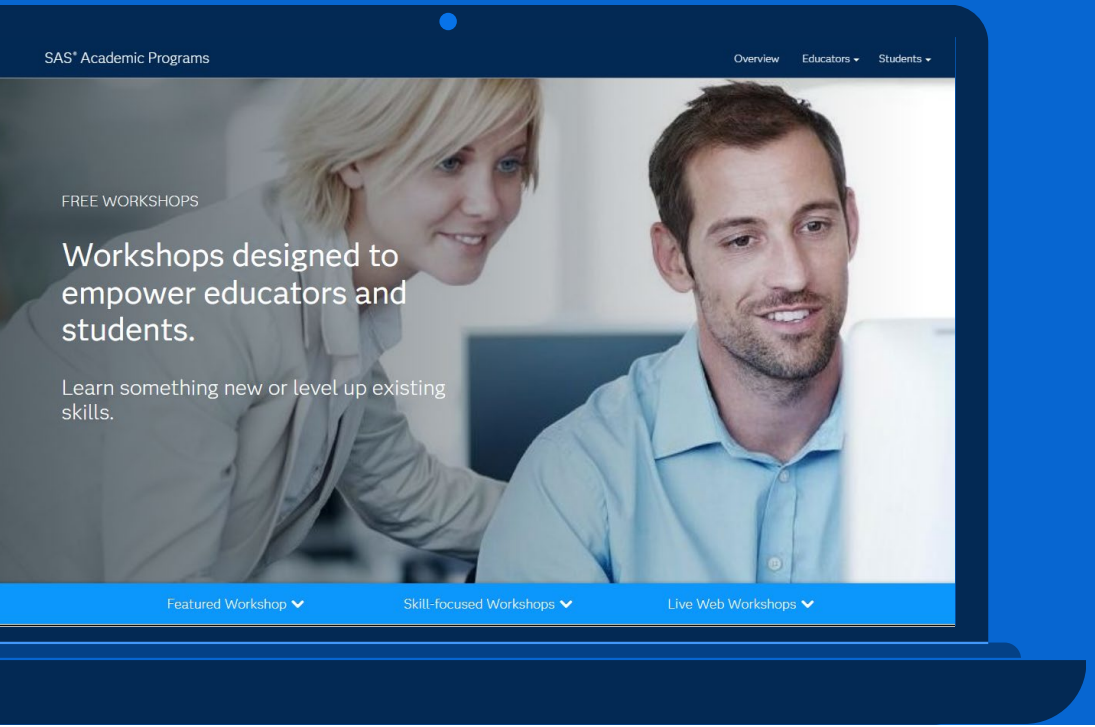
View webinars that provide insights into using SAS products.

SAS Support Communities

Ask questions, get answers and share insights with SAS users.

SAS Users YouTube Channel

A plethora of videos on hundreds of topics, just for SAS users.



Free Academic Workshops

- Wide variety of topics throughout the year including our Project-Based Learner Series
- Certification Guided Prep
- Live web options with SAS instructors

www.sas.com/academicworkshops

Register for Resources

Create a SAS profile with your academic email address: https://www.sas.com/profile/ui/#/create

SAS Skill Builder for Students Portal: www.sas.com/skillbuilder

SAS Viya Workbench for Learners Software: www.sas.com/wfl

THANK YOU!

www.sas.com