

INTRODUCTION TO PREDICTIVE ANALYTICS WITH IBM SPSS MODELER

Duration: 3 days

Introduction

This course provides you with an overview of data mining and the fundamentals of using IBM SPSS Modeler. The principles and practice of data mining are illustrated using the CRISP-DM methodology. The course structure follows the stages of a typical data mining project, from reading data, to data exploration, data transformation, modelling, and effective interpretation of results. The course provides training in the basics of how to read, explore, and manipulate data with Modeler, build & deploy successful models to achieve specific business goals.

At the end of the course the attendees should be proficient in using the IBM SPSS Modeler software and be able equipped with the skills necessary to deploy analytics solutions in their organisation.

Target Audience

Customers who have purchased IBM SPSS Modeler and wish to expand their in-house skills.

Organisations/customers with large volumes of data, who would like to use this data to support evidence-based decision making.

Prerequisites

Computer literate. Attendees will also benefit if they have an understanding of their organization's data.

“The training in Modeler was great – very hands on, very personal. There were so many opportunities to ask questions and afterwards I was in a position to dive right into my analysis of our wholesale data”

- Ms. Emily Brick,
Analyst Allied Irish Bank (AIB)

Course Content

Day 1: Data Understanding, Anomalies, Data Manipulation.

- ▲ Introduction to Data Mining
- ▲ The Basics of Using Modeler
- ▲ Reading Data Files
- ▲ Data Understanding
- ▲ Outliers and Anomalous Data
- ▲ Introduction to Data Manipulation

Day 2: Variable Relationships, Overview of Modelling techniques.

- ▲ Looking for Relationships in Data
- ▲ Combining Data Files
- ▲ Aggregating Data
- ▲ Selecting, Sampling and Partitioning Records
- ▲ Modelling Techniques in Modeler

Day 3: Automating models & tips and tricks for Modelling

- ▲ Rule Induction
- ▲ Automating Models for Binary Outcomes
- ▲ Automating Models for Numeric Outcomes
- ▲ Model Understanding
- ▲ Comparing and Combining Models
- ▲ Deploying and Using Models

Course Delivery

- ▲ Our public training courses run in our facilities in the UK and Ireland (Dublin 1).
- ▲ Other dates and locations (worldwide) can be arranged for private teams or group sessions. Please [contact us](#) for more details.
- ▲ All courses are classroom based with a maximum of 6 attendees.
- ▲ The courses take place from 9:30am to 5pm on each day, with lunch from 1:00pm-2:00pm and coffee breaks.