

Express Course: The Cost-Effective Benefits of CRISP-DM in IBM SPSS Modeler

In this two-hour course, we will introduce course attendees to CRISP-DM. CRISP-DM is a cross-industry standard methodology that provides a step-by-step project plan for analytics and data science projects. This course will cover the following topics:

- Overview of CRISP-DM
- Steps of the business understanding phase
- Steps of the data understanding phase
- Steps of the data preparation phase
- Steps of the modelling phase
- Steps of the evaluation phase
- Steps of the deployment phase
- Why is CRISP-DM cost-effective?
- Using CRISP-DM in IBM SPSS Modeler

Course attendees will receive sample data files and step-by-step exercises that can be completed following the course.