

Introduction to Predictive Analytics with IBM SPSS Modeler

Introduction:

This course provides you with an overview of data mining and the fundamentals of using IBM SPSS Modeler. The principles and practice of predictive modelling 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, so that you can build and 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.

Duration:

3 days

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 understand their organization's data.

Course Content:

Day 1:

- 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

Questions?

If you have any questions about training options, or would like to discuss a bespoke training solution please contact the Version 1 SPSS team at spsstraining@version1.com or check out our website for training options, tutorials and hot tech tips at spsanalyticspartner.com.