

□

Automated Data Mining with IBM SPSS Modeler
Information

Length: 1.0 Day
__Ref: 0A0G2G-X
Delivery method: Classroom
Price: AUD

Overview

This class will show you how to use IBM SPSS Modeler to automate the building of predictive models. The course will show you how to build predictive models for customer behavior and build customer segmentation using various cluster models. You will learn how to read data from various sources and automatically prepare data for modeling using a variety of methods. Scoring new data using the model will also be discussed.

Public

This basic course is for anyone with little or no experience using IBM SPSS Modeler or of data mining in general.

Prerequisites

There are no prerequisites for this course.

Objective

Please refer to course overview for description information.

Topics

- Automation of predictive models
- Building predictive models
- Building customer segmentation
- Reading data
- Preparing data for modeling using a variety of methods
- Scoring new data