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Introduction to Machine Learning Models Using IBM SPSS Modeler (V18.2)
Information

Length: 16.0 Hours
Ref: 0A079G □
Delivery method: Classroom
Price: EUR

Overview

This course provides an introduction to supervised models, unsupervised models, and association models. This is an application-oriented course and examples include predicting whether customers cancel their subscription, predicting property values, segment customers based on usage, and market basket analysis.

Public

- Data scientists
- Business analysts
- Clients who want to learn about machine learning models

Prerequisites

- Knowledge of your business requirements

Topics

- Introduction to machine learning models
- Taxonomy of machine learning models
 - Identify measurement levels
 - Taxonomy of supervised models
 - Build and apply models in IBM SPSS Modeler

- Supervised models: Decision trees - CHAID
- CHAID basics for categorical targets
 - Include categorical and continuous predictors
 - CHAID basics for continuous targets
 - Treatment of missing values

- Supervised models: Decision trees - C&R Tree
- C&R Tree basics for categorical targets
 - Include categorical and continuous predictors

- C&R Tree basics for continuous targets
- Treatment of missing values

Evaluation measures for supervised models

- Evaluation measures for categorical targets
- Evaluation measures for continuous targets

Supervised models: Statistical models for continuous targets - Linear regression

- Linear regression basics
- Include categorical predictors
- Treatment of missing values

Supervised models: Statistical models for categorical targets - Logistic regression

- Logistic regression basics
- Include categorical predictors
- Treatment of missing values

Supervised models: Black box models - Neural networks

- Neural network basics
- Include categorical and continuous predictors
- Treatment of missing values

Supervised models: Black box models - Ensemble models

- Ensemble models basics
- Improve accuracy and generalizability by boosting and bagging
- Ensemble the best models

Unsupervised models: K-Means and Kohonen

- K-Means basics
- Include categorical inputs in K-Means
- Treatment of missing values in K-Means
- Kohonen networks basics
- Treatment of missing values in Kohonen

Unsupervised models: TwoStep and Anomaly detection

- TwoStep basics
- TwoStep assumptions
- Find the best segmentation model automatically
- Anomaly detection basics
- Treatment of missing values

Association models: Apriori

- Apriori basics
- Evaluation measures
- Treatment of missing values

Association models: Sequence detection

- Sequence detection basics
- Treatment of missing values

Preparing data for modeling

- Examine the quality of the data
- Select important predictors
- Balance the data