Introduction to Predictive Analytics with SPSS

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, modeling, and effective interpretation of results. The course provides training in the basics of how to read, explore, and manipulate data with Modeller, and then create and use successful models.

Group classes in NYC and on-site training is available for this course. For more information, email nyc@careercenters.com or visit careercenters.com/courses/introduction-predictive-analytics-with-spss

Course Outline

Introduction to data mining

The CRISP-DM methodology
Best practices for data mining
The basics of using IBM SPSS Modeler
Reading data files
Auditing and exploring data quality
Data manipulation

Searching for relationships among fields

Selecting data
Partitioning data for modeling
Modeling techniques in IBM SPSS Modeler
Creating models with decision trees
Evaluating and comparing model performance
Deploying and using models