
Introduction to IBM SPSS Modeler and Data Mining (v18)

Duración: 2 Días Código del Curso: 0A007G

Temario:

This course provides 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 collecting data, to data exploration, data transformation, and modeling to effective interpretation of the results. The course provides training in the basics of how to read, prepare, and explore data with IBM SPSS Modeler, and introduces the student to modeling.

Learning Journeys or Training Paths that reference this course: **IBM SPSS Modeler 18 - Data Expert**
IBM SPSS Modeler 18 - Analyst

Dirigido a:

Anyone who wants to become familiar with IBM SPSS Modeler.

Objetivos:

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| ■ 1. Introduction to data mining | ■ 6. Setting the unit of analysis |
| ■ 2. Working with IBM SPSS Modeler | ■ 7. Integrating data |
| ■ 3. Creating a data-mining project | ■ 8. Deriving and reclassifying fields |
| ■ 4. Collecting initial data | ■ 9. Identifying relationships |
| ■ 5. Understanding the data | ■ 10. Introduction to modeling |
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Prerequisites:

- General computer literacy.
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Contenido:

1. Introduction to data mining	• Explain the concepts "data structure", "unit of analysis", "field storage" and "field measurement level"	• Integrate data by appending records from multiple datasets
• List two applications of data mining	• Import Microsoft Excel files	• Integrate data by merging fields from multiple datasets
• Explain the stages of the CRISP-DM process model	• Import IBM SPSS Statistics files	• Sample records
• Describe successful data-mining projects and the reasons why projects fail	• Import text files	8. Deriving and reclassifying fields
• Describe the skills needed for data mining	• Import from databases	• Use the Control Language for Expression Manipulation (CLEM)
2. Working with IBM SPSS Modeler	• Export data to various formats	• Derive new fields
• Describe the MODELER user-interface	5. Understanding the data	• Reclassify field values
• Work with nodes	• Audit the data	9. Identifying relationships
• Run a stream or a part of a stream	• Explain how to check for invalid values	• Examine the relationship between two categorical fields
• Open and save a stream	• Take action for invalid values	• Examine the relationship between a categorical field and a continuous field
• Use the online Help	• Explain how to define blanks	• Examine the relationship between two continuous fields
3. Creating a data-mining project	6. Setting the unit of analysis	10. Introduction to modeling
• Explain the basic framework of a data-mining project	• Set the unit of analysis by removing duplicate records	• List three modeling objectives
• Build a model	• Set the unit of analysis by aggregating records	• Use a classification model
• Deploy a model	• Set the unit of analysis by expanding a categorical field into a series of flag fields	• Use a segmentation model
4. Collecting initial data	7. Integrating data	

Más información:

Para más información o para reservar tu plaza llámanos al (34) 91 425 06 60

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