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

Cursusduur: 2 Dagen   Cursuscode: 0A079G

Beschrijving:

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.

Doelgroep:

Data scientistsBusiness analystsClients who want to learn about machine learning models

Doelstelling:

- Please refer to course overview

Vereiste kennis en vaardigheden:

- Knowledge of your business requirements

Cursusinhoud:

- 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

Nadere informatie:

Neem voor nadere informatie of boekingen contact op met onze Customer Service Desk 030 - 60 89 444

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