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:

- At the end of the course, participants will be able to :

- Use machine learning models

- Prepare data for modeling

Vereiste kennis en vaardigheden:

- Knowledge of your business requirements
- Basic understanding of Data Science

Cursusinhoud:

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

Association models: Sequence detection

- Sequence detection basics
- 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

Preparing data for modeling

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

Extra informatie:

Official course book provided to participants

Nadere informatie:

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

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