IBM 0A0V8G - Predictive Modeling for Continuous Targets Using IBM SPSS Modeler (v18.1.1)

Live Online oder Präsenz

Dauer : 1 Tag (1 Stunde)

Nr. : 30216

Preis : 800,00 € netto
952,00 € inkl. 19 % MwSt.

Inhouse-Paket : Auf Anfrage

Overview

This course provides an overview of how to use IBM SPSS Modeler to predict a target field that describes numeric values. Students will be exposed to rule induction models such as CHAID and C&R Tree. They will also be introduced to traditional statistical models such as Linear Regression. Students are introduced to machine learning models, such as Neural Networks. Business use case examples include: predicting the length of subscription for newspapers, telecommunication, and job length, as well as predicting insurance claim amounts.

Wer sollte teilnehmen:

Zielgruppe

Audience

IBM SPSS Modeler Analysts who have completed the Introduction to IBM SPSS Modeler and Data Mining course who want to become familiar with the modeling techniques available in IBM SPSS Modeler to predict a continuous target.

Voraussetzungen

Prerequisites

• Experience using IBM SPSS Modeler including familiarity with the Modeler environment, creating streams, reading data files, exploring data, setting the unit of analysis, combining datasets, deriving and reclassifying fields, and a basic knowledge of modeling.
• Prior completion of Introduction to IBM SPSS Modeler and Data Science (v18.1.1) is recommended.

Trainingsprogramm

Course Outline

1: Introduction to predicting continuous targetsList three modeling objectivesList two business questions that involve predicting continuous targetsExplain the concept of field measurement level and its implications for selecting a modeling techniqueList three types of models to predict continuous targetsDetermine the classification model to use2: Building decision trees interactivelyExplain how CHAID grows a treeExplain how C&R Tree grows a treeBuild CHAID and C&R Tree models interactivelyEvaluate models for continuous targetsUse the model nugget to score records3: Building your tree directlyExplain the difference between CHAID and Exhaustive CHAIDExplain boosting and baggingIdentify how C&R Tree prunes decision treesList two differences between CHAID and C&R Tree4: Using traditional statistical modelsExplain key concepts for LinearCustomize options in the Linear nodeExplain key concepts for CoxCustomize options in the Cox node5: Using machine learning modelsExplain key concepts for Neural NetCustomize one option in the Neural Net node

Objective

1: Introduction to predictive models for continuous targets List three modeling objectives List two business questions that involve predicting continuous targets Explain the concept of field measurement level and its implications for selecting a modeling technique List three types of models to predict continuous targets Determine the classification model to use

2: Building decision trees interactively Explain how CHAID grows a tree Explain how C&R Tree grows a tree Build CHAID and C&R Tree models interactively Evaluate models for continuous targets Use the model nugget to score records

3: Building decision trees directly Customize two options in the CHAID node Customize two options in the C&R Tree node List one difference between CHAID and C&R Tree

4. Using traditional statistical models Explain key concepts for Linear Customize options in the Linear node Explain key concepts for Cox Customize options in the Cox node

5: Using machine learning models Explain key concepts for Neural Net Customize one option in the Neural Net node

Schulungsmethode

presentation, discussion, hands-on exercises

Termine und Orte

Live Online Training

24. Nov 2023	12. Jan 2024	11. Jul 2024 bis 5. Jul 2024