Szkolenie: IBM
Predictive Modeling for Categorical Targets Using IBM SPSS Modeler

Cel szkolenia:

This course focuses on using analytical models to predict a categorical field, such as churn, fraud, response to a mailing, pass/fail exams, and machine break-down. Students are introduced to decision trees such as CHAID and C&R Tree, traditional statistical models such as Logistic Regression, and machine learning models such as Neural Networks. Students will learn about important options in dialog boxes, how to interpret the results, and explain the major differences between the models.

Please refer to course overview

• Analytics business users who have completed the Introduction to IBM SPSS Modeler and Data Mining course and who want to become familiar with analytical models to predict a categorical field (yes/no churn, yes/no fraud, yes/no response to a mailing, pass/fail exams, yes/no machine break-down, and so forth).

Wymagania:

• 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) is recommended.

Poziom trudności