

Clustering and Association Models with IBM SPSS Modeler - ILT

0A042G



Delivery Type: Instructor-led Online

Duration: 1 day

Overview

IBM SPSS Education is pleased to offer you our courses in an exciting learning format, Instructor-led Online (ILO). Students are offered a similar experience to live classroom training, with the convenience of having it delivered directly to their desktop.

This course demonstrates how to segment or cluster data with all the clustering techniques available in IBM SPSS Modeler. The course also provides examples of creating association models to find rules describing the relationships among a set of items, and of creating sequence models to find rules describing the relationships over time among a set of items.

Pre-Requisites

Students should have:

- ✓ General computer literacy.
- ✓ Experience using IBM SPSS Modeler, including familiarity with the IBM SPSS Modeler environment, creating streams, reading in data

files, assessing data quality and handling missing data (including the Type and Data Audit nodes), basic data manipulation (including the Derive and Select nodes), and creation of models.

- ✓ Prior completion of the Introduction to IBM SPSS Modeler and Data

Content

- ✓ Introduction to models for clustering and association
- ✓ Preparing data for modeling
- ✓ Clustering models
- ✓ Association models
- ✓ Sequence models

Target Audience

This intermediate course follows the Introduction to IBM SPSS Modeler and Data Mining course or the Advanced Data Preparation with IBM SPSS Modeler and is designed for anyone who wishes to become familiar with the full range of modeling techniques available in IBM SPSS Modeler to segment (cluster) data and to create models with association or sequence data. For people wishing to successfully build such models using IBM SPSS Modeler, this course is an essential part of the learning process.