

> Data Mining Overview with Clementine®

This two-day course introduces you to the major steps of the data mining process. The course goal is for you to be able to begin planning or evaluate your firm's current plan for data mining. Topics include: setting goals; framing research questions; organizing, cleaning and reducing data; selecting analysis methods; presenting and automating. The course also reviews the basic operations and environment of the SPSS Clementine data mining software.

Following an overview of data mining and an introduction to essential terminology and technology, you will then proceed logically through the following topics:

INTRODUCTION

- ◆ Definition of Data Mining
- ◆ Data Mining and Statistics CRISP-DM
- ◆ Data Mining Examples

BUSINESS UNDERSTANDING (SETTING GOALS)

- ◆ Business Context
- ◆ Consider Constraints
- ◆ Track and Evaluate Results

DATA UNDERSTANDING AND PREPARATION

- ◆ Data Exploration
- ◆ Missing Values
- ◆ Data Selection

CHECKING AND TRANSFORMING DATA

- ◆ Data Cleaning
- ◆ Data Normalization
- ◆ Creating New Variables Transformation Examples Recoding (Binning)
- ◆ Data Reduction

MODELLING OVERVIEW: INFERENCE DATA MINING TECHNIQUES

- ◆ Linear Regression
- ◆ Analysis of Variance
- ◆ Logistic and Multinomial Regression
- ◆ Time Series Analysis

MODELLING OVERVIEW: AUTOMATED DATA MINING TECHNIQUES

- ◆ Cluster Analysis
- ◆ Market Basket or Association Analysis
- ◆ Memory-Based Reasoning Decision Trees
- ◆ Neural Networks

EVALUATION AND DEPLOYMENT

- ◆ Choosing among Methods
- ◆ Deployment of Models
- ◆ Deployment of Results

Target Audience

Business analysts and others who have heard of data mining and want to know what it entails. Those who feel data mining might be beneficial to their company, but don't know where to begin.

Prerequisites

Attendees should be familiar with basic research methods. Training in advanced statistical methods is not necessary, but those with such training will gain a deeper understanding of the models.

Objectives

By the end of this course you will have learned how to identify potential data mining applications and use data exploration techniques to model your data.

Cost

HK\$5,000.00 per person

Duration

2 days (7 hours x 2 days)

> Introduction to Clementine®

This course reviews the basic operations and environment of the SPSS Clementine data mining software. You will learn how to read, explore and manipulate data within Clementine. Within the context of data mining, you will be introduced to such machine learning techniques as rule induction, neural networks, Kohonen networks and association rules, and will apply them to business data.

The main techniques outlined on the course are:

INTRODUCING SPSS CLEMENTINE

- ◆ Introduction to Clementine
- ◆ Starting Clementine
- ◆ Visual Programming
- ◆ Building streams with Clementine

INTRODUCTION TO DATA MANIPULATION

- ◆ A brief introduction to the CLEM Language
- ◆ Record operations and the Select node
- ◆ Field operations and the Filter node
- ◆ Executing Derive nodes simultaneously

READING IN DATA FILES

- ◆ Reading data files into Clementine
- ◆ Reading data from free-field ASCII Files
- ◆ Reading data from free-fixed ASCII Files
- ◆ Reading data from SPSS Files
- ◆ Viewing data files within Clementine
- ◆ Defining data field types

LOOKING FOR RELATIONSHIPS IN DATA

- ◆ Studying relationships between symbolic fields
- ◆ Pairs of symbolic fields and the Matrix node
- ◆ Pairs of numeric fields and correlation
- ◆ Viewing relationships between a numeric and symbolic field

DATA QUALITY

- ◆ Missing data in Clementine
- ◆ Data Quality node
- ◆ Data Distributions
- ◆ Examining the distribution of Symbolic fields
- ◆ Examining the distribution of Numeric fields

MODELLING TECHNIQUES- OVERVIEW

- ◆ Neural networks
- ◆ Rule induction
- ◆ Kohonen networks
- ◆ Association rules
- ◆ Which techniques, when?

Target Audience

New and potential users of SPSS Clementine

Prerequisites

Basic proficiency in Windows operations. Training in statistical methods is not necessary, but those with such training will gain a deeper understanding of the models.

Objectives

By the end of the course, you will have learned:

- ◆ How to use many of the essential features of SPSS Clementine
- ◆ How to deal with missing data
- ◆ How to carry out data exploration techniques using visualisation and statistics
- ◆ How to interpret results effectively using both numerical and graphical output enabling appropriate conclusions to be drawn.

Cost

HK\$5,000.00 per person

Duration

2 days (7 hours x 2 days)

> Data Manipulation with Clementine®

This one-day course, designed for current users of Clementine, reviews a number of data manipulation techniques available within Clementine. Attendees will see how to combine and manipulate files, sample data, handle missing values, and work with dates and sequence data.

COMBINING DATA FROM MULTIPLE SOURCES

- ◆ Using the Append node
- ◆ Using the Merge
- ◆ Supernodes
- ◆ Advantages of using Supernodes

DEALING WITH MISSING DATA

- ◆ Missing data in Clementine
- ◆ Flagging blanks using the type node
- ◆ Assessing the quality of data
- ◆ Improving the quality of data
- ◆ Replacing blanks with valid information
- ◆ Auto Checking for blanks and out of bounds values
- ◆ Advice on handling

SAMPLING DATA

- ◆ Using the distinct node
- ◆ Using the Sample node
- ◆ Data Caching with Clementine

WORKING WITH SEQUENCE DATA

- ◆ CLEM sequence functions
- ◆ COUNT and STATE variants within the Derive node
- ◆ Restructuring sequence data using the History node

WORKING WITH DATES

- ◆ Declaring date formats in Clementine
- ◆ Formatting fields for date functions
- ◆ Calculations involving dates

FILE MANIPULATION

- ◆ Using Aggregate node
- ◆ Using Set to Flag Node
- ◆ Combining output

Target Audience

Users of Clementine who want to perform data manipulations that go beyond the basics.

Prerequisites

Experience with Clementine or completion of the Introduction to Clementine training course.

Objectives

By the end of the course, you will have learned:

- ◆ Learn to combine & manipulate files
- ◆ Learn to sample data
- ◆ Handle Missing values
- ◆ Work with date & sequence data

Cost

HK\$3,500.00 per day per person

Duration

1 days (7 hours)

> Advanced Modeling with Clementine®

This two-day course, designed for current users of Clementine, reviews the expert options available in the Clementine modeling dialogs (neural networks, rule induction, clustering and association rules, linear and logistic regression) and introduces advanced modeling methods, such as meta modeling.

PREPARING DATA FOR MODELING

- ◆ Cleaning Data
- ◆ Balancing Data
- ◆ Numeric Data Transformations
- ◆ Flag to Range Conversion

NEURAL NET FOR CLASSIFICATION

- ◆ Training Methods
- ◆ The Multi-Layer Perception
- ◆ The Radial Basis Function
- ◆ Expert Options
- ◆ Available Algorithms
- ◆ Which Method, When?
- ◆ Sensitivity Analysis
- ◆ Prevention of Over Training

ADVANCED RULE INDUCTIONS

- ◆ Comparison C5.0 and C&R
- ◆ Gain Ratio Selection Criterion
- ◆ Pruning within C5.0 Minimum Records Per Branch
- ◆ Pruning and Minimum Records per Branch
- ◆ Using C&R Tree to Predict Numeric Fields

CLUSTERING

- ◆ K-Means Clustering
- ◆ KMEANS Node Settings
- ◆ KOHONEN Network
- ◆ Two-step Clustering

ADVANCED ASSOCIATION RULES

- ◆ Apriori
- ◆ GRI
- ◆ Choosing a Method and Expert Options
- ◆ Missing Data with Association Rules

REGRESSION

- ◆ Linear Regression & Assumptions
- ◆ Logistic regression & Assumptions

PRINCIPAL COMPONENTS

- ◆ Use of Principal Components
- ◆ What to look for?
- ◆ Principles
- ◆ Number of Components Rotations, Component Scores, Sample Size, Methods

GETTING MOST FROM MODELS

- ◆ Modifying Confidence Values for Scoring
- ◆ Meta-Level Modeling
- ◆ Error Modeling

Target Audience

Users of Clementine who want a deeper understanding of the models and modeling capabilities within Clementine.

Prerequisites

Experience with Clementine or completion of the Introduction to Clementine training course.

Objectives

By the end of the course, you will have learned:

- ◆ Learn the underlying principles behind each of DM algorithms
- ◆ Use the optimal modeling techniques for achieving organizational objectives
- ◆ Learn to manipulate the expert options to refine the model for greater precision.

Cost

HK\$7,000.00 per person

Duration

2 days (7 hours x 2 days)

TO: SPSS (Hong Kong) Ltd.
FAX: +(852) 2811 3042

SPSS Clementine® and ShowCase® Training Course
Enrollment Form

Please register the following person(s) for the SPSS Program:

* Please Complete The Form In Block Letters*

Company: _____ **Department:** _____

Name (Mr./Mrs./Ms.): _____ **Job Title:** _____

Tel.: _____ **Fax:** _____ **Email:** _____

Address: _____

I would like to enroll the following courses:

* Please tick the boxes *

- Data Mining Overview with Clementine®
- Introduction to Clementine®
- Data Manipulation with Clementine®
- Advanced Modeling with Clementine®
- Business Reporting with ShowCase® Query
- Business Reporting with ShowCase® Report Writer
- Business Reporting with ShowCase® Enterprise Reporting

Venue: SPSS (Hong Kong) Ltd.
Rm.4, 18/F, Westlands Centre, 20 Westlands Road, Quarry Bay, HK.
(or on-site - negotiable)

Please fill in the attached enrollment form and fax back at +(852) 2811 3042 for reservation.
Application is accepted on first-come-first served basis.

- Training Materials are included in the enrollment fee

**For more information and other courses details, please contact Mr. Adam S. Bux at
+(852) 2811 9662 or email at abux@spss.com.hk.**