

CLUSTERING AND ASSOCIATION MODELS WITH CLEMENTINE

SPSS

■ Platform: Windows ■ Level: 3

TARGET AUDIENCE

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

PREREQUISITES

General computer literacy. Experience using Clementine, including familiarity with the Clementine 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 Clementine and Data Mining course or the Preparing Data for Data Mining course is strongly encouraged.

OVERVIEW

This course demonstrates how to segment or cluster data with all the clustering techniques available in Clementine. 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.

COURSE CONTENT

Following an overview of the main features of Clementine and an introduction to essential terminology, you will proceed logically through the following topics:

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