

CLUSTERING AND ASSOCIATION MODELS WITH PASW MODELER

■ Duration: 1 day ■ Intermediate

Target Audience

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

Prerequisites

General computer literacy. Experience using PASW Modeler, including familiarity with the PASW 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 Modeler and Data Mining course is strongly encouraged.

Overview

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

Course Content

- Introduction to models for clustering and association
- Clustering models
- Association models
- Sequence models

Products used: PASW Modeler Professional (including PASW Modeler Base, PASW Association and PASW Segmentation)

