

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. Those who ask, "What do we need to consider if we start data mining".

PREREQUISITES

Anyone who has an interest in Data Mining.

OVERVIEW

This course is designed to provide a high-level view or roadmap to those considering or beginning a data mining project. Thus, while it will define and discuss each main step of the data mining process, it will not cover any step in exhaustive detail; it is simply a general overview of the concepts. For example, although it is organized around the Cross Industry Standard Process for Data Mining methodology (CRISP-DM), because all the different data mining methodologies, such as Berry and Linoff's Virtuous Circle, share most of the same core elements anyone interested in Data Mining should benefit from the course. In addition, although we will present examples of output from a variety of different SPSS software, including SPSS, Answertree, and Clementine, it is not necessary that you own all three of these packages. In many cases you can perform the same data mining task in two or even three of them.

COURSE CONTENT

- Introduction to Data Mining
- Business Understanding
- Framing a Research Question
- Data Understanding and Preparation
- Checking and Transforming Data
- Modeling: Statistical Data Mining Techniques
- Modeling: Automated Data Mining Methods
- Evaluation and Deployment

