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Get to grips with the fundamentals of data mining and predictive analytics with IBM SPSS Modeler Key Features Get up-and-running with IBM SPSS Modeler without going into too much depth. Identify interesting relationships within your data and build effective data mining and predictive analytics solutions A quick, easy-to-follow guide to give you a fundamental understanding of SPSS Modeler, written by the best in the business Book Description IBM SPSS Modeler allows users to quickly and efficiently use predictive analytics and gain insights from your data. With almost 25 years of history, Modeler is the most established and comprehensive Data Mining workbench available. Since it is popular in corporate settings, widely available in university settings, and highly compatible with all the latest technologies, it is the perfect way to start your Data Science and Machine Learning journey. This book takes a detailed, step-by-step approach to introducing data mining using the de facto standard process, CRISP-DM, and Modeler's easy to learn "visual programming" style.



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You will learn how to read data into Modeler, assess data quality, prepare your data for modeling, find interesting patterns and relationships within your data, and export your predictions. Using a single case study throughout, this intentionally short and focused book sticks to the essentials. The authors have drawn upon their decades of teaching thousands of new users, to choose those aspects of Modeler that you should learn first, so that you get off to a good start using proven best practices. This book provides an overview of various popular data modeling techniques and presents a detailed case study of how to use CHAID, a decision tree model. Assessing a model's performance is as important as building it; this book will also show you how to do that. Finally, you will see how you can score new data and export your predictions. By the end of this book, you will have a firm understanding of the basics of data mining and how to effectively use Modeler to build predictive models. What you will learn

- Understand the basics of data mining and familiarize yourself with Modeler's visual programming interface
- Import data into Modeler and learn how to properly declare metadata
- Obtain summary statistics and audit the quality of your data
- Prepare data for modeling by selecting and sorting cases, identifying and removing duplicates, combining data files, and modifying and creating fields
- Assess simple relationships using various statistical and graphing techniques
- Get an overview of the different types of models available in Modeler
- Build a decision tree model and assess its results
- Score new data and export predictions

Who this book is for This book is ideal for those who are new to SPSS Modeler and want to start using it as quickly as

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possible, without going into too much detail. An understanding of basic data mining concepts will be helpful, to get the best out of the book.

The fun and friendly guide to mastering IBM's Statistical Package for the Social Sciences Written by an author team with a combined 55 years of experience using SPSS, this updated guide takes the guesswork out of the subject and helps you get the most out of using the leader in predictive analysis. Covering the latest release and updates to SPSS 27.0, and including more than 150 pages of basic statistical theory, it helps you understand the mechanics behind the calculations, perform predictive analysis, produce informative graphs, and more. You'll even dabble in programming as you expand SPSS functionality to suit your specific needs. Master the fundamental mechanics of SPSS Learn how to get data into and out of the program Graph and analyze your data more accurately and efficiently Program SPSS with Command Syntax Get ready to start handling data like a pro—with step-by-step instruction and expert advice!

Learn the art and science of predictive analytics — techniques that get results Predictive analytics is what translates big data into meaningful, usable business information. Written by a leading expert in the field, this guide examines the science of the underlying algorithms as well as the principles and best practices that govern the art of predictive analytics. It clearly explains the theory behind predictive analytics, teaches the methods, principles, and techniques for conducting predictive analytics

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projects, and offers tips and tricks that are essential for successful predictive modeling. Hands-on examples and case studies are included. The ability to successfully apply predictive analytics enables businesses to effectively interpret big data; essential for competition today This guide teaches not only the principles of predictive analytics, but also how to apply them to achieve real, pragmatic solutions Explains methods, principles, and techniques for conducting predictive analytics projects from start to finish Illustrates each technique with hands-on examples and includes as series of in-depth case studies that apply predictive analytics to common business scenarios A companion website provides all the data sets used to generate the examples as well as a free trial version of software Applied Predictive Analytics arms data and business analysts and business managers with the tools they need to interpret and capitalize on big data.

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created in response to their students' real business challenges, the authors show how to design reports more effectively, prepare complex queries that run more efficiently, overcome common reporting problems, and generate more meaningful information. The authors share personal insights and examples from their unsurpassed experience working with hundreds of users of IBM Cognos reporting tools in multiple business roles and environments. Combining a step-by-step tutorial and 'cookbook' approach, they provide multiple reporting examples that professionals can easily adapt to their own requirements. Coverage includes:

- Creating consumer-friendly reports.
- Understanding and utilizing the report hierarchy.
- Knowing when and how to override the data model.
- Mastering advanced reporting techniques, including new advances in Version 10

This book primarily targets Python developers who want to learn and use Python's machine learning capabilities and gain valuable insights from data to develop effective solutions for business problems.

Dive deeper into SPSS Statistics for more efficient, accurate, and sophisticated data analysis and visualization. SPSS Statistics for Data Analysis and Visualization goes beyond the basics of SPSS Statistics to show you advanced techniques that exploit the full capabilities of SPSS. The authors explain when and why to use each technique, and then walk you through the execution with a pragmatic, nuts and bolts example. Coverage includes extensive, in-depth discussion of advanced statistical techniques, data

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visualization, predictive analytics, and SPSS programming, including automation and integration with other languages like R and Python. You'll learn the best methods to power through an analysis, with more efficient, elegant, and accurate code. IBM SPSS Statistics is complex: true mastery requires a deep understanding of statistical theory, the user interface, and programming. Most users don't encounter all of the methods SPSS offers, leaving many little-known modules undiscovered. This book walks you through tools you may have never noticed, and shows you how they can be used to streamline your workflow and enable you to produce more accurate results. Conduct a more efficient and accurate analysis. Display complex relationships and create better visualizations. Model complex interactions and master predictive analytics. Integrate R and Python with SPSS Statistics for more efficient, more powerful code. These "hidden tools" can help you produce charts that simply wouldn't be possible any other way, and the support for other programming languages gives you better options for solving complex problems. If you're ready to take advantage of everything this powerful software package has to offer, SPSS Statistics for Data Analysis and Visualization is the expert-led training you need.

Data mining is the process of automatically searching large volumes of data for models and patterns using computational techniques from statistics, machine learning and information theory; it is the ideal tool for such an extraction of knowledge. Data mining is usually associated with a business or an organization's need to identify trends and profiles,

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allowing, for example, retailers to discover patterns on which to base marketing objectives. This book looks at both classical and recent techniques of data mining, such as clustering, discriminant analysis, logistic regression, generalized linear models, regularized regression, PLS regression, decision trees, neural networks, support vector machines, Vapnik theory, naive Bayesian classifier, ensemble learning and detection of association rules. They are discussed along with illustrative examples throughout the book to explain the theory of these methods, as well as their strengths and limitations. Key Features: Presents a comprehensive introduction to all techniques used in data mining and statistical learning, from classical to latest techniques. Starts from basic principles up to advanced concepts. Includes many step-by-step examples with the main software (R, SAS, IBM SPSS) as well as a thorough discussion and comparison of those software. Gives practical tips for data mining implementation to solve real world problems. Looks at a range of tools and applications, such as association rules, web mining and text mining, with a special focus on credit scoring. Supported by an accompanying website hosting datasets and user analysis. Statisticians and business intelligence analysts, students as well as computer science, biology, marketing and financial risk professionals in both commercial and government organizations across all business and industry sectors will benefit from this book.

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