



## Introduction to Decision Trees Using Angoss KnowledgeSEEKER®

### Course Description:

**Prerequisites: None**

This analytical workshop was designed to provide you with an in-depth understanding of data mining best practices and the diverse applications of decision tree models. You will learn advanced methods used to explore and profile data in preparation for model development. A complete methodology will be presented covering the training, validation and deployment of decision tree models. Complement and develop your existing skills with theoretical industry best practices and tactical knowledge for practical application to your own organization.

**This introductory workshop was designed for beginner and intermediate users, who are looking to leverage and better utilize Angoss KnowledgeSEEKER.**

I just wanted to send you a quick note to let you know that Angoss made a fantastic job of delivering the 2-day training course. Although all of us were impressed with the software tool, we were even more impressed by the presenter herself. The presenter's academic expertise, depth of product knowledge, communication style and (above all) her superb balance of theory with commercial pragmatism, made the course hugely informative, interesting ... and fun.

- Database Marketing



## Course Curriculum:

- **Introduction:** Data Mining Best Practices
- **Data Preparation:** Sampling, Pre-filtering, Creating new fields, Importing and Exporting formulas, Using Helpers
- **Data Profiling:** Overview Report, Charts, Segment Viewer, Cross tabs Correlation
- **Decision Trees:** Understanding Decision Trees, Creating and shaping Trees, Modifying the attributes of the Decision Tree
- **Model Evaluation:** Tree Validation Report and using the Model Analyzer to generate Lift Curve
- **Deployment:** Scoring, code generation, and exporting options

## Course Delivery:

Each class is taught by a senior level data mining analyst, and is delivered in a classroom environment or live web cast. The sessions are highly interactive consisting of solution overviews, product demonstrations and student exercises. Our instructors all have years of experience in a wide variety of industries – giving them invaluable skills needed to meet your learning objectives.

### Delivery options are as follows:

1. Onsite Delivery – Onsite visits are ideal for medium to larger sized teams. This 1-day analytical workshop is held at your offices for a group session of up to 6 users.
2. Online Modules – The workshop is taught through a series of 6 individual 90-minute WebEx sessions. This model is ideal for users located in different geographic areas. Up to 6 team members can be trained using the online format. Sessions can be customized to accommodate your schedule.

## Course Outcomes:

Upon completion of this course, you will be able to:

- Source relevant data from databases
- Prepare and profile data for analytical processing
- Build decision trees to discover meaningful relationships
- Generate or verify business rules
- Perform multi-dimensional business analysis highlighting “hot spots” and “soft spots”
- Incorporate business know-how in the analysis
- Receive a certificate of completion

***For more information regarding training, including fees and delivery models please contact your account manager.***

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