



## Advanced Modeling with KnowledgeSTUDIO®

### Course Description:

**Prerequisites:** Introduction to Decision Trees using KnowledgeSEEKER®

This analytical workshop was designed to provide you with an in-depth understanding of data mining best practices and advanced modeling techniques in KnowledgeSTUDIO. Learn how to effectively build and deploy analytical models, including cluster, regression and neural networks models. Complement and develop your existing skills with theoretical industry best practices and tactical knowledge for practical application to your own organization.

**This course is intended for intermediate to experienced users.**

### Course Curriculum:

- **Introduction:** Review of Data Mining Best Practices
- **Predictive Modeling:** Logistic Regression, Linear Regression, Neural Networks
- **Model Evaluation:** Model Validation, Using the Model Analyzer: Lift Curve, Cumulative Lift, K-S Statistic, Profit Curve
- **Un-supervised Modeling:** Clustering. Building Cluster Models, Using the Segment Viewer for Cluster Profiling, Scoring
- **Data reduction:** Principal Component Analysis, evaluating PCA results
- **Deployment and Scoring:** Code generation and Scoring options

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 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 3 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:

- Get a thorough understanding of the modeling process and mathematical techniques
- Prepare and partition your data for analytical processing
- Build, validate and compare performance of decision trees, regression, neural networks models
- Segment data using cluster analysis and principal component analysis
- Integrate models into you business processes by reporting or scoring
- Receive a certificate of completion

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

Angoss Software Corporation  
111 George Street  
Toronto, ON, M5A 2N4  
Tel: 1-866-687-8838  
Fax: 1-416-593-5077  
www.angoss.com