

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.

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

Course Delivery:

Each class is taught by a senior level data mining specialist, 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

About Angoss Software

As a global leader in predictive analytics, Angoss helps businesses increase sales and profitability, and reduce risk. Angoss helps businesses discover valuable insight and intelligence from their data while providing clear and detailed recommendations on the best and most profitable opportunities to pursue to improve sales, marketing and risk performance.

Our suite of desktop, client-server and in-database software products and Software-as-a-Service solutions make predictive analytics accessible and easy to use for technical and business users. Many of the world's leading organizations use Angoss software products and solutions to grow revenue, increase sales productivity and improve marketing effectiveness while reducing risk and cost.

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