



Školenie Prediktívne modelovanie so softvérom SAS Enterprise Miner

Introduction

- § touring SAS Enterprise Miner 5.2
- § placing SAS Enterprise Miner in the analysis workflow
- § application examples and case studies
- § pattern discovery and predictive modeling

Accessing and Assaying Prepared Data

- § SAS Enterprise Miner system architecture
- § defining a SAS Enterprise Miner 5.2 project
- § defining a data source
- § validating source data

Introduction to Pattern Discovery

- § clustering and segmenting data
- § using the Transform Variables node
- § using the Clustering node for *k*-means cluster analysis
- § applying association and sequence discovery
- § using the Associations node in a consumer banking example
- § quantifying the associations among items
- § exploring sequences among items

Introduction to Predictive Modeling with Decision Trees

- § defining a modeling data source
- § partitioning data for model development
- § growing a decision tree with the Desktop Tree Application
- § running the Decision Tree node
- § using Decision Tree node options
- § understanding predictive modeling results data

Introduction to Predictive Modeling with Regressions

- § comparing linear and logistic regression
- § using the Regression node
- § imputing missing values with the Impute node
- § replacing data values with the Replacement node
- § performing input selection
- § understanding regression modeling output
- § extending regression models with polynomial and interaction terms

Introduction to Predictive Modeling with Neural Networks and Other Modeling Tools

- § introduction to neural network (multilayer perceptron) models
- § using the Neural Network node
- § performing model selection with the AutoNeural node
- § other SAS Enterprise Miner 5.2 modeling tools

Model Assessment

- § defining a prior vector
- § effects of prior vectors on model development
- § changing model selection criteria
- § defining a profit matrix
- § comparing models with the Model Comparison node
- § introduction to model assessment statistics

Model Implementation

- § defining a Score data set
- § scoring a data set with the Score node
- § using a SAS Code node to export scored data
- § generating and using score code

Special Topics

- § using the Variable Selection node
- § combining models with the Ensemble node
- § consolidating categorical inputs with the Decision Tree node
- § explaining complex models with the Decision Tree node

Case Studies

- § segmenting bank customer transaction histories
- § association analysis on Web services data
- § creating a simple risk model from consumer loan data
- § predicting university enrollment
- § creating a response model for an insurance product