

Predictive Modeling for Categorical Targets Using IBM SPSS Modeler

Course Outline

1. Introduction to predictive modeling for categorical targets

- Identify three modeling objectives
- List three types of models to predict categorical targets
- Explain the concept of field measurement level and its implications for selecting a modeling technique

2. Building decision trees interactively with CHAID

- Explain how CHAID grows decision trees
- Build a customized model with CHAID
- Use the model nugget to score records
- Evaluate a model by means of accuracy, risk, response and gain

3. Building decision trees interactively with C&R Tree and Quest

- Explain how C&R Tree grows a tree
- Build a customized model using C&R Tree and Quest
- Explain how Quest grows a tree
- List two differences between CHAID, C&R Tree, and Quest

4. Building decision trees directly

- Customize two options in the CHAID node
- Customize two options in the C&R Tree node
- Use the Analysis node and Evaluation node to evaluate and compare models
- Customize two options in the Quest node
- Customize two options in the C5.0 node
- List two differences between CHAID, C&R Tree, Quest, and C5.0

5. Using traditional statistical models

- Explain key concepts for Discriminant
- Customize one option in the Discriminant node
- Explain key concepts for Logistic
- Customize one option in the Logistic node

6. Using machine learning models

- Explain key concepts for Neural Net
- Customize one option in the Neural Net node