

Data Mining and Predictive Analytics

Overview:

This two-day course provides an overview of data mining and advanced analytics models, tools and terminologies. Participants will learn about forecasting, classification, association and clustering. After this course participants will be able to develop predictive models and reports using MicroStrategy Developer leveraging native algorithms or by importing models from third party data mining vendors like R and PMML. Participants will also learn data mining best practices.

MicroStrategy Products Covered:

- MicroStrategy Developer

Number of Days:

- 2 days

Who Should Attend:

- Analysts

Prerequisites:

- Advanced Analytics

Topics:

- Data Mining and Advanced Analytics Overview
 - Purpose of Data Mining and Advanced Analytics Tools
 - Advantages of Data Mining
- Data Mining Models, Terminology, and Techniques
 - Basic Data Mining Model
 - Data Mining Terminology
 - Data Mining Types and Algorithms
 - Integrating Data Mining with MicroStrategy
 - Introduction to MicroStrategy Data Mining Services
 - Creating a Data Mining Dataset
- Using Data Mining Model with MicroStrategy
 - Using MicroStrategy Predictive Models
 - Using the Training Metric Wizard to Create a Training Metric
 - Developing Models using PMML
 - Evaluating the Predictive Model
 - Developing Models Using R
 - Developing Predictive Metrics
 - Using MicroStrategy Predictive Model Viewer
- Forecasting
 - Forecasting Uses
 - Regression Analysis
 - Linear and Exponential Regression
 - Tree Regression Analysis
 - Time Series Analysis
- Classification
 - Decision Tree Analysis
 - Logistic Regression Analysis
- Association
 - Association Rules
- Clustering
 - Cluster Analysis