MicroStrategy Education™

10.711 Data Mining and Predictive Analytics

Course description

Develop predictive models and reports by leveraging native algorithms or by importing models from third-party data mining vendors like R and PMML, in hands-on exercises using MicroStrategy Developer. Learn data mining best practices.

Skills you gain

- Predictive modeling
- Forecasting
- Trend analysis
- Regression analysis
- Clustering and pattern analysis
- Market basket analysis
- R script integration
- Predictive Model Markup Language (PMML) integration
- Data classification
- Time series analysis
- Decision tree analysis

MicroStrategy products covered

- MicroStrategy Data Mining functionality in MicroStrategy Developer

Right for you if

You are an advanced analyst, who needs to incorporate predictive and classification analysis into your metrics

Best class experience if you have

10.412 Advanced Analytics Reporting

Topics

1. Data mining and predictive analytics overview
   - Purpose of data mining and advanced analytics tools
   - Advantages of data mining
2. 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
3. Using data mining models 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 the MicroStrategy predictive model viewer
4. Forecasting
   - Forecasting uses
   - Regression analysis
   - Linear and exponential regression
   - Tree regression analysis
   - Time series analysis
5. Classification
   - Decision tree analysis
   - Logistic regression analysis
6. Association
7. Association rules
8. Clustering
   - Cluster analysis