

**0A0U8G****Predictive Modeling for Categorical Targets Using IBM SPSS Modeler  
(v18.1)**

Durata: 1 gg

**Descrizione**

This course focuses on using analytical models to predict a categorical field, such as churn, fraud, response to a mailing, pass/fail exams, and machine break-down. Students are introduced to decision trees such as CHAID and C&R Tree, traditional statistical models such as Logistic Regression, and machine learning models such as Neural Networks. Students will learn about important options in dialog boxes, how to interpret the results, and explain the major differences between the models.

**A chi è rivolto?**

Analytics business users who have completed the Introduction to IBM SPSS Modeler and Data Mining course and who want to become familiar with analytical models to predict a categorical field (yes/no churn, yes/no fraud, yes/no response to a mailing, pass/f