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SPSS Modeler Predictive Training
3 days (21 hours)

Presentation

SPSS Modeler Predictive is a powerful predictive modeling tool developed by IBM, designed to simplify data analysis through a code-free visual interface. Thanks to its flow-based approach, it enables data analysts and data scientists to build, test and deploy predictive models without complex programming.

This SPSS Modeler Predictive training course will guide you through the advanced use of the tool: from data preparation, model selection and evaluation, to automation and deployment.

You'll learn how to manipulate data efficiently, choose the right algorithm for your business needs, analyze results and put your models into production. SPSS Modeler integrates into existing analytical environments, making it easy to move from modeling to operational action.

At the end of this training course, you'll be able to exploit the full potential of SPSS Modeler for your predictive analysis projects. As with all our training courses, this one will introduce you to the latest stable version of SPSS Modeler.

Objectives

- Master the SPSS Modeler environment and its fundamental concepts
- Prepare, clean and transform data
- Select, train and evaluate predictive models
- Automate modeling workflows
- Deploy predictive models in a professional environment

Target audience

- Data analysts
- Data scientists

Prerequisites

- Basic knowledge of statistics
- Mastery of fundamental data science concepts
- Practical experience with real datasets

SPSS Modeler Predictive

Introduction to predictive modeling with SPSS Modeler

- Introduction to the SPSS Modeler environment
- Key concepts in predictive modeling
- User interface and flow navigation
- Loading and preparing data
- Understanding the different types of fields (source, target, ID, etc.)
- Workshop: Creating a first simple data flow

Data cleansing and transformation

- Integrated cleansing tools: handling missing values and duplicates
- Aggregation, merging, sampling and sorting
- Recoding, variable derivation, automatic typing
- Use of conditional selection nodes
- Workshop: Preparing a raw dataset for modeling

Data exploration and visualization

- Descriptive statistics and distribution graphs
- Correlation analysis and outlier detection
- Data segmentation with the "Cluster" node
- Creating interactive visualizations
- Workshop: Exploratory analysis on a business dataset

Selecting and training predictive models

- Overview of algorithms available in SPSS Modeler
- Classification (CART, C5.0, Random Forest, SVM)
- Regression (linear, logistic)
- Parameterization of modeling nodes
- Workshop: Implementing a supervised classification model

Model evaluation and comparison

- Cross-validation techniques
- Confusion matrices, ROC curves, gain chart
- Choosing the best model according to performance indicators
- Saving and exporting models
- Workshop: Evaluating and selecting the best-performing model

Deployment and automation of workflows

- Exporting workflows, publishing models
- Integration with other systems (SQL database, Excel, Python)
- Execution programming (batch, scheduling)
- Project documentation and sharing
- Workshop: Complete deployment of an automated workflow in production

Companies concerned

This course is aimed at both individuals and companies, large or small, wishing to train their teams in a new advanced computer technology, or to acquire specific business knowledge or modern methods.

Positioning on entry to training

Positioning at the start of training complies with Qualiopi quality criteria. As soon as registration is finalized, the learner receives a self-assessment questionnaire enabling us to assess his or her estimated level of proficiency in different types of technology, as well as his or her expectations and personal objectives for the forthcoming course, within the limits imposed by the selected format. This questionnaire also enables us to anticipate any connection or security difficulties within the company (intra-company or virtual classroom) which could be problematic for the follow-up and smooth running of the training session.

Teaching methods

Practical training: 60% hands-on, 40% theory. Training material distributed in digital format to all participants.

Organization

The course alternates theoretical input from the trainer, supported by examples, with brainstorming sessions and group work.

Validation

At the end of the session, a multiple-choice questionnaire is used to check that skills have been correctly acquired.

Certification

A certificate will be issued to each trainee who completes the training course.