

Predictive Modeling for Continuous Targets Using IBM SPSS Modeler

Course Outline

1. Introduction to predicting continuous targets

- List three modeling objectives
- List two business questions that involve predicting continuous targets
- Explain the concept of field measurement level and its implications for selecting a modeling technique
- List three types of models to predict continuous targets
- Determine the classification model to use

2. Building your tree interactively

- Explain how CHAID grows a tree
- Explain how C&R Tree grows a tree
- Build CHAID and C&R Tree models interactively
- Evaluate models for continuous targets
- Use the model nugget to score records

3. Building your tree directly

- Customize two options in the CHAID node
- Customize two options in the C&R Tree node
- List one difference between CHAID and C&R Tree

4. Using traditional statistical models

- Explain key concepts for Linear
- Customize one option in the Linear node
- Explain key concepts for Cox
- Customize one option in the Cox node

5. Using machine learning models

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