

# IBM SPSS Modeler Jump Start Service

*Accelerated, tailored training for your  
specific requirements*



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## Highlights

- Accelerated training customized to your organization's needs
  - Flexible options for time, cost and knowledge requirements
  - Training tailored on your business environment and applications
  - Coaching, mentoring and full course coverage materials included
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## Overview

The IBM SPSS Modeler Jump Start Service provides relevant business application knowledge in an accelerated, tailored experience. It is specifically designed to provide organizations like yours with a customized path to analytic deployment and independence. The Jump Start Service ensures the rapid development of your participants' skills and competencies with a unique coaching regimen that focuses on your unique requirements, data and applications.

During the engagement, your professionals will attend a series of training sessions that have been tailored to meet your needs and objectives. This high impact training is coupled with applied coaching and mentoring focused on skills development, providing your resources with guided, hands-on experience in the design, development and deployment of analytic models.

The IBM SPSS Modeler Jump Start Service combines the elements you need to gain practical knowledge and expertise in a rapid time frame, including:

- *Your real-world business environment*— Standard lecture materials and demonstrations are combined with hands-on examples based on your data and business applications.
- *Accelerated training*— Standard materials are covered at an accelerated pace and with streamlined topic lists focusing only on the most relevant skills and high priority objectives for a specific solution. Complete materials are available for additional self-directed learning.
- *Project-based learning, coaching and mentoring*— Informal, interactive lessons using your environment will allow participants to attain project-specific objectives. An IBM Business Analytics Education Subject Matter Expert works with participants to apply skills and knowledge gained from standard training.



## Flexibility to meet your unique needs

The IBM SPSS Modeler Jump Start Service offers flexible options to satisfy your specific time, cost and knowledge requirements. Each participant will receive complete course materials that support the accelerated training delivery. You gain the benefits of being able to:

- Focus on your organization's unique business requirements
- Accelerate skills development and knowledge transfer of proven practices
- Gain proficiency for making proactive business decisions with analytics
- Eliminate the "double learning curve" from training only on generic data
- Utilize the proven industry standard CRISP-DM Data Mining Methodology
- Gain experience in areas such as business and data understanding, data preparation, modeling and application evaluation

## The IBM SPSS Modeler Jump Start Service engagement

The Jump Start service is a consecutive two-week engagement. This is designed to accelerate the building of core success skills for up to five participants. The program will be tailored in collaboration with your subject matter experts. The key activities and course coverage are listed below.

### Key Activities:

- Detailed topic scoping pre engagement
- Install setup of training environment
- Collaborative review with client subject matter expert of client environment, data and business
- Delivery of agreed upon accelerated training applied in your environment
- Project based coaching and mentoring

### Course Coverage:

Introduction to IBM SPSS Modeler and Data Mining provides an overview of data mining and the fundamentals of using IBM SPSS Modeler. The principles and practice of data mining are illustrated using the CRISP-DM methodology. The course structure follows the stages of a typical data mining project, from reading data, to data exploration, data transformation, modeling, and effective interpretation of results. The course provides fundamental skills including how to read, explore and manipulate data with IBM SPSS Modeler, and then create and use successful models

- *Advanced Data Preparation Using IBM SPSS Modeler* focuses on topics to aid in the preparation of data for a successful data mining project. You will learn how to partition records from files, handle missing data, modify fields and create new fields, and work with dates, strings and sequence data.
- *Clustering and Association Models with IBM SPSS Modeler* demonstrates how to segment or cluster data with all the clustering techniques available in IBM SPSS Modeler. The course also provides examples of creating association models to find rules describing the relationships among a set of items, and of creating sequence models to find rules describing the relationships over time among a set of items.
- *Classifying Customers Using IBM SPSS Modeler* provides an overview of how to use Modeler to predict the category to which a customer belongs based on selected data. Some examples include: whether a customer switches to another provider or brand, whether a customer responds to a particular advertising campaign, or how well a student will perform in a specific academic setting.
- *Predicting Continuous Targets Using IBM SPSS Modeler* provides an overview of how to use Modeler to predict a target field that describes numeric values. Some examples include: predicting the length of subscription (for newspapers, telecommunication), predicting claim amount (insurance), predicting donation amount (charity), and predicting revenues (sales).

## Get started today

The IBM SPSS Modeler Jump Start Service provides your team with a solid foundation of hands-on experience and knowledge to develop and maintain predictive analytics for your organization and gives you the power to use that information to your advantage.

## About IBM Business Analytics Software Services

As an integral part of the Business Analytics software division within IBM Software Group, the Business Analytics Software Services organization provides education and expert services exclusively focused on the IBM Business Analytics product portfolio. Our depth of experience and extensive proven practices help customers maximize their software investment, mitigate risks, raise the quality of their implementations, and build valuable skills. We have provided training, guidance, advice, reviews, assessments and assistance to thousands of clients around the world helping to ensure their business analytics implementations are optimized to take full advantage of our product capabilities.

## For further information

Visit [ibm.com/analytics](http://ibm.com/analytics) or email [batrain@us.ibm.com](mailto:batrain@us.ibm.com) or contact your IBM Business Analytics Software Services Sales representative.

## About IBM Business Analytics

IBM Business Analytics software delivers data-driven insights that help organizations work smarter and outperform their peers. This comprehensive portfolio includes solutions for business intelligence, predictive analytics and decision management, performance management, and risk management. Business Analytics solutions enable companies to identify and visualize trends and patterns in areas, such as customer analytics, that can have a profound effect on business performance. They can compare scenarios, anticipate potential threats and opportunities, better plan, budget and forecast resources, balance risks against expected returns and work to meet regulatory requirements. By making analytics widely available, organizations can align tactical and strategic decision-making to achieve business goals.

For further information please visit [ibm.com/business-analytics](http://ibm.com/business-analytics).



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