

DAY 1

- Background to Data Mining
- Knowledge Discovery Process
- Overview of basic Data Mining operations
- Potential Data Mining Applications
- Stages of Data Processing
- Data Cleansing
- Data Integration and Transformation
- Dimensionality Reduction
- Discretization
- Case Study on Data Preparation

DAY 2

- Introduction to Predictive Modelling
- Salient modeling issues
- Modelling Techniques Explained (Decision Trees)
- Introduction to Inforsense/ Oracle Data Miner
- Hands-on Exercise
- Modelling Techniques Explained (Naiive Bayes)*
- Modelling Techniques Explained (Support Vector Machines)*
- Comparison of Various Modelling Techniques
- Predictive Modelling Case Study
- Hands-on Exercise

DAY 3

- Group presentation on Homework problem
- Introducing Association Analysis
- Hands-on Exercise (Association Analysis)
- Clustering technique explained (K-means)*
- Anomaly Detection*
- Hands-on Exercise (K-means)*
- Case Study on Segmentation

** Instructor may substitute one technique for another depending on time limitation and participants' ability to benefit from such techniques.*

Who Should Attend

Business Owners, Decision Makers, Heads of Departments, Marketing Managers, Customer Relationship Managers, Product Managers, Business Analysts, Operation Managers, Professionals and Executives

Finance and Banking Sector – Banks, Insurance,

Communication Sector - Telecommunications Companies, Media

Public Sector – Government Bodies, Statutory Boards, Research Institutions

Commercial Sector – Retail, Manufacturing, Utilities

Registration to be directed to:

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