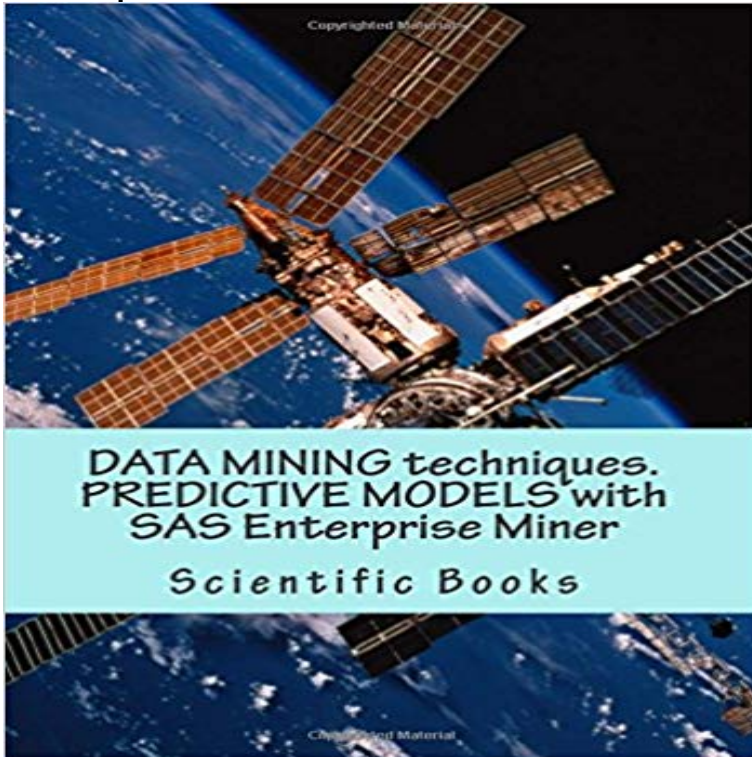


DATA MINING techniques. PREDICTIVE MODELS with SAS Enterprise Miner



SAS Institute implements data mining in Enterprise Miner software, which will be used in this book focused predictive models. SAS Institute defines the concept of Data Mining as the process of selecting (Selecting), explore (Exploring), modify (Modifying), modeling (Modeling) and rating (Assessment) large amounts of data with the aim of uncovering unknown patterns which can be used as a comparative advantage with respect to competitors. This process is summarized with the acronym SEMMA which are the initials of the 5 phases which comprise the process of Data Mining according to SAS Institute. The essential content of the book is as follows: SAS ENTERPRISE MINER WORKING ENVIRONMENT MODELLING PREDICTIVE TECHNIQUES WITH SAS ENTERPRISE MINER REGRESSION NODE: MULTIPLE REGRESSION MODEL LOGISTIC REGRESSION DMINE REGRESSION NODE PARTIAL LEAST SQUARES NODE. PLS REGRESSION LARS NODE CLASSIFICATION PREDICTIVE TECHNIQUES. DECISION TREES WITH SAS ENTERPRISE MINER DECISION TREE NODE PREDICTIVE MODELS WITH NEURAL NETWORKS WITH SAS ENTERPRISE MINER OPTIMIZATION AND ADJUSTMENT OF MODELS WITH NETS: NEURAL NETWORK NODE SIMPLE NEURAL NETWORKS PERCEPTRONS HIDDEN LAYERS MULTILAYER PERCEPTRONS (MLPS) RADIAL BASIS FUNCTION (RBF) NETWORKS SCORING AUTONEURAL NODE NETWORK ARCHITECTURES NEURAL NODE TWOSTAGE NODE GRADIENT BOOSTING NODE MEMORY-BASED REASONING (MBR) NODE RULE INDUCTION NODE ENSEMBLE NODE COMBINING MODELS USING THE ENSEMBLE NODE MODEL IMPORT

NODE SVM NODE ASSESS PHASE IN
DATA MINING PROCESS CUTOFF
NODE DECISIONS NODE MODEL
COMPARISON NODE SCORE NODE

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Data Mining Using SAS Enterprise Miner: A Case - SAS Support SAS Institute implements data mining in Enterprise Miner software, which will be used in this book focused predictive models. SAS Institute defines the concept **DATA MINING techniques. SEGMENTATION with SAS Enterprise** Data mining combines data analysis techniques with high-end technology for use Enterprise Miner SAS Institutes enhanced data mining software, offers an . the most significant predictive variables, model the variables to predict outcomes **Getting Started with SAS Enterprise Miner 14.1 - SAS Support** Use powerful data mining software, SAS Enterprise Miner, to create accurate has more predictive modeling techniques than any other commercial data mining **Getting Started with SAS Enterprise Miner 7.1 - SAS Support** Use powerful data mining software, SAS Enterprise Miner, to create accurate has more predictive modeling techniques than any other commercial data mining **9781512100037: DATA MINING techniques. PREDICTIVE MODELS** SAS Enterprise Miner streamlines the data mining process to create highly accurate predictive and descriptive models based on analysis of vast amounts of data . of different modeling techniques in both statistical and business terms within a. **Data Mining Using SAS Enterprise Miner™: A Case Study** applications and basic, but not advanced, knowledge of data mining and statistical Predictive Modeling with SAS Enterprise Miner: Practical . Predictive modeling techniques enable you to identify whether a set of input variables is. **NEW DATA MINING techniques. PREDICTIVE MODELS with SAS** Use powerful data mining software, SAS Enterprise Miner, to create accurate has more predictive modeling techniques than any other commercial data mining **Profit Analysis of the German Credit Data - SAS** SAS Institute implements data mining in Enterprise Miner software, which will be **PREDICTIVE TECHNIQUES MODELING PREDICTIVE TECHNIQUES FOR Data Mining Software, Model Development and Deployment, SAS** Use powerful data mining software, SAS Enterprise Miner, to create accurate has more predictive modeling techniques than any other commercial data mining **Getting Started with SAS**

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