

INTRODUCTION TO DATA MINING

Data Mining is the process of discovering patterns in large data sets using techniques which involve machine learning, statistics and databases systems. It is an essential process where intelligent methods are applied to extract data patterns. The overall goal of the data mining process is to extract information from a data set and transform it into an understandable structure for further use.

This programme provides a solid understanding of general data mining techniques. During the programme, many use cases are introduced at a practical level.

At Course Completion:

Participants will gain an understanding with regards to the possibilities of accessing and analysing large amount of data. It also provides solid grounding of underlying data mining concepts to non-programmers.

Duration: 2 Days

Requires: RapidMiner on PC

Delivered by:

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ITB Lecturer with research interests in virtual learning environments,

business intelligence, data mining and web 2.0.

Who Should Attend:

Anyone who is interested in analysing data using more sophisticated techniques. This course is aimed at business analysts, data analysts, project managers, who are generally less technical.

Key Topics:

- General Overview
- Terminology
- CRISP-DM
- RapidMiner GUI
- Loading and storing data
- Data Exploration and Visualisation
- Data pre-processing
- Predictive Modelling
- Model Evaluation
- Additional modelling techniques and enhancements