

SPSS Modeler

From zero to hero in 30 minutes



Utrecht – January 24th 2019

Jack Esselink – *Data Science & Machine Learning Evangelist*


Agenda

- SPSS Modeler – visual data science
- Resources for academia
- Workshop outline
- Demo
- Wrap-up/ Q&A

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Steps in the data science process

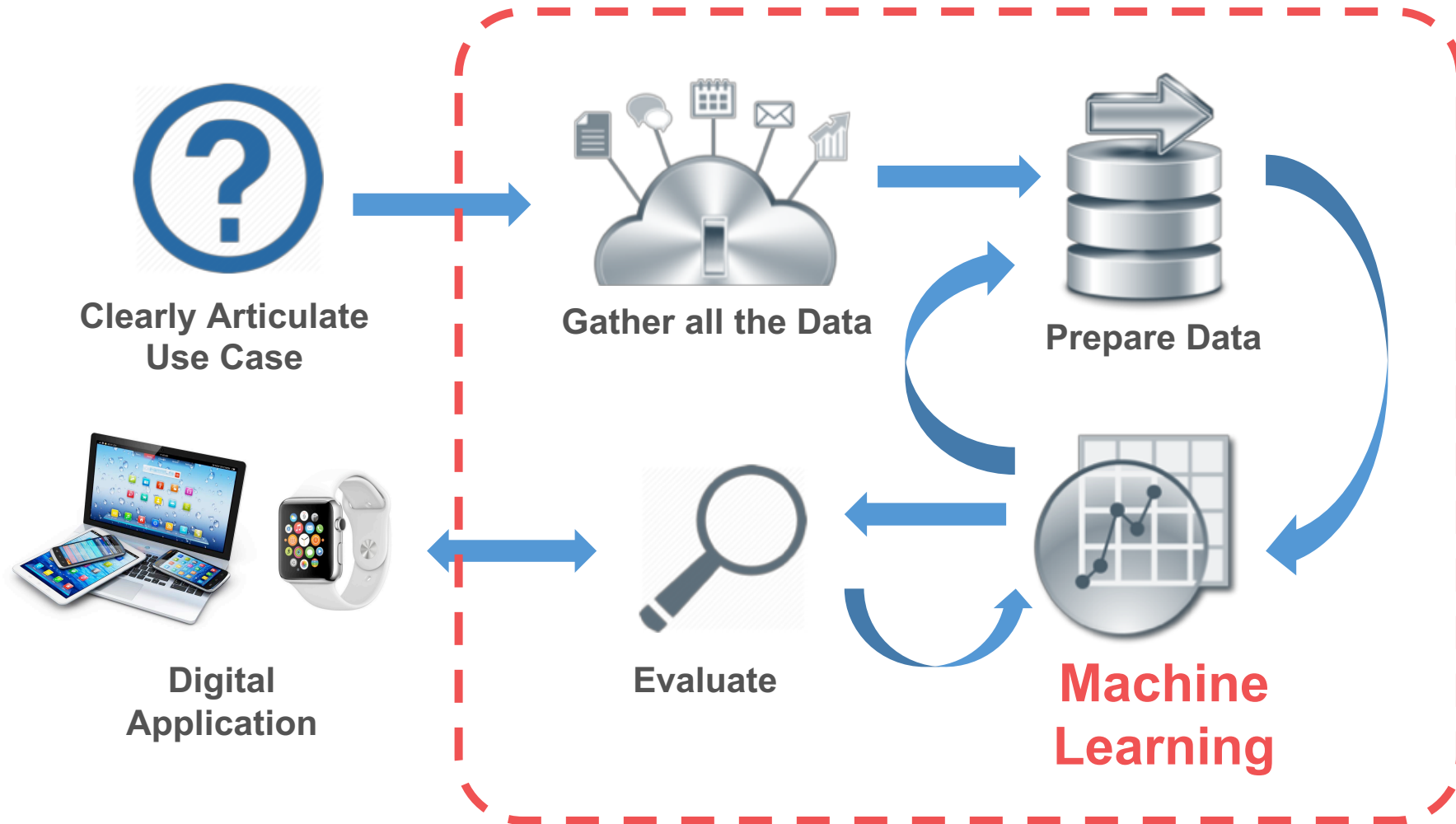


BUILD

DEPLOY

MANAGE

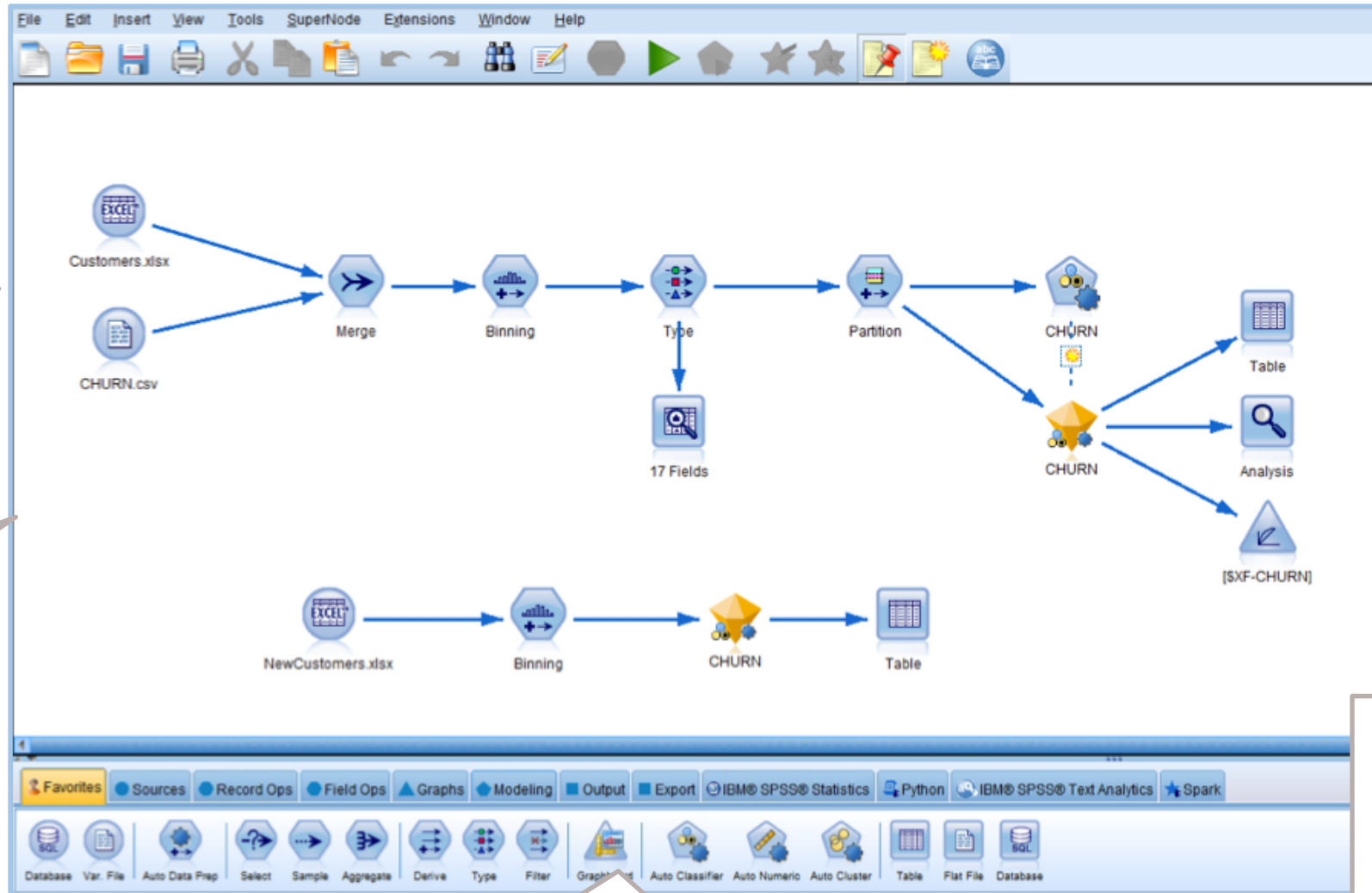
Data Science - Fundamentals



SPSS Modeler – visual data science

ETL

**Open
source**



**Rapid
Proto-
typing**

**Proven &
Complete**

Collaboration

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Data Science

SPSS Modeler

SPSS Modeler available for free for educational usage

Ted Fischer

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 7

Data science and machine learning are hot areas and many students want to learn about these subjects. Many students learn open source programming languages but not everyone is a coder. A powerful visual tool like IBM SPSS Modeler is actually a great way to learn about data science and machine learning. IBM is supporting this goal by providing IBM SPSS Modeler for free for educational usage. This distribution is part of the IBM Academic Initiative program which provides many types of IBM software and cloud services for free or reduced cost.

If you are a student or professor, please go to ibm.onthehub.com and search for IBM SPSS Modeler. You will need to separately get the software and get a license key valid for one year. If you are not a student or professor but know of some students/professors looking

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"spss modeler"

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IBM SPSS Modeler Premium Academic and Faculty/Author 18.2 Microsoft Windows Multilingual eAssembly (CJ4L3ML) ▼

SPSS Modeler v18.x - Faculty License key ▼

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Advanced Data Preparation Using IBM SPSS Modeler (v18.1.1) (0A058G) ▼

Introduction to IBM SPSS Modeler and Data Science (v18.1.1) (0A008G) ▼

Introduction to IBM SPSS Text Analytics for IBM SPSS Modeler (SP0A105) ▼

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IBM SPSS Modeler workshop - from zero to hero

Objective

The objective of this workshop is to build a working machine learning (ML) model in 30 minutes without coding using IBM SPSS Modeler. You'll build a model that will help to predict the customer churn (customers leaving the company) for a telecommunications company (telco).

In order to run this workshop you must have IBM SPSS Modeler intalled on your computer (PC or Mac). If you don't have a copy of IBM SPSS Modeler, check below

Obtaining a copy of IBM SPSS Modeler

1. Get a 30 day free IBM SPSS Modeler trial version from the [IBM website](#) - via IBM Watson Studio Desktop trial
2. IBM SPSS Modeler student edition for students via [On the Hub](#)
3. Use the IBM Digital Technical Enablement [for virtual environment](#)

This repository contains the following

1. [Workbook](#)
2. [Data](#)
3. [Solution](#)

Workshop setup

1. Open IBM SPSS Modeler on your Mac or PC (or use the virtual environment mentioned above)
2. Download the [workbook](#) and the [data](#) needed for the workshop
3. Open the workbook (PDF) and follow the steps to complete the workshop

Tutorial
workbook

Data sets

Tutorial
Solutions

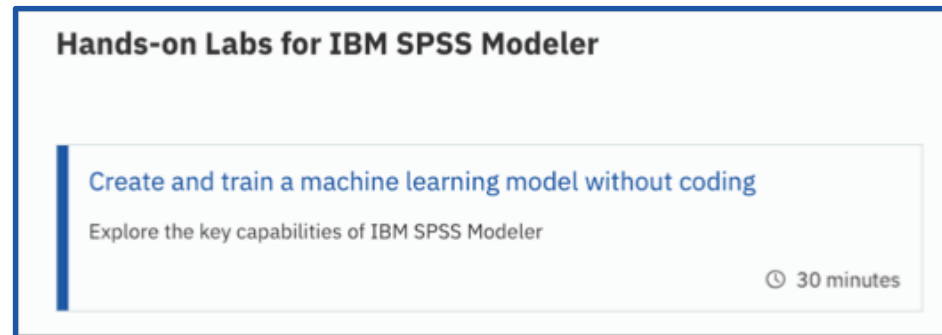
2 ways to run the tutorial

Run it on your local machine (Mac or Windows)

Use the IBM DTE virtual environment

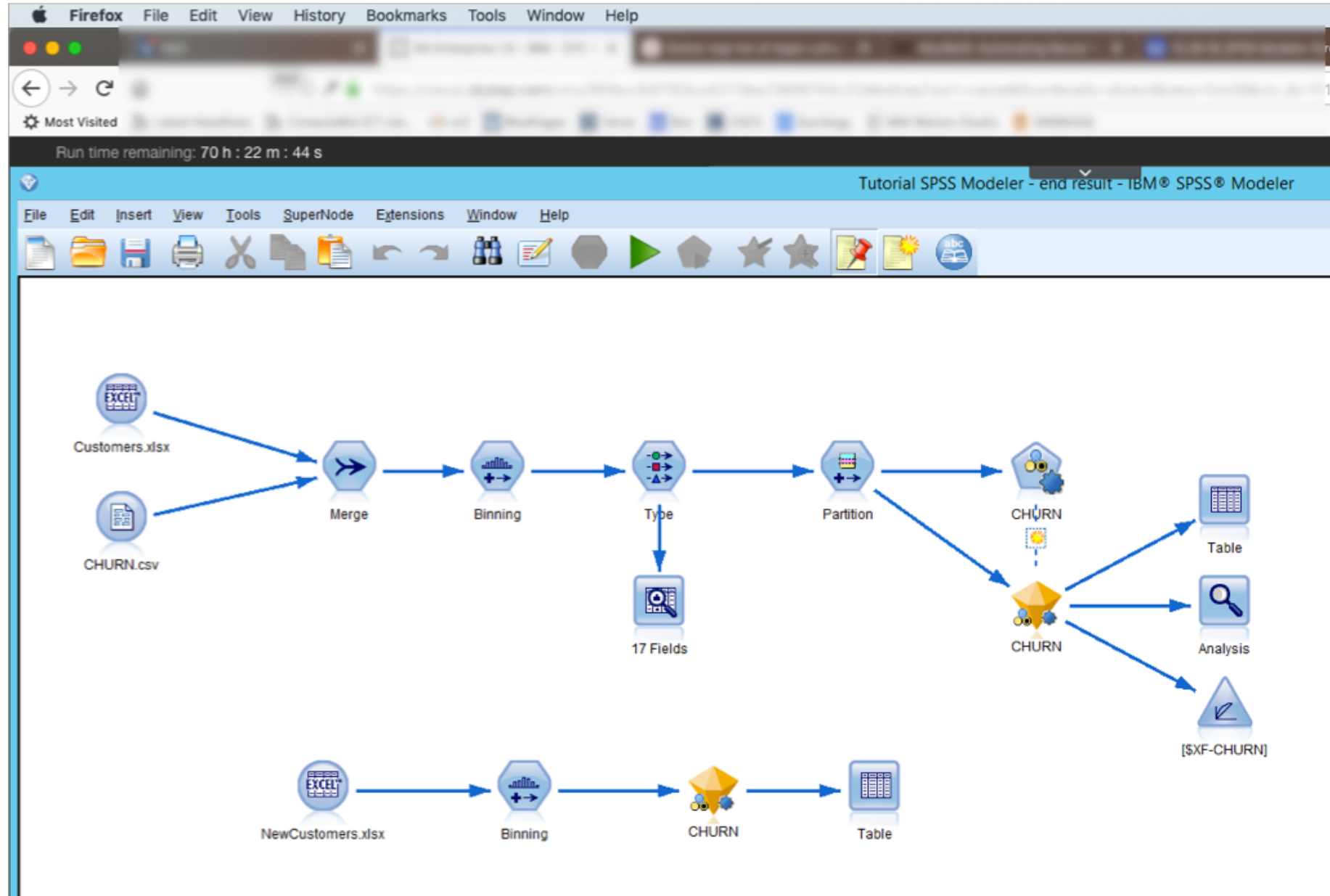
Run the tutorial in IBM DTE

- Visit the [IBM SPSS Modeler DTE page](#)
- Select the Hands-on lab for SPSS Modeler (bottom of the page)

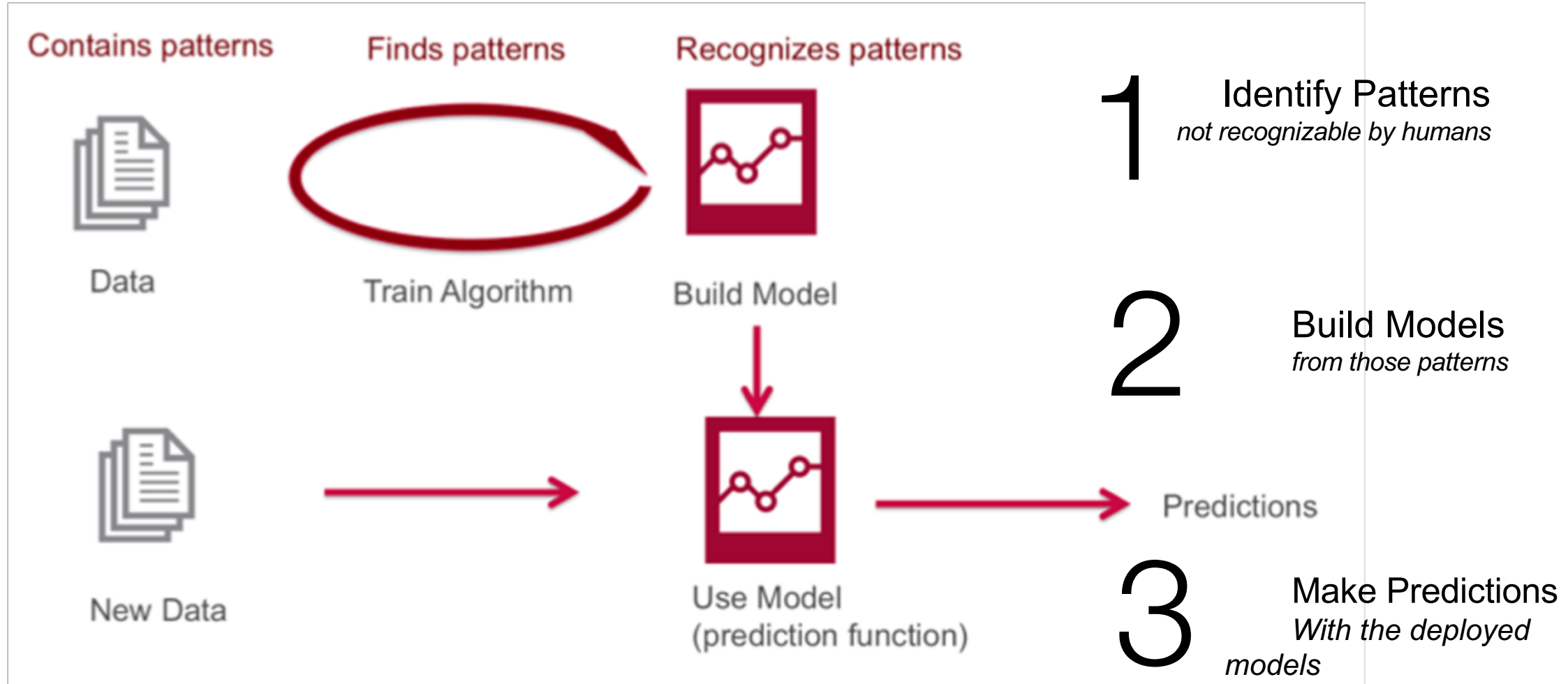


- Follow the instruction to register for a VM
- Run the tutorial

VM runs in the browser



Machine Learning - Fundamentals



Telco churn

- Connect, merge and augment the data sources
- Exploratory Data Analyses (EDA)
- Build the ML model
- Evaluate and visualize ML model performance
- Make predictions on a new data set

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