

EXPERIMENT NO: 1

Mapped Course Outcomes- CO4

Aim:

Working with IBM SPSS Modeler

Objective:

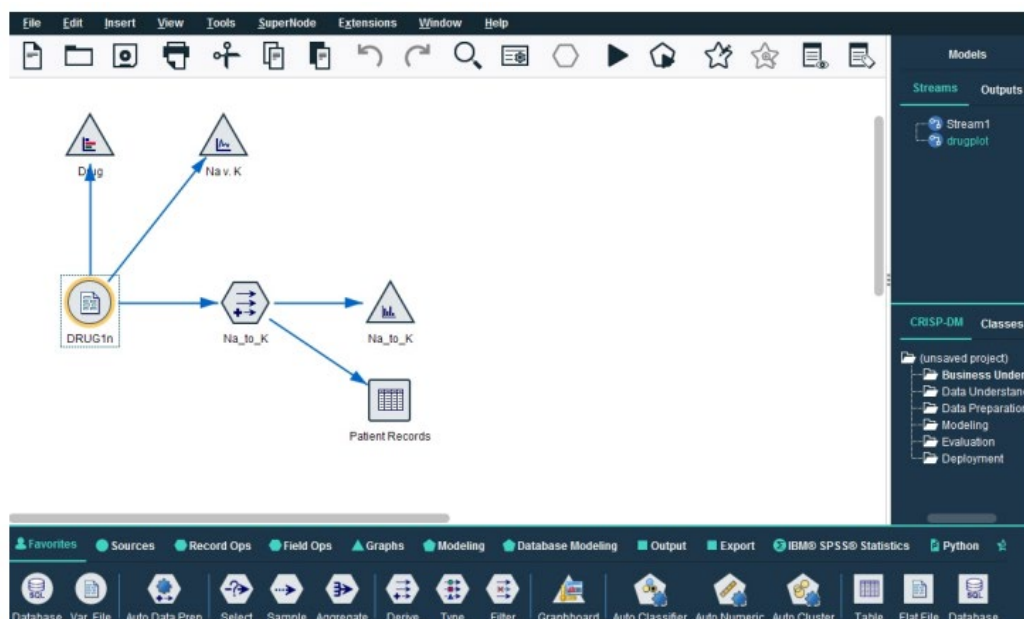
We need to setup IBM SPSS Modeler and look into the basic functionalities of it

Procedure:

IBM SPSS Modeler is a set of data mining tools that enable you to quickly develop predictive models using business expertise and deploy them into business operations to improve decision making. Designed around the industry-standard CRISP-DM model, IBM SPSS Modeler supports the entire data mining process, from data to better business Outputs.

IBM SPSS Modeler offers a variety of modeling methods taken from machine learning, artificial intelligence, and statistics. The methods available on the Modeling palette allow you to derive new information from your data and to develop predictive models. Each method has certain strengths and is best suited for particular types of problems.

1. Download IBM SPSS Modeler: It can be downloaded from IBM Official Website <https://www.ibm.com/products/spss-modeler>
2. Starting IBM SPSS Modeler: To start the application, click: Start > [All] Programs > IBM SPSS Modeler > IBM SPSS Modeler The main window is displayed after a few seconds.



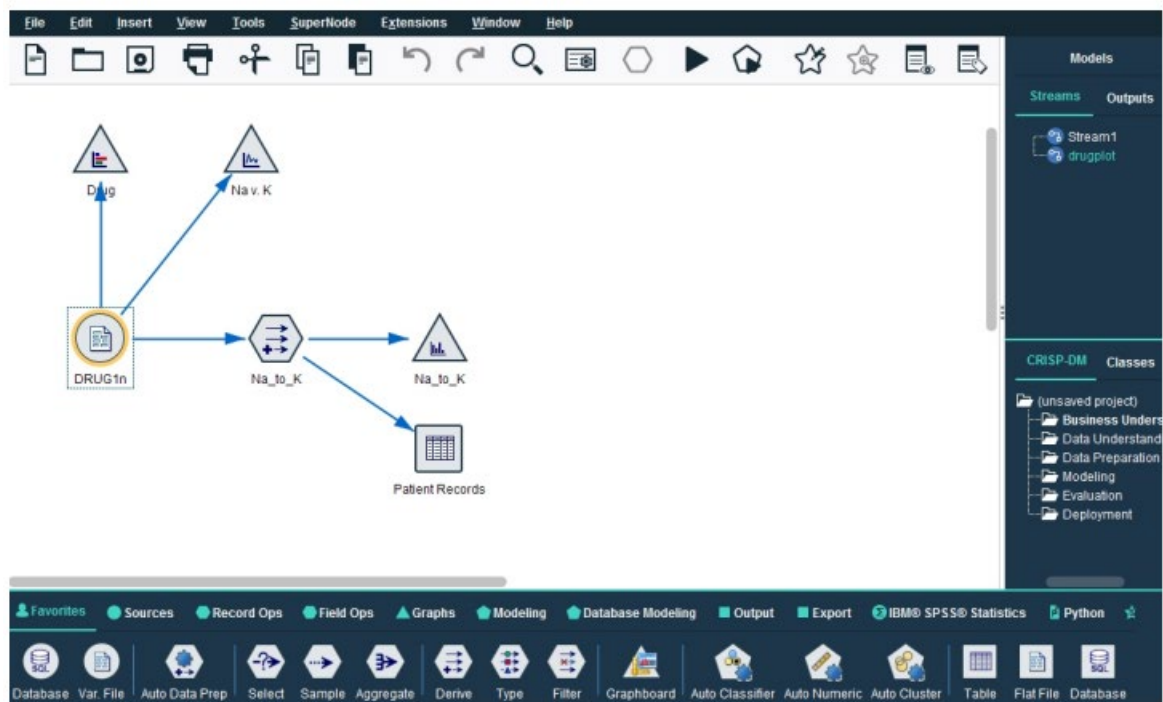
3. IBM SPSS Modeler Interface: At each point in the data mining process, the easy-to-use IBM SPSS Modeler interface invites your specific business expertise. Modeling

algorithms, such as prediction, classification, segmentation, and association detection, ensure powerful and accurate models. Model Outputs can easily be deployed and read into databases, IBM SPSS Statistics, and a wide variety of other applications. Working with IBM SPSS Modeler is a three-step process of working with data.

- First, you read data into IBM SPSS Modeler.
- Next, you run the data through a series of manipulations.
- Finally, you send the data to a destination.

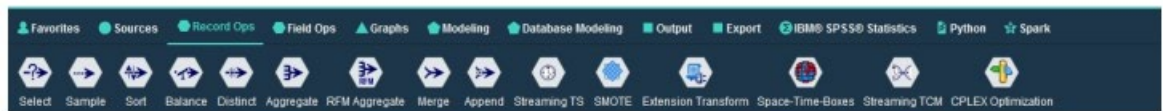
This sequence of operations is known as a data stream because the data flows record by record from the source through each manipulation and, finally, to the destination--either a model or type of data output.

4. IBM SPSS Modeler Stream Canvas: The stream canvas is the largest area of the IBM SPSS Modeler window and is where you will build and manipulate data streams.

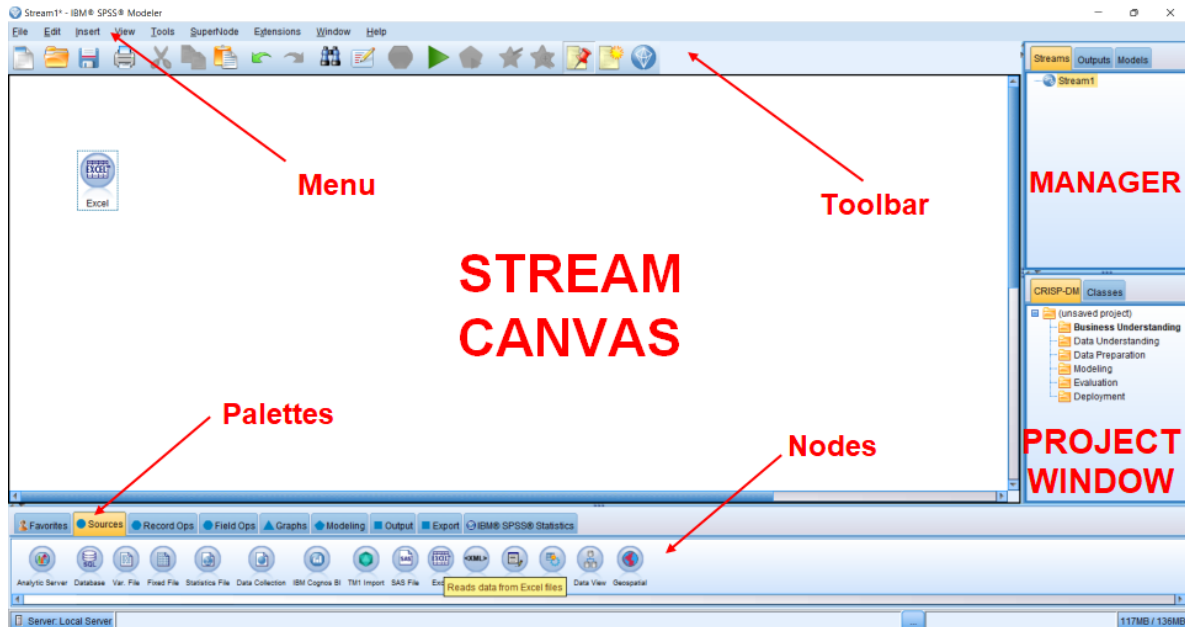


Streams are created by drawing diagrams of data operations relevant to your business on the main canvas in the interface. Each operation is represented by an icon or node, and the nodes are linked together in a stream representing the flow of data through each operation.

5. Nodes palette: Most of the data and modeling tools in SPSS Modeler are available from the Nodes Palette, across the bottom of the window below the stream canvas. To add nodes to the canvas, double-click icons from the Nodes Palette or drag them onto the canvas. You then connect them to create a stream, representing the flow of data.



6. Complete Interface



Output:

The installation, setup and understanding of IBM SPSS Modeler is completed.