Practical File

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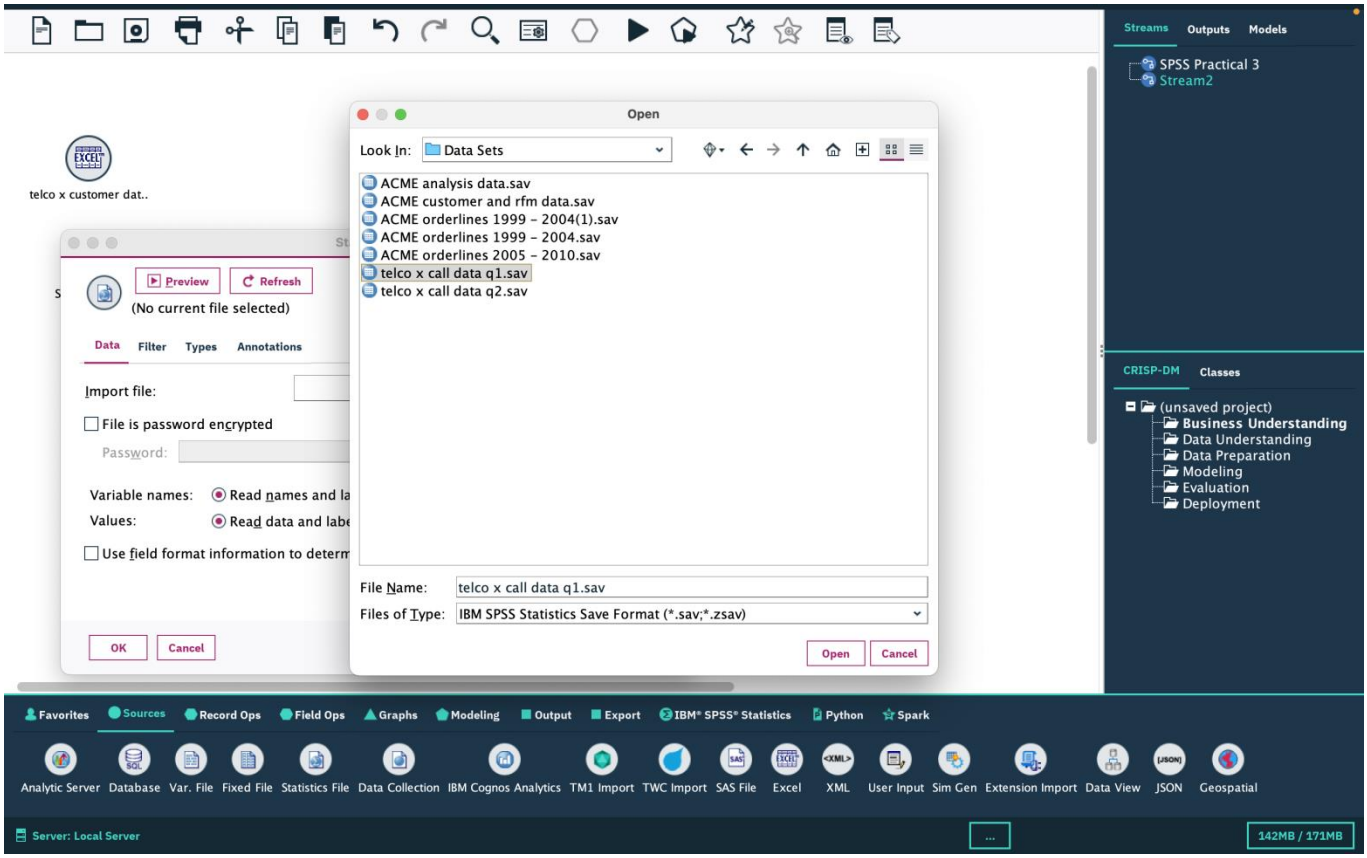
Definition: You work as a data miner for a telecommunications firm. You have to import data from various sources and examine the unit of analysis and the measurement levels of the fields.

Outcomes/Learning: We learned how to set up a basic data analysis stream in IBM SPSS Modeler by importing multiple raw data files, defining their field properties with the Type node, and verifying the contents using the Table node. The outcome is a prepared dataset ready for further analysis.

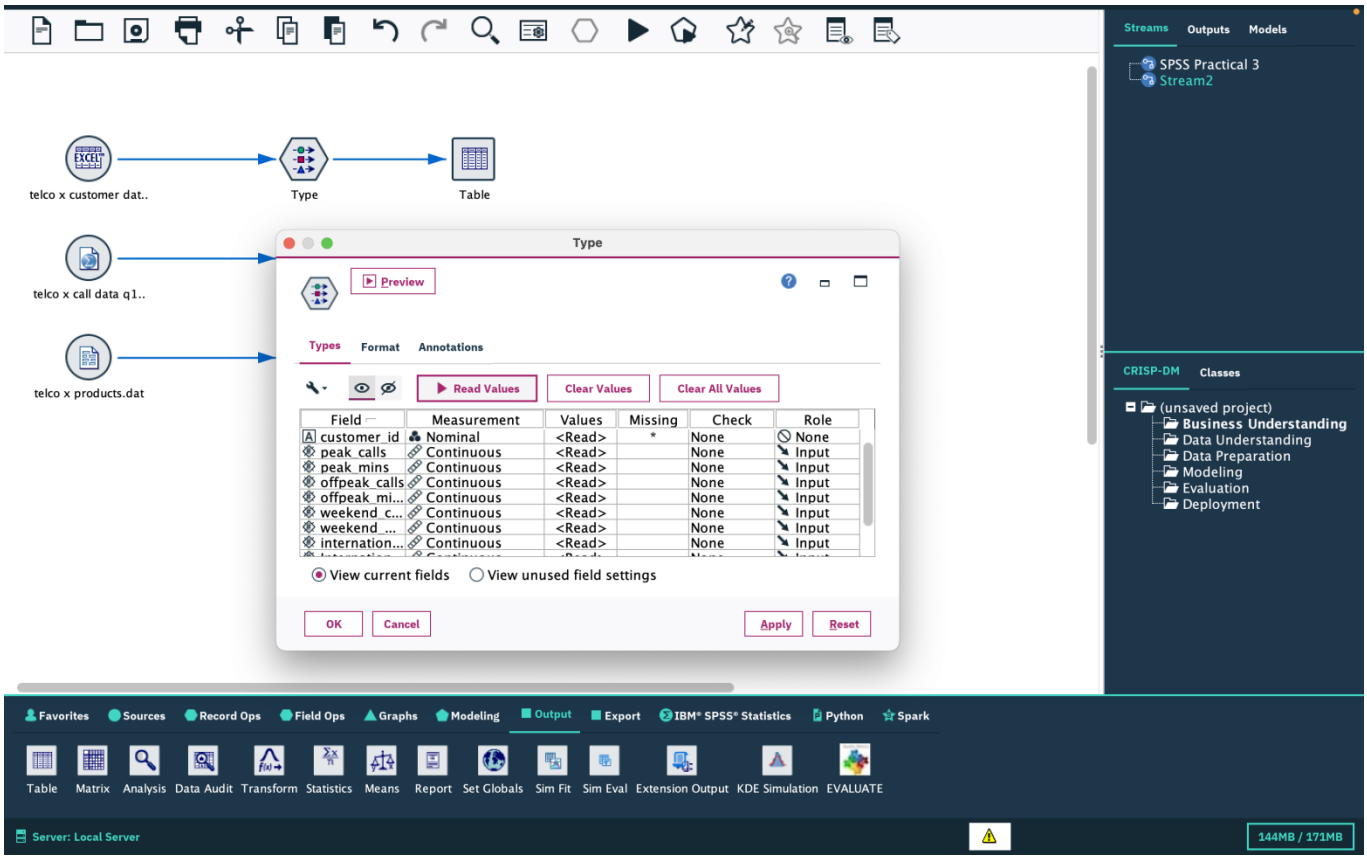
Required Tool: IBM SPSS Modeler.

Working: In this process shows how to import three separate datasets (customer, call, and products) and prepare them for analysis by using the Type node to correctly identify the data type of each variable. The Table node then provides a view of the cleaned data, confirming the preparation steps were successful.

Step 1: Importing Data: We start by importing multiple .sav files, including telco x customer dat.sav, telco x call data q1.sav, and telco x products.dat, into IBM SPSS Modeler.



Step 2: Defining Data Types: A Type node is attached to each data source to automatically read and define the measurement level and role of each field (e.g., customer_id as Nominal, and peak_calls as Continuous).



Step 3: Viewing Data: A Table node is then connected to each Type node to display the contents and structure of each individual dataset. The final outputs show the distinct data tables for customer information, call data, and product data.