DATA MINING techniques. PREDICTIVE MODELS with SAS Enterprise Miner

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DATA MINING techniques. PREDICTIVE MODELS with SAS Enterprise Miner Scientific Books 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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