

MicroStrategy Data Mining Services Essentials

Overview:

This 2-day course provides students with an understanding of the capabilities of MicroStrategy Data Mining Services™. MicroStrategy Data Mining Services is a fully integrated component of the MicroStrategy BI platform that delivers the results of predictive models to all users in familiar, highly formatted, and interactive reports and documents.

Participants will be introduced to the concept of data mining and its applications. They will learn how to develop predictive models using MicroStrategy, or import models from third-party data mining vendors. Participants will also learn data mining best practices. Class lectures will be reinforced with hands-on exercises.

MicroStrategy Products Covered:

- MicroStrategy Data Mining functionality in MicroStrategy Desktop

Number of Days:

- 2 days

Who Should Attend:

- Report designers
- Advanced business analysts
- Anyone who wants to use MicroStrategy Data Mining Services for predictive analysis

Prerequisites:

- MicroStrategy Desktop: Reporting Essentials

Topics:

Day One

- Introduction to Data Mining
 - Data Mining Overview
 - Advantages of Data Mining
 - What Can You Do With Data Mining?
 - Limitations of Data Mining
 - Data Mining and Data Warehousing
 - Data Mining and Business Intelligence
 - Data Mining Models, Terminology and Techniques
 - Basic Data Mining Model
 - Data Mining Terminology
 - Data Mining Algorithms
 - Which Models to Use?
 - Data Mining Process
 - Scoring Approaches
- Introduction to Data Mining Services
 - Data Mining Services Overview
 - Data Mining Workflow
 - Creating Datasets
 - Developing Predictive Models
 - PMML Overview
 - Creating and Using Predictive Metrics
 - MicroStrategy Predictive Model Viewer
- Forecasting with MicroStrategy
 - Overview
 - Linear Regression
 - Exponential Regression
 - Tree Regression
 - Time Series Analysis

Day Two

- Classification with MicroStrategy
 - Overview
 - Decision Trees
 - Logistic Regression
- Association Rules
 - Overview
 - Association Rules
- Cluster Analysis
 - Overview
 - Cluster Analysis Models
- Data Mining Best Practices
 - Best Practices