

# Apteco FastStats Modelling Course

## Main Course Content

Delegates will use the Modelling tools of Cluster, Profile, Decision Tree and Model Reporting.

- Introduction – what are the FastStats Modelling tools
- Cluster – creating groups based upon shared common characteristics
- Cluster results – reviewing the calculations including the K-Means technique
- Cluster output – creating a Virtual Variable from the Cluster analysis results
- Profile – comparing current customers against a data universe for prospect list selection
- Profile results – reviewing calculations including the PWE statistic
- Profile output – creating a Virtual Variable from the PWE scores
- Decision Tree – creating a series of selection rules that characterise customers of interest
- Decision Tree results – reviewing the calculations and result displays
- Decision Tree output – creating a Virtual Variable from the tree nodes
- Model Reports – compare and analyse the models generated

## Pre-requisites

Delegates wishing to attend this course should first have completed the FastStats Base Standard user training.

**2 online sessions of approx. 3.5 hours/session**

Contact us to book

