Apteco

Apteco FastStats Predictor Course

Main Course Content

Delegates will use the Modelling tools of Cluster, Decision Tree and Model Reporting including Profile/PWE, as well as Segmentation.

- Introduction – what are the 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
- 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 – compares and analyses the models including PWE
- Segmentation – how to examine the movement of records between groups

Pre-requisites

Delegates wishing to attend this course should first have completed the FastStats Analyser Advanced user training.

2 online sessions of approx. 3.5 hours/session

Contact us to book