



DATA MINING AND MODELING DEMYSTIFIED

ADVANCED TRAINING TO PROSPER IN TOUGH TIMES

OVERVIEW

Long gone are the days when data was scarce. In the modern world, we're drowning in data and it's growing deeper at a dizzying pace ... every second ... around the clock ... exponentially! We not only have greater data depth, we also have greater data breadth with respect to the multiplying number of data items available to us. And the sources of data have evolved to include new ones, like the vast enormity of the World Wide Web.

Data no longer exclusively exists in a structured fashion. Similarly, it no longer largely comes to us - we can electronically go to it if we know where and how to find and mine it. Data is also no longer largely quantitative; it's becoming more and more qualitative with each passing moment. It is ever-evolving and the imperatives for deriving valuable meaning from it today ... right now! ... will create the difference between success and failure for many enterprises.

Our Advanced course picks up where the fundamentals in our Essentials course left off. It's the perfect complement for those wanting to take full advantage of state-of-the-art practices in data mining and modeling. With this course, you will become intimate with the more advanced and powerful methods to effectively find, manage, and mine rich veins of information that are increasingly becoming available to you.

WHO WILL BENEFIT

- **MARKETING EXECUTIVES AND PRODUCT MANAGERS:** Anyone responsible for product marketing and direct sales channels, including Internet Marketing, Direct Mail, and Telemarketing Professionals
 - **QUANTITATIVE EXPERTS, RESEARCHERS AND ANALYSTS:** Statisticians, Modelers, Business Intelligence Analysts, Financial Analysts, Actuaries, Marketing Research Executives
 - **IT EXECUTIVES AND MANAGERS:** CIO's, CTO's, Decision Support Associates, Systems Analysts, Systems Developers, Project Leaders, DBA's, Database Programmers
 - **PROFESSIONAL SERVICES AGENCIES:** Consultants, Account Executives, List Managers, List Brokers, Internet Marketing Agency Executives, Direct Marketing Agency Executives, Database Marketing Executives, Business Development Executives
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HOW YOU'LL BENEFIT

What you will *minimally* learn from this course:

- Web and text data mining techniques you can employ to gain new insights to power your profits
- Ways to turn qualitative text and web data into quantitative data to lift modeling and mining results
- Advanced methodologies to reveal, understand, and capitalize on previously hidden data patterns
- Multiple leading-edge algorithms needed for varying types of problem solving and how to prescribe them
- How to go from drowning in large quantities of correlated data items to downing them for extra points
- Ways to uncover important associations across varying groups of items and how to turn this into money
- Knowledge discovery methods you can use to understand categorical data drivers and how to predict
- Latest "How to's" for developing models that are transportable across environments and the Internet
- Methodologies you can apply to any model-building exercise to ensure even greater modeling accuracy

As part of the curriculum, you will receive a detailed course manual, complete with references.

In addition, we want you to receive the maximum benefit from this course and we recognize there will be questions resulting from what you've learned. Therefore, every organization attending this course will also receive up to two hours of free phone follow-up consultation and advisory as part of our service to you.

Your Training Also Includes a 100% RPM² Satisfaction Guarantee.

DAY 1 - MORNING SESSION

- Introduction
- Staying on the Cutting Edge without Bleeding: The Importance Of Where We're At & Keeping Up
 - ▶ New Solutions Create New Problems
 - ▶ New Problems Demand New Solutions
- Methods And Applications
 - ▶ Predictive vs. Descriptive
 - ▶ Supervised vs. Unsupervised
- Data Overload: Solving Dimensional Problems
 - ▶ Principal Component / Factor Analysis
 - ▶ Artificial Neural Networks

DAY 1 - AFTERNOON SESSION

- Association Analysis: How to Identify Important Connections Among Things That May Be Different
 - ▶ Market Basket Analysis
 - ▶ Sequential Pattern Mining
- Supervised Methods: How To Identify Key Differentiators for Known Categories Of Things And How To Capitalize Through Inference
 - ▶ Multinomial CHAID (Tree Analysis)
 - ▶ Discriminant Analysis
 - ▶ Multinomial Logistic Regression

DAY 2 - MORNING SESSION

- Unsupervised Methods: How To Discover Previously Unknown Categories of Things in Data, Understand What Drives The Differences, and Learn How to Capitalize on this New Knowledge
 - ▶ Hierarchical Cluster Analysis
 - ▶ K-Means Cluster Analysis
 - ▶ Self Organizing Maps
- Alternative and Supplemental Methods
 - ▶ RFM Methodologies
 - ▶ Geodemographics

DAY 2 - AFTERNOON SESSION

- Web Data and Text Mining: How to Augment and Supercharge Quantitative Modeling and Data Mining Efforts with Qualitative Information
- How to Improve Modeling and Mining Accuracy
 - ▶ Review of Traditional Methods
 - ▶ Boosting
 - ▶ Bagging
 - ▶ Ensemble Modeling
- Improving Model Transportability through PMML (Predictive Modeling Markup Language)

YOUR INSTRUCTOR



Scott Terry is a multi-talented industry veteran with 30 years of experience on both the client and services side of analytics, direct and database marketing. He's lived in your shoes and knows how to turn issues into opportunities.

His senior leadership experience includes serving as Vice President of Marketing for Home Shopping Network where he led its analytics, modeling, database marketing, and research teams. And he was the Leader of Corporate Marketing at Acxiom, Inc., a leading database marketing services company. Scott was also a pioneer of the frequency and database marketing industries with Holiday Inns. And as President of a direct marketing services company, he provided a full media complement of target marketing and modeling products to a base of over 33,000 agents and brokers in the insurance industry.

Scott's entrepreneurial expertise has helped create and launch several successful businesses. Each became very profitable, multi-million dollar enterprises with one rapidly progressing from \$0 to \$30 million in sales by its second year of operation.

In addition, Scott is a career-long, highly-skilled quantitative and modeling expert who's also a gifted strategist with intuitively creative abilities. As a result, his work is award-winning and he has been an in-demand industry lecturer, teacher, and mentor throughout his career.