Predictive Analytics using Oracle Data Mining

- Introduction
  - Course Objectives
  - Suggested Course Prerequisites
  - Suggested Course Schedule
  - Class Sample Schemas
  - Practice and Solutions Structure
  - Review location of additional resources
- Predictive Analytics and Data Mining Concepts
  - What is the Predictive Analytics?
  - Introducing the Oracle Advanced Analytics (OAA) Option?
  - What is Data Mining?
  - Why use Data Mining?
  - Examples of Data Mining Applications
  - Supervised Versus Unsupervised Learning
  - Supported Data Mining Algorithms and Uses
- Understanding the Data Mining Process
  - Common Tasks in the Data Mining Process
  - Introducing the SQL Developer interface
- Introducing Oracle Data Miner 4.1
  - Data mining with Oracle Database
  - Setting up Oracle Data Miner
  - Accessing the Data Miner GUI
  - Identifying Data Miner interface components
  - Examining Data Miner Nodes
  - Previewing Data Miner Workflows

- Using Classification Models
    - Reviewing Classification Models
    - Adding a Data Source to the Workflow
    - Using the Data Source Wizard
    - Using Explore and Graph Nodes
    - Using the Column Filter Node
    - Creating Classification Models
    - Building the Models
    - Examining Class Build Tabs
- Using Regression Models
    - Reviewing Regression Models
    - Adding a Data Source to the Workflow
    - Using the Data Source Wizard
    - Performing Data Transformations
    - Creating Regression Models
    - Building the Models
    - Comparing the Models
    - Selecting a Model
- Using Clustering Models
    - Describing Algorithms used for Clustering Models
    - Adding Data Sources to the Workflow
    - Exploring Data for Patterns
    - Defining and Building Clustering Models
    - Comparing Model Results
    - Selecting and Applying a Model
    - Defining Output Format
    - Examining Cluster Results
- Performing Market Basket Analysis
    - What is Market Basket Analysis?
    - Reviewing Association Rules
    - Creating a New Workflow

    - Adding a Data Source to the Workflow
    - Creating an Association Rules Model
    - Defining Association Rules
    - Building the Model
    - Examining Test Results
- Performing Anomaly Detection
    - Reviewing the Model and Algorithm used for Anomaly Detection
    - Adding Data Sources to the Workflow
    - Creating the Model
    - Building the Model
    - Examining Test Results
    - Applying the Model
    - Evaluating Results
- Mining Structured and Unstructured Data
    - Dealing with Transactional Data
    - Handling Aggregated (Nested) Data
    - Joining and Filtering data
    - Enabling mining of Text
    - Examining Predictive Results
- Using Predictive Queries
    - What are Predictive Queries?
    - Creating Predictive Queries
    - Examining Predictive Results
- Deploying Predictive models
    - Requirements for deployment
    - Deployment Options
    - Examining Deployment Options