HACETTEPE ÜNİVERSİTESİ
ENDÜSTRİ MÜHENDİSLİĞİ BÖLÜMÜ

ÇALIŞTAY DUYURUSU

Tarih-Saat: 20/09/2013 Cuma – 10:00-17:00

Yer: Endüstri Mühendisliği Bölümü Bilgisayar Laboratuvarı I

(Kayıt yaptırılması gerekmektedir*)

DATA MINING WORKSHOP BY JMP:
CONCEPTS, METHODS AND PRACTICES

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JMP Academic Ambassador, Europe

Data Mining can be seen as a knowledge discovery process of extracting previously unknown, actionable information from data. Data mining applications are becoming more and more popular due to more and larger data warehouses, and the decreasing cost of computational power and data storage. Applications can be found in almost all areas and kinds of businesses, including marketing, engineering, life sciences and social sciences. Consequently analytical skills associated with data mining are becoming more and more valuable and important.

During this practical workshop you will be exposed to different data mining techniques through the use of JMP Pro, the Statistical Discovery software from SAS. Techniques will include decision trees, neural networks and combined models using bagging and boosting. The whole process data mining will be covered, starting from visual data exploration and data preparation. During two case studies you will have the chance to build useful statistical models that, hopefully, have good predictive power. The various models will be explored, built and scored taking into account fundamental concepts like bias, variance and over-fitting.

The majority of concepts will be taught "on the job" through two real-world business cases. The tool of choice will be JMP Pro, which is very easy-to-use, interactive and visual. No prior knowledge of data mining or experience of JMP is required to successfully complete the workshop.

Program:

10:00 – 10:30: Introduction
10:30 – 12:30: Case Study I with guided step-by-step hands-on
12:30 – 14:00: Lunch break (sponsored by JMP)
14:00 – 16:30: Case Study II with hands-on
16:30 – 17:00: Q&A and Wrap-up

*Not: Çalıştay ücretsiz olup sınırlı sayıda katılımcı alınacağı için çalıştaya katılmak isteyenlerin Araş. Gör. Volkan Sönmez'e (volkansz@hacettepe.edu.tr) kayıt yaptırmaları rica olunur.