

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?
 - Introducting 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