

> Jumpstart Clementine Data Mining Projects

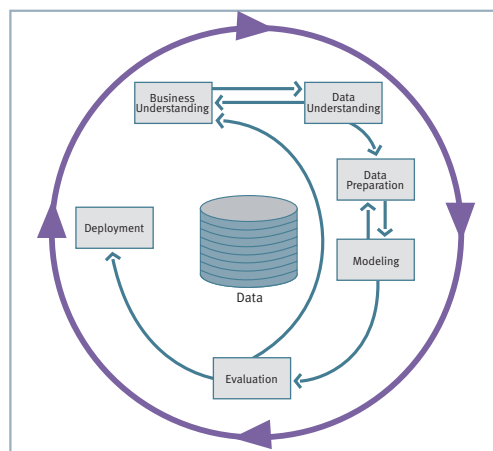
Data mining projects are often the most challenging in their initial phases—data preparation alone accounts for as much as 90 percent of the time required to discover solutions to business problems. Clementine was designed to help you overcome common data mining obstacles and enable rapid, business-focused predictive modeling.

The Clementine Data Mining Jumpstart is a five-day, fixed-price consulting engagement that helps companies apply a proven methodology and Clementine's process support capabilities to jumpstart data mining projects. Collaborate with SPSS consultants to focus more than 35 years of experience with over 250,000 organizations worldwide on achieving your business goal with data mining. Apply SPSS data mining expertise to a wide range of applications, such as improving customer retention, cross-selling, or fraud detection.

Guided by data mining best practices

One of the most critical components of a successful data mining project is a sound methodology. The CRoss Industry Standard Process for Data Mining (CRISP-DM) is the de facto industry standard. CRISP-DM helps organizations focus their data mining efforts on solving specific business problems—making data mining a business process with measurable goals, rather than simply a technological undertaking.

Clementine supports the entire CRISP-DM process from beginning to end. SPSS data mining experts show you how to apply Clementine's process support capabilities—such as the data audit node, Clementine Application Templates, and the CRISP-DM help system—to accelerate progress toward your business goal. Clementine's data audit node provides a comprehensive “first look” at your data, and the ability to visually interact with output by generating subsets of data from graphs and tables.



Clementine Data Mining Jumpstarts are based on CRISP-DM—the de facto industry standard process for data mining. CRISP-DM begins with an understanding of your business goals and ends with the deployment of data mining into business operations to achieve those goals.

Optional Clementine Application Templates give projects a head start with data mining best practices for specific business problems such as maximizing customer lifetime value. Clementine also helps you manage data mining projects by mapping them directly to the CRISP-DM process. The CRISP-DM help system and project tools help you organize Clementine streams, graphs, and other output into CRISP-DM phases.

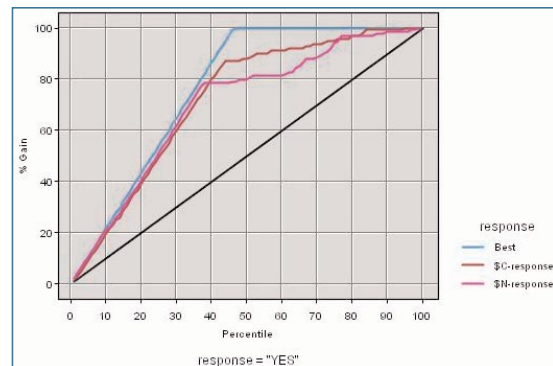
Flexible engagements to meet your business needs

Each five-day Clementine Data Mining Jumpstart is tailored to meet your requirements. For example, if you require assistance with extensive data preparation, three days may be spent preparing your data. Or, if your data are analysis-ready, the majority of the five-day jumpstart may be spent assisting you with predictive modeling.

Depending on your individual needs, typical Clementine Data Mining Jumpstarts consist of the following agenda:

- **Day one—Business understanding.** Clementine Data Mining Jumpstarts begin with an understanding of your business goal and how data mining can be applied to achieve that goal. SPSS consultants work with you to define how you will measure success, for example, by identifying the appropriate customer lifetime value measurement and determining how return on investment will be calculated.
- **Days two and three—Data understanding and preparation.** A data audit is performed to determine what data are available to help solve your business problem and discover initial insights into the data. Data quality issues are addressed to prepare data in the format necessary to answer your business questions.

- **Day four—Modeling and model evaluation.** SPSS consultants help you select and apply various modeling techniques. Model parameters are calibrated to optimal values. The predictive model is evaluated by our data mining experts to assess the model results—such as the predicted response rate of a targeted marketing campaign—against the business goals of the project.
- **Day five—Model result review and knowledge transfer.** The final day includes a review of model results and the Clementine capabilities that are essential to your data mining objective. Knowledge transfer is made easy using Clementine streams—visual maps of your data mining process—that are immediately reusable.



Model results achieved during your Clementine Data Mining Jumpstart are presented in easy to understand Clementine graphs. This enables you to see at a glance if the predictive model achieves your data mining objective.

A clear path to data mining success

At the end of your five-day Clementine Data Mining Jumpstart, SPSS consultants work with you to develop a clear action plan, based on CRISP-DM, for proceeding with your data mining project. SPSS consultants are also available to provide a wide range of help with the next steps in your data mining project—from further model building to multi-channel data mining deployment.

SPSS

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For SPSS office locations and telephone numbers, go to www.spss.com/worldwide.

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