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Data and Text Mining JumpStart Programs

SPSS offers a 6.5-day program (5 on-site days + 1.5 remote preparation days) to address basic education for new users of SPSS' Clementine software. **Save 20% on additional Clementine training. Ask your sales rep about this special offer.**

CJS1: Clementine JumpStart Education Package

Scoping/Course Materials Preparation (1.5 Days)

- Prior to the education events, SPSS personnel will review the customer's data and determine their level of preparedness for training.
- The discussion will also focus on business problems faced by the customer, and lead to recommendations on the amount of time to be spent on the Modeling and Data Preparation courses listed below.
- The scoping session will result in recommendations of models for the training sessions as well as the breakdown of time spent in each module.
- Following the scoping session, time is set aside to build the course materials from the pre-existing courses. The preparation time will also include a determination of how to map standard course exercises to customer data for use as additional training exercises, as time allows.

Web-based Education: Data Mining: Overview (Self-Paced) (optional)

- Self-paced, Web-based recorded course covering the basics of the CRISP-DM methodology and best practices for data mining projects. The subscription is for a 6-month period.
- The course goal is for you to be able to begin planning a data mining project or evaluate your current data mining efforts.
- Topics include guidelines for practical implementation of data mining in your business following the steps of the CRISP-DM methodology: setting goals.

On-site Education (5 days) Introduction to Clementine and Data Mining

- Standard Introductory class for up to nine participants or country maximum.
- The course structure follows the stages of a typical data mining project, from reading data, to data exploration, data preparation, modeling, and effective interpretation of results.

Data Preparation (1 Day)

- Topics taken from the Preparing Data for Data Mining course will cover those principles of most concern to the client.

Modeling

- Topics taken from the Predictive Modeling and/or Clustering and Association Models courses
- Scoping call with SPSS training personnel will determine the models to be covered.

Coaching and Mentoring

- Coaching and mentoring from SPSS personnel will be worked in through the week to walk through the stages of the CRISP-DM methodology and show how it relates to the business problems identified in the Scoping session.

Standard Investment

The typical investment in this 6.5-day program is \$15,764 plus expenses

Discounted Offering

SPSS offers this service at \$12,600 plus expenses.

- Base price includes nine participants
- Each additional participant is charged \$1,200 per person
- Licenses for the Data Mining Overview can be purchased for \$319 (a 20% discount from the list price of \$399) for participants in on-site training.



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Data and Text Mining JumpStart Programs

SPSS offers a 6.5 Day (5 on-site days + 1.5 remote preparation days) to provide education in the text mining features of Text Mining for Clementine. This package is directed towards new users of Clementine who aim to use Text Mining for Clementine as a primary information mining tool. **Save 20% on Introduction to Text Mining for Clementine. Ask your sales rep about this special offer.**

CJS2: Text Mining with Clementine JumpStart Education Package

Scoping (1.5 days)	■ Prior to the education events, SPSS personnel will review the customer's data to determine their level of preparedness for training. ■ The preparation time will also include a determination of how to map standard course exercises to customer data for use as additional training exercises, as time allows. ■ The discussion will also focus on business problems faced by the customer and lead to recommendations on best uses of text data.
Web-based Education Data Mining: Overview (Self-Paced) (optional)	■ Self-paced, Web-based recorded course covering the basics of the CRISP data mining methodology and best practices for data mining projects. The subscription is for a 6 month period. ■ The course goal is for you to be able to begin planning a data mining project or evaluate your current data mining efforts. ■ Topics include guidelines for practical implementation data mining in your business following the steps of the CRISP methodology.
On-site Education (5 days) Introduction to Clementine & Data Mining	■ Standard Introductory class for up to nine participants or country maximum. ■ The course structure follows the stages of a typical data mining project, from reading data, to data exploration, data preparation, modeling, and effective interpretation of results.
Introduction to Text Mining for Clementine	■ Standard Introductory class for up to nine participants or country maximum. ■ Topics include: accessing data, linguistic analysis and text mining, creating text mining concepts and categories models, the new TM interactive workbench, text link analysis, clustering of concepts, building and deploying models.
Coaching and Mentoring	■ A day of coaching and mentoring will allow the focus to be shifted to customer data and the best practices of building text mining projects.
Standard Investment	The typical investment in this 6.5-day program is \$15,764 plus expenses
Discounted Offering	SPSS offers this service at \$12,600 plus expenses. ■ Base price includes nine participants ■ Each additional participant is charged \$1,200 per person ■ Licenses for the Data Mining Overview can be purchased for \$319 (a 20% discount from the list price of \$399) for participants in onsite training.

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For more information on training courses and descriptions, visit www.spss.com/training.