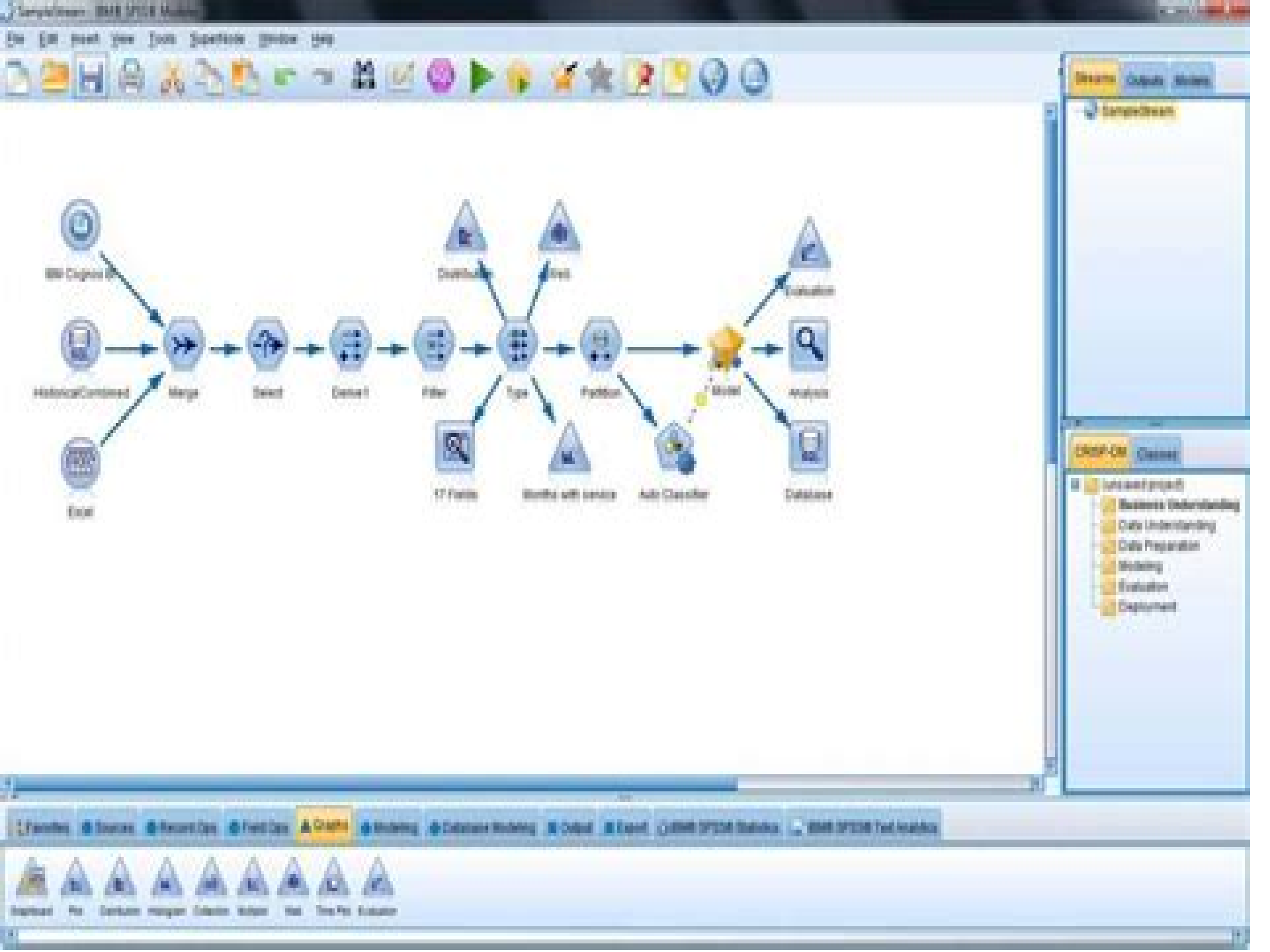
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Classifying Customers Using Ibm Spss Modeler V16

Jessica J Manson

Classifying Customers Using Ibm Spss Modeler V16:

Applied Marketing Analytics Using SPSS Arunangshu Giri,Pradip Paul,2022-02-28 Following an application based approach this book helps readers to understand the usage of analytics in different marketing contexts such as identifying customer preferences customer segmentation pricing forecasting advertising competitive analysis perceptual mapping using SPSS software Modeler Statistics and AMOS Graphics *Data Science and Machine Learning for Non-Programmers* Dothang Truong,2025-11-11 As artificial intelligence advances at an exponential pace understanding data science and machine learning has become increasingly essential Yet the wide range of available resources can be daunting posing challenges for beginners This second book builds on the foundation laid in the first Data Science and Machine Learning for Non Programmers Using SAS Enterprise Miner providing similar fundamental knowledge of data science and machine learning in an accessible way It is specifically designed to cater to readers who prefer a hands on guide using IBM SPSS Modeler a widely popular software that does not require coding or programming skills Like the first book this volume helps learners from various non technical fields gain practical insight into machine learning but shifts the focus to a different tool for those seeking alternatives to coding In this book readers are guided through practical implementations using real datasets and IBM SPSS Modeler a user friendly data mining tool The approach remains consistent with a focus on application providing step by step instructions for all stages of the data mining process using two large datasets ensuring continuity and reinforcing concepts in a cohesive project framework This book also offers practical advice on presenting data mining results effectively aiding readers in communicating insights clearly to stakeholders Together with the first book this volume is a companion for beginners and experienced practitioners alike It targets a broad audience including students lecturers researchers and industry professionals It offers flexibility in learning pathways and deepens understanding of data science using easy to follow software based approaches

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