> IBM SPSS Modeler Web Mining - in E-Services

This two-day course introduces you to the major steps of Web Mining process in E-Service. The course goal is for you to be able to begin planning or evaluate your organization's websites initiatives by IBM SPSS Modeler Web Mining. The course also reviews the basic operations and environment of the IBM SPSS Modeler Web Mining software.

Following an overview of Web Mining and an introduction to essential terminology and technology, you will then proceed logically through the following topics:

INTRODUCING IBM SPSS MODELER WEB MINING

- ◆ Introduction to IBM SPSS Modeler Web Mining
- ◆ Starting IBM SPSS Modeler Web Mining
- ◆ Building streams with IBM SPSS Modeler (formerly known as Clementine®)

READING IN WEB SERVER LOG FILES

- ◆ Reading Web Server Log files into Web Mining
- ◆ Importing log files
- ◆ Configuring and Running an Web-Mining Importer

DATA UNDERSTANDING AND PREPARATION

- ◆ Understanding web addresses of your Web Server
- ◆ Identifying Events and Channels Responses and how to create Events Definition Workbook

MODELLING TECHNIQUES- OVERVIEW

- ◆ Rule induction
- ◆ Association rules

WEB STATISTICS & SITE SEARCH OPTIMIZATION

- ◆ Understanding visitors browsing usage
- ◆ Understanding the most popular web pages
- ◆ Understanding the behavior from search actions
- ◆ The fundamentals of search engine optimization

UNDERSTANDING WEB USER BROWSING BEHAVIOR

- ◆ The fundamental of path analysis
- ◆ Identifying visitor browsing behavior

UNDERSTANDING THE HEALTH OF YOUR WEBSITE

- ◆ Exploring any abnormal traffic
- ◆ Discovering the characteristics of particular interesting HTTP response codes

ONLINE MARKETING CAMPAIGN MEASUREMENT

- ◆ Measuring the impact of your campaign

Target Audience
Web analysts, business and marketing management, and anyone who will need to improve their organization's online presence.

Prerequisites
Basic proficiency in Windows operations.

Objectives
By the end of the course, you will have learned**:**

- ◆ How to use many of the essential features of IBM SPSS Modeler Web Mining;
- ◆ How to carry out data exploration techniques using visualization and statistics
- ◆ How to interpret results effectively using both numerical and graphical output enabling appropriate conclusions to be drawn.

Cost	Duration
HK$8,000.00 per person	**2 days**