



Lloyd Business School, Greater Noida

Workshop on Predictive Analytics using SPSS

Event Report

Event Name: Workshop on Predictive Analytics using SPSS	Event Date: 17 th June 2023
Faculty Coordinators: Ms. Neha Issar	Event Timings: 10:30 AM-1:00 PM
Number of Participants: 20	Venue: Zoom meeting
Guest: Ms. Saloni Gulati, IBM SME	MOC: Online

Expected Outcome:

- To provide students with a comprehensive understanding of predictive analytics techniques and their application through the SPSS Modeler software. The session aimed to equip attendees with the knowledge and skills to effectively utilize SPSS Modeler for predictive modelling, data exploration, and predictive analytics workflows.

Detailed Report:

On 17th June 2023, Lloyd Business School, Greater Noida, organized a workshop on Predictive Analytics using SPSS. The session was conducted virtually on a Zoom platform where students from various courses such as PGDM, MBA, BBA, B. tech, Pharmacy, etc., were gathered to learn predictive analytics and its implications in the business world.

The whole session was divided into four major parts. They were Introduction, theoretical part, practical part, and Q&A.

The session started with a brief introduction of the topic and the guest by Ms. Neha Issar, faculty of Analytics. The trainer, Ms. Saloni Gulati, IBM SME, started with the

theoretical part, where she discussed Data Mining, the importance of data visualization, CRISP-DM, and the stages involved in it.

Later, she discussed the practical aspect of the IBM SPSS Modeller. She guided students to install the software, generate the license key, and start the software. After that, she discussed the software interface and showed me how to build a model with a training dataset. In the end, she answered all the students' questions, and the session ended with a thank you note from Ms. Neha Issar. The session was fruitful, and students understood how to build a predictive model using SPSS.

Learning Outcomes:

After the completion of the session, students were able to

- Understand the principles and applications of predictive analytics.
- Use SPSS Modeler software for data preprocessing, predictive modelling, and evaluation.
- Build predictive models using various algorithms and techniques available in SPSS Modeler.
- Explore and visualize data to uncover patterns and gain valuable insights.
- Evaluate model performance, select the best model, and effectively communicate results.

Report Prepared by

(Ms. Neha Issar)