

COURSE OVERVIEW.

This course is aimed at people who are going to be using Oracle Data Mining (ODM). The course will cover the data mining lifecycle, data preparation, attribute important, data mining techniques (Association Rules, Classification, Clustering, Anomaly Detection), data mining using PL/SQL and the Oracle Data Mining tool.

The course is based on the data mining features in Oracle 10g and 11g. The version of the software used during the course will be based on the version that the client has licensed and installed in their environment.

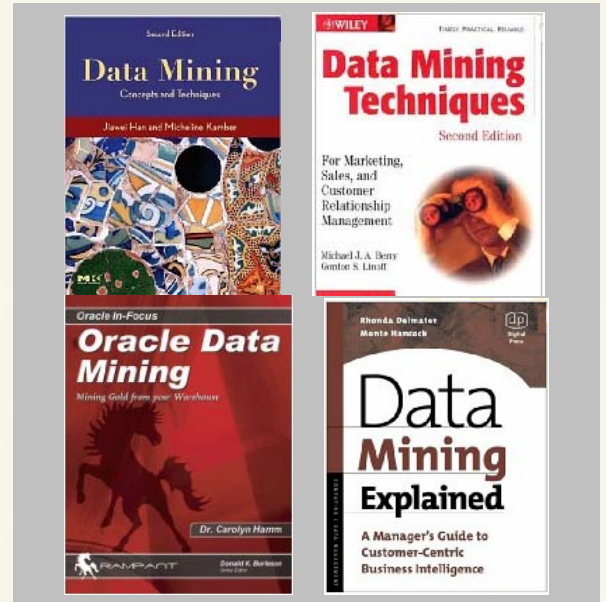
COURSE SYLLABUS

Day1

What is Data Mining ?
What are the outputs?
Data Mining Life Cycle
Overview of ODM architecture
ODM Concepts & Features
Data Preparation
Data Investigation
Data Mining – Association Rules
Data Mining - Classification

Day 2

Data Mining – Classification
Data Mining – Clustering
Saving & Using the Outputs
Deploying a Data Mining Model
Deploying & Integrating Data Mining
Review of the Data Mining Life Cycle
Preparing for a Data Mining Project



AVAILABLE OPTION

We will need to have a suitable Oracle training environment setup and configured for our on-site training. We can provide instructions on what we need for your DBA team.

Alternatively we can provide a resource to come into your organisation to create the training environment, creating the database, setting up data mining schemas, loading the data to be used during the training, and to install the client side software.

READING LIST

- [Data Mining, Second Edition: Concepts and Techniques, by Han, Kamber & Pei](#)
- [Data Mining Techniques: for Marketing, Sales and Customer Relationship Management, by Berry & Linoff](#)
- [Oracle Data Mining: Mining Gold from your Warehouse, by Carolyn Hamm](#)
- [Competing on Analytics: The New Science of Winning, by Thomas Davenport](#)
- [Data Mining Explained: A Manager's Guide to Customer-centric Business Intelligence, by Delamater & Hancock](#)