



## *Session Agenda*

- 12:30 – 1:00**      Registration
- Welcome and Introductions
- Overview of Predictive Analytics
- IBM SPSS Modeler Overview
- Exercise 1: Predictive in 20 Minutes
- IBM SPSS Modeler Basics
- Predictive Analytics Methodology and Applications
- 2:10 – 2:25**      Break
- Exercise 2: Find Patterns and Groups
- Exercise 3: Understand the Past, Predict the Future
- Exercise 4: Deploy Insights
- Integrating Predictive Analytics with Planning and BI
- 4:20 – 4:30**      Closing Discussion