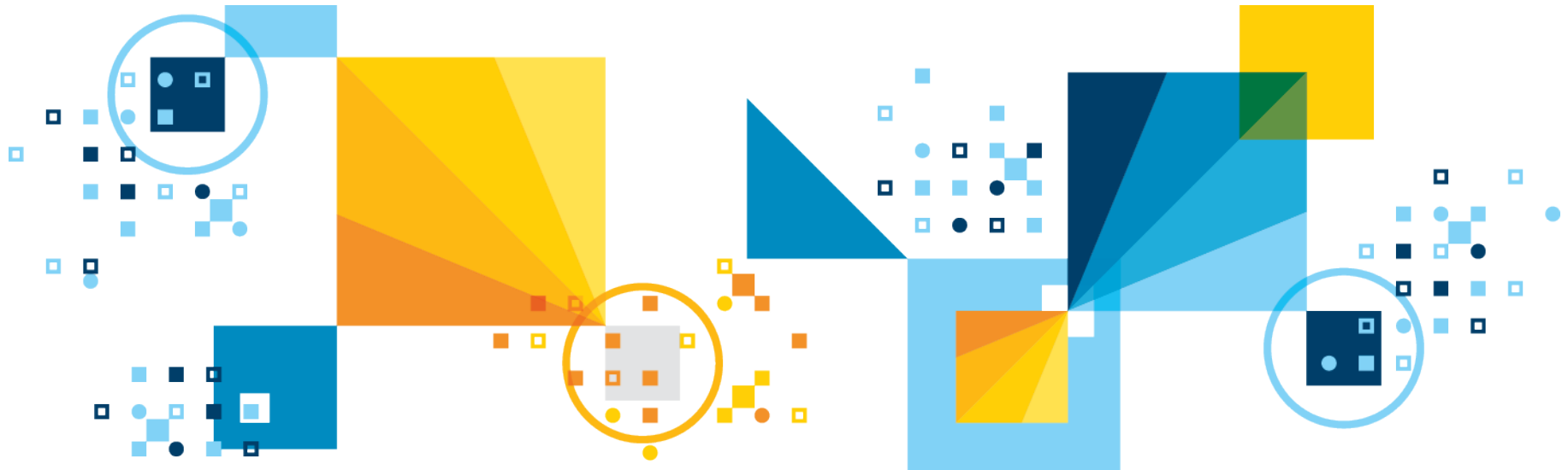


IBM SPSS Predictive Analytics Workshop with IBM SPSS Modeler

Add Date and Location and Presenter Name



Agenda

- 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
- **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
- Wrap up and Next Steps



Introductions

1. Name and Organization you represent
2. Have you done any predictive analytics projects before today?
3. Do you have any experience with any IBM SPSS Products?
 - ⌘ SPSS Statistics
 - ⌘ SPSS Modeler (formerly Clementine)
 - ⌘ SPSS Text Analytics for Surveys (TAFS)
4. What are your objectives for today?



Today's presenter: Lorem Ipsum



XXXX@us.ibm.com



XXX-XXX-XXX



linkedin.com/in/xxxxxxx



Project Experience

- *XXX*
- *YYY*
- *ZZZ*

Purpose of the workshop

- Introduction to predictive analytics
- Stimulate thinking about how predictive analytics would benefit your organization
- Demonstrate ease of use of powerful technology
- Get experience in “doing” predictive analytics
- Explore multiple predictive analytics techniques
- Understand the role of predictive analytics in decision optimization, planning and business intelligence

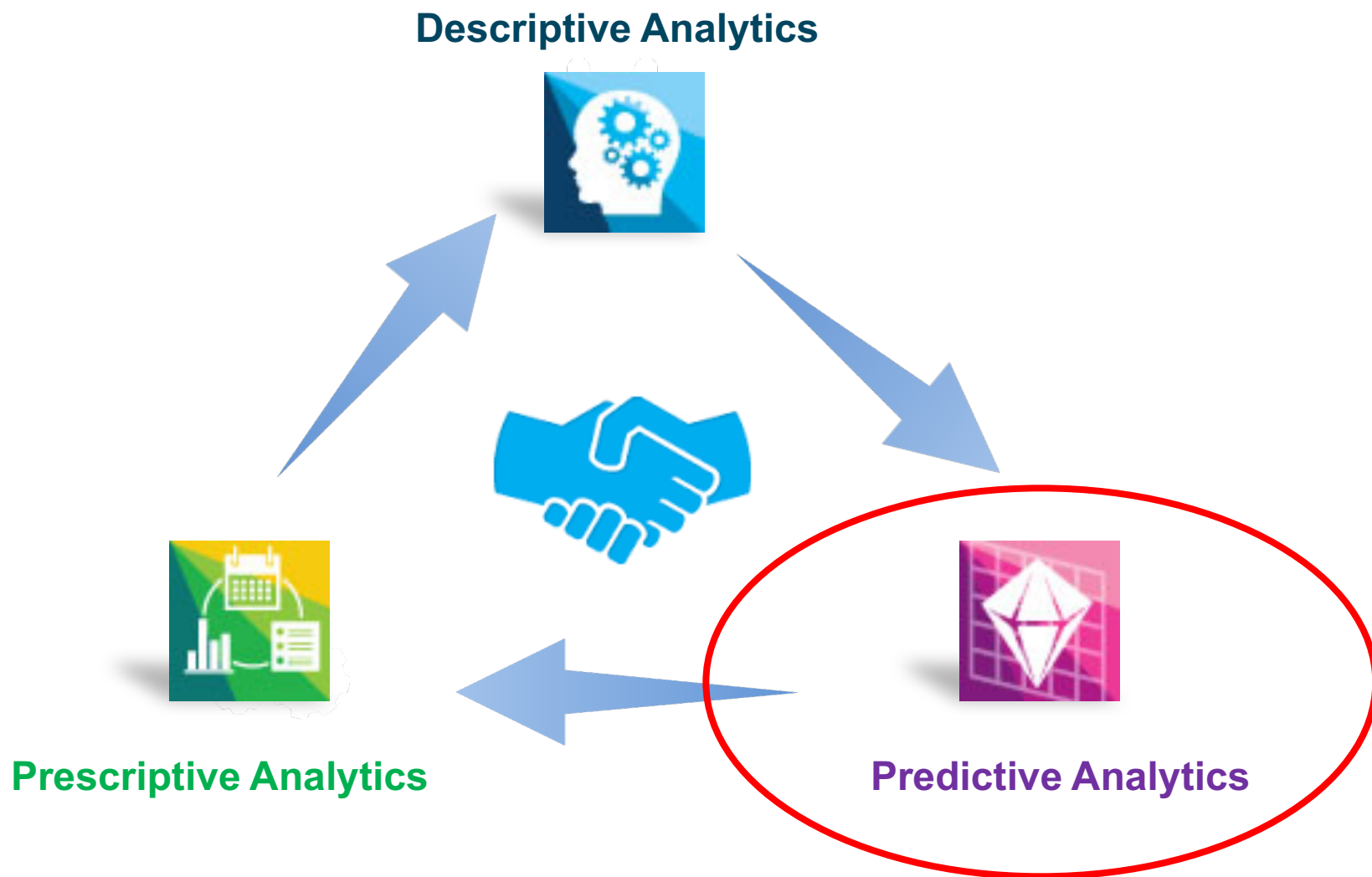


Advanced Analytics is For Everyone



Advanced analytics is the analysis of all **kinds of data** using sophisticated **quantitative methods** (i.e., statistics, descriptive and predictive data mining, simulation and optimization) to produce insights that traditional approaches to business intelligence (BI) — such as query and reporting — are unlikely to discover.

Realizing Power and Insight in your Data



Analytics Driven Organizations Reap Rewards

Front Runners outperform on



Business outcomes
(69%)



Competitive advantage
(53%)

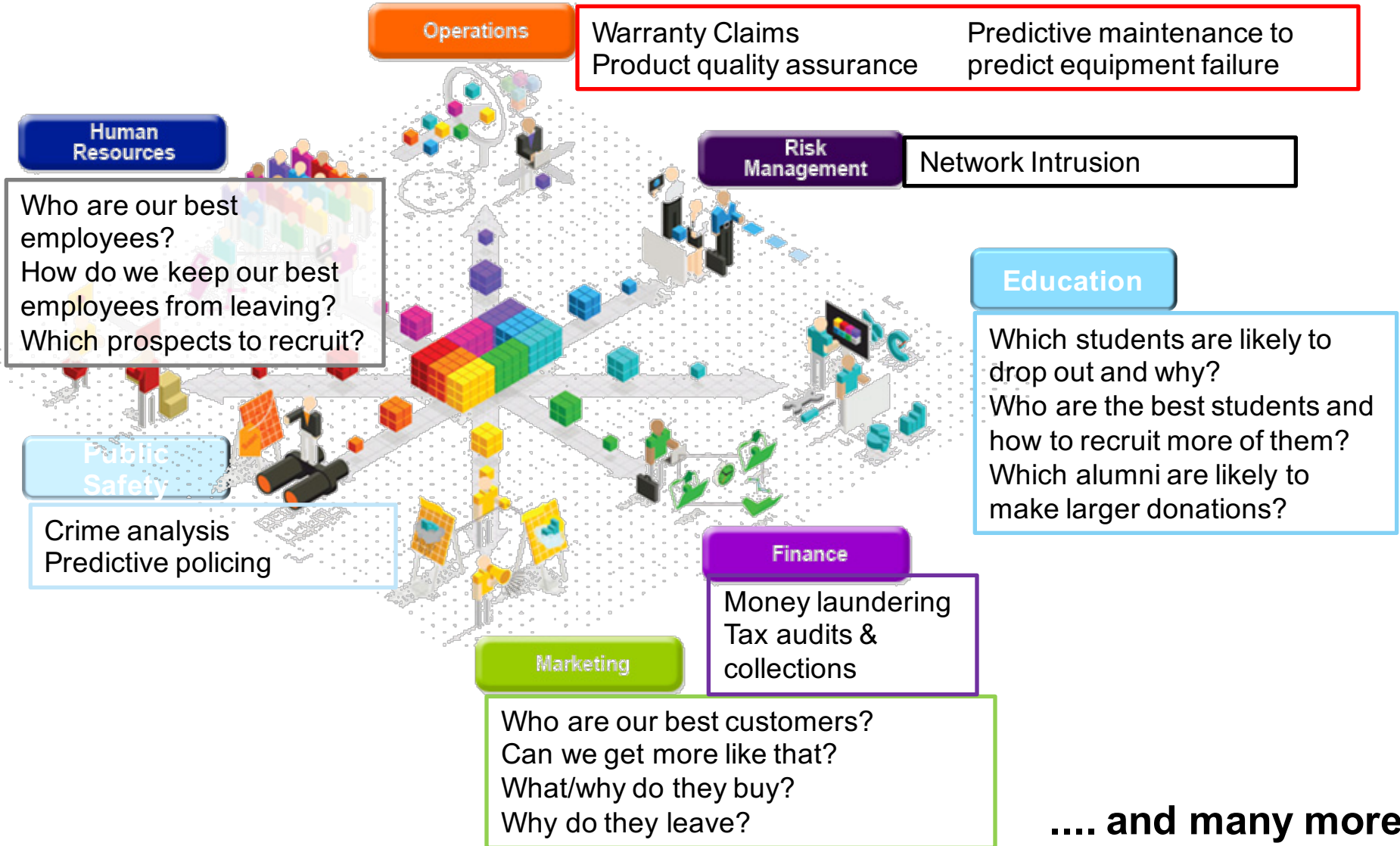


Revenues
(60%)











by using data and analytics

Source: IBM Institute for Business Value (IBV)

Areas for Predictive Analytics



Predictive Analytics Use Cases

Consumer Insights			<ul style="list-style-type: none">• Increasing revenue by understanding purchase drivers• Reducing costs with strategically targeted marketing• Forecasting new product sales
Human capital management			<ul style="list-style-type: none">• Acquiring, growing and retaining employees• Helping ensure optimal staff levels• Increasing performance, efficiency and engagement
Higher Education			<ul style="list-style-type: none">• Identifying students most likely to drop out• Reducing student loan defaults• Improving admit rate with targeted admissions
Supply chain management			<ul style="list-style-type: none">• Increasing visibility into virtually all areas of the supply chain• Decreasing downtime and unpredictability• Improving customer satisfaction
Process optimization			<ul style="list-style-type: none">• Improving accurate responses at the point of impact• Decreasing costs through operational efficiency• Transforming threat and fraud identification processes

What are some use cases from your organization?

Predictive Analytics in Action



FleetRisk Advisors

Helps trucking operators prevent accidents by building stronger & faster risk prediction models

- **20% reduction** in minor accidents
- **30% increase** in driver retention rates



U.S. Insurer

Analyzes and links claims and medical data, to prevent fraud and fast-track legitimate claims

- **USD 22 Million ROI** anticipated, and
- **100% payback** anticipated from fraud reduction
- **Over 85% accuracy** for predicting independent medical failures



ASTRON

Uses streaming analytics to deliver insights from the world's largest radio telescope

- **99% faster identification** of data
- **Analyzes >1 exabyte of data** daily
- **Integrates data from >3,000** dishes & antennas to form the largest & fastest radio telescope in the world

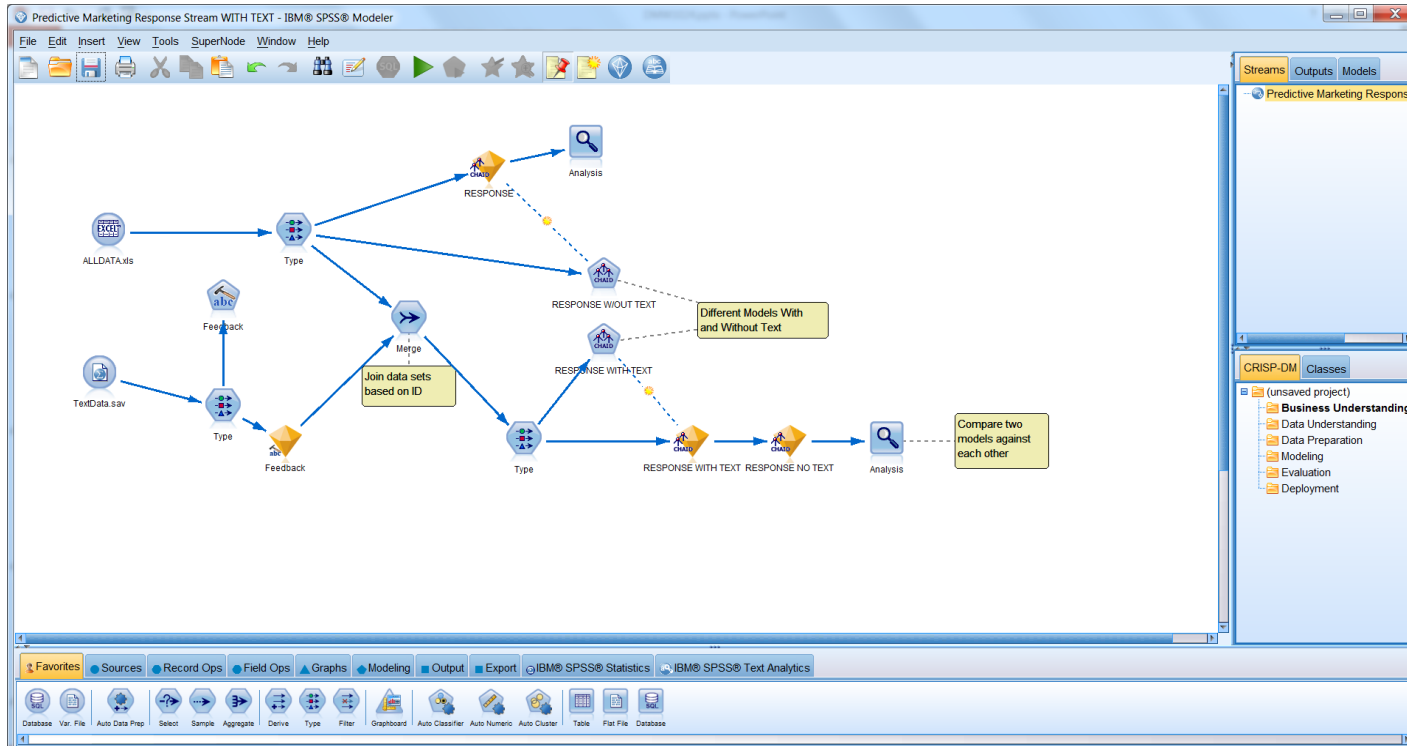


Oak Lawn Marketing

Understand customer buying patterns for targeting infomercials

- **159% boost** in the average monthly rate of customers who return to shop compared to the previous year
- **400% increase** in expected total revenue over a three year period

IBM SPSS Modeler: At a glance



Flexible adoption and configuration
 On premises
 Cloud
 Hybrid
 Bluemix

Scale from personal usage, point solution(s) to enterprise deployment

Comprehensive predictive analytics platform

Identify patterns to generate predictive intelligence and improve outcomes

Access a range of advanced analytics; decision management, text, entity, social network analysis and optimization

Exercise: Predictive in 20 Minutes

Goal:

- **Identify who has responded to a marketing campaign**

Approach:

- Use a data extract from a CRM
- Prepare data for modeling
- Define which fields to use
- Choose the modeling technique
- Automatically generate a model to identify who has responded
- Review results

Why?

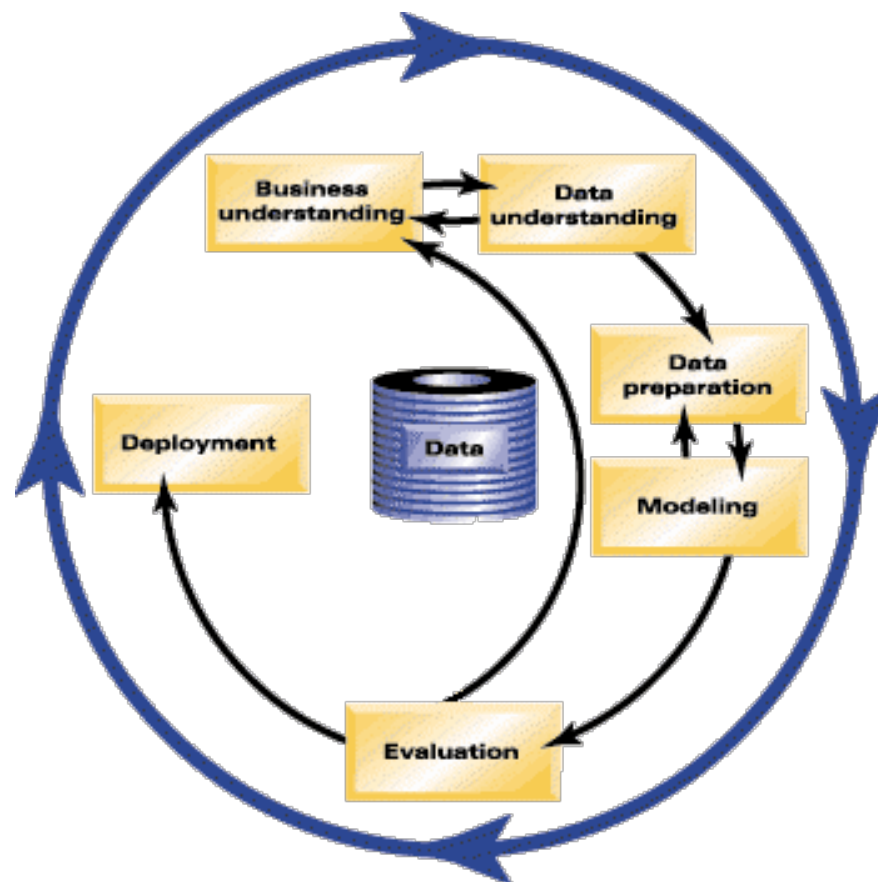
- To save marketing cost and increase marketing response, identify those likely to respond and focus marketing efforts on those prospects.

DINK 想 **TÆNK**
DENK **THINK** **AJATTELE**
RÉFLÉCHISSEZ **SMACHIS** **DENKE**
SPSS MODELER
OVERVIEW CONTINUED
考えよ **TENK** **PENSE**
فكر **REFLEXIONE**
TÄNK سوچتے

Methodology

CRISP-DM

- **C**ross-**I**ndustry **S**tandard **P**rocess for **D**ata **M**ining
- Describes Components of Complete Data Mining Project Cycle
- Shows Iterative Nature of Data Mining
- Vendor and Industry Neutral

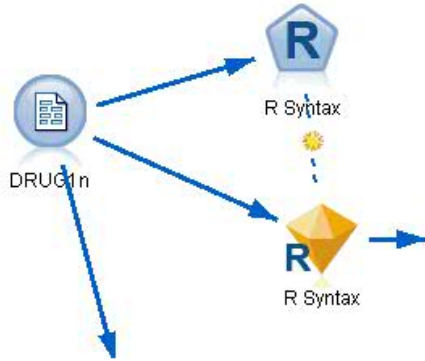


Data mining is a key discipline for applying predictive analytics

Modeling Techniques in IBM SPSS Modeler

Technique	Usage	Algorithms
Classification (or prediction)	<ul style="list-style-type: none">• Used to predict group membership (e.g., will this employee leave?) or a number (e.g., how many widgets will I sell?)	<ul style="list-style-type: none">• Auto Classifiers, Decision Trees, Logistic, SVM, Time Series, etc.
Segmentation	<ul style="list-style-type: none">• Used to classify data points into groups that are internally homogeneous and externally heterogeneous.• Identify cases that are unusual	<ul style="list-style-type: none">• Auto Clustering, K-means, etc.• Anomaly detection
Association	<ul style="list-style-type: none">• Used to find events that occur together or in a sequence (e.g., market basket)	<ul style="list-style-type: none">• APRIORI, Carma, Sequence

Extend Capabilities through R



R Integration
R Build/Score, Process and Output node support
Scale R execution by leveraging database vendor provided R engines

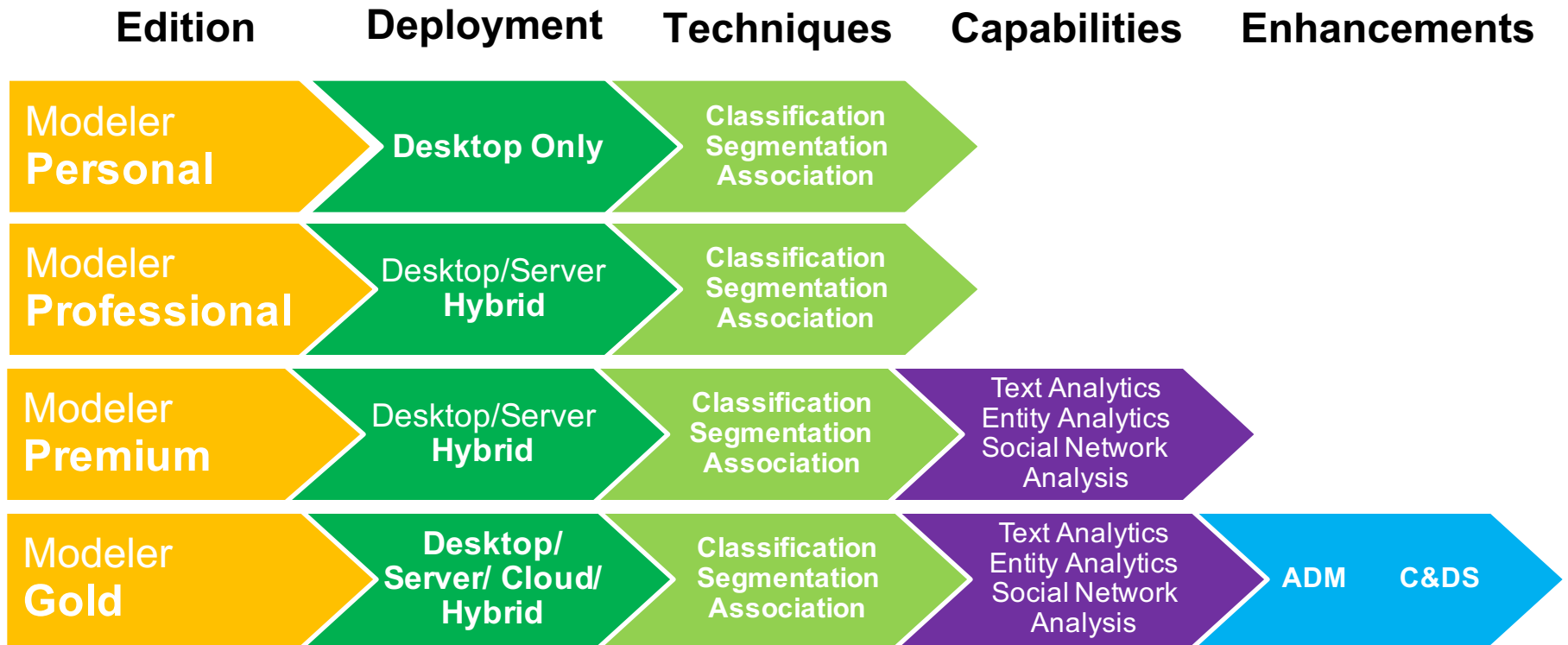
The image shows two screenshots from the IBM Analytics environment. The left screenshot displays the 'Custom Dialog Builder' interface, which includes a 'Tools' palette on the left with various controls like Source List, Target List, Check Box, Combo Box, List Box, Text control, Number control, Static Text, Item Group, Radio Group, Check Box Group, File Browser, and Sub-dialog Button. The main workspace shows a 'Variables' list with Variable1, Variable2, and Variable3, and a 'Target List' containing a 'Variable'. Below this is a 'Predictors List' with a 'Variable' and an 'Automatic Learning' checkbox. A 'Target Variable List Properties' table is visible at the bottom.

Property	Value
Identifier	pred_var
Title	Predictors List
ToolTip	
Target list type	Multiple item list
Mnemonic Key	
Required for execution	True

The right screenshot shows the 'Syntax Template' dialog box. It contains instructions: 'Enter your syntax template below. The syntax template is used to generate syntax for your dialog. Enter replaceable values using the corresponding control identifier enclosed within "%%" symbols. For example, one line of a syntax template may contain: /VARIABLES %%var_list%%'. A tip states: 'You can select from a list of all available control identifiers to insert by positioning the text caret where you would like to insert an identifier and then pressing the <CTRL>+<SPACEBAR> keys together. The list contains the control identifiers followed by the elements of command syntax available for the current context.' The template text includes: '# model building', 'attach(modelerData)', 'modeler-lm(%%stg_var%% - %%pred_var%%)', 'model', '# scoring', 'attach(modelerData)', 'output<-predict(model)', and 'output'.

Custom Dialog Builder for R
Provides the ability to create new Modeler Algorithm nodes and dialogs that run R processes
Makes R usable for non-programmers

SPSS Modeler Editions



Uncovering Patterns in Unstructured Data

- Text Analytics
 - Natural Language
 - Sentiment Analysis
- Entity Analytics
 - Disambiguate identity
 - People, places, things
- Social Network Analysis
 - Uncover relationships
 - Find leaders and followers

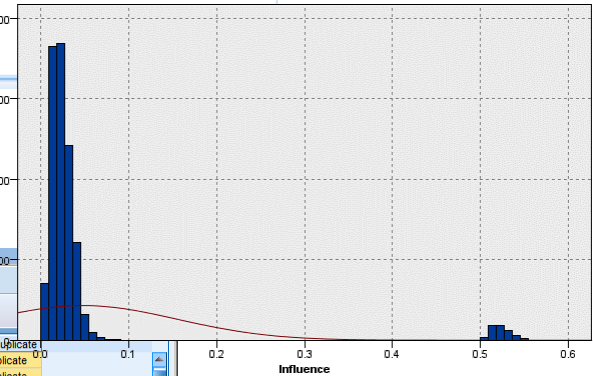
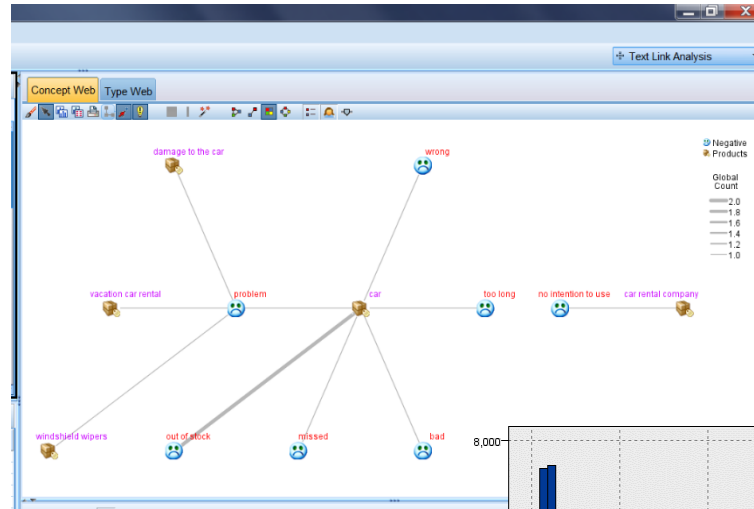


Table (13 fields, 850 records) #1

SEA-ID	SEA-SRC	key	SEA-SC	SEA-RULE	SEA-DOB.DATE	SEA-GENDER.GENDER	SEA-NAME SUR_NAME	SEA-NAME GIVEN_NAME	SEA-PASSPORT_ID_NUM	SEA-PHONE_PHONE_NUM	SEA-SSN_ID_NUM	isDuplicate
11	273	TEST	REF00000273	0.000	SnuIS	1928-04-03	M	MARTINEZ KEVIN	317451	SnuIS	320-19-4	Duplicate
12	273	TEST	REF00000728	10.000	SF1_PNAME_CFF_CSTAB	1928-04-03	M	MARTINEZ EUGENE	317451	SnuIS	320-19-4	Duplicate
13	334	TEST	REF00000334	0.000	SnuIS	1995-02-13	M	BUTLER JOSHUA	692453	SnuIS	510-98-6	Duplicate
14	334	TEST	REF00000520	10.000	SF1_PNAME_CFF_CSTAB	1995-02-13	M	BUTLER TODD	692453	SnuIS	510-98-6	Duplicate
15	342	TEST	REF00000517	8.000	SF1_PNAME_CFF_DSTAB	1967-12-02	F	HUGHES DEBRA	989511	SnuIS	156-04-7	Duplicate
16	342	TEST	REF00000857	0.000	SnuIS	1970-12-18	F	HUGHES DEBRA	989511	SnuIS	156-04-7	Duplicate
17	377	TEST	REF00000377	0.000	SnuIS	1950-09-28	M	WHITE DANIEL	844897	SnuIS	389-32-9	Duplicate
18	377	TEST	REF00000780	8.000	SF1_PNAME_CFF_DSTAB	1949-12-01	M	WHITE DAN	844897	SnuIS	389-32-9	Duplicate
19	388	TEST	REF00000388	0.000	SnuIS	1937-03-26	M	HILL RUSSELL	104791	SnuIS	551-95-8	Duplicate
20	388	TEST	REF00000628	10.000	SF1_PNAME_CFF_CSTAB	1937-03-26	M	HILL RUSSELL	104791	SnuIS	551-95-8	Duplicate
21	437	TEST	REF00000573	9.000	SF1_PNAME_CSTAB	1937-09-16	F	JENKINS DORIS	462623	SnuIS	688-19-5	Duplicate
22	437	TEST	REF00000437	0.000	SnuIS	1937-09-16	F	JENKINS DORIS	462623	SnuIS	688-19-5	Duplicate
23	501	TEST	REF00000501	0.000	SnuIS	1978-04-03	F	GRIFFIN RUTH	571208	SnuIS	516-52-9	Duplicate
24	501	TEST	REF00000621	10.000	SF1_PNAME_CFF_CSTAB	1978-04-03	F	GRIFFIN RUTH	571208	SnuIS	516-52-9	Duplicate
25	1	TEST	REF00000001	0.000	SnuIS	1938-11-16	M	BROOKS JOE	147882	SnuIS	338-14-3	Unique
26	2	TEST	REF00000002	0.000	SnuIS	1989-04-05	F	HALL ANNE	554947	SnuIS	413-31-8	Unique
27	3	TEST	REF00000003	0.000	SnuIS	1931-06-25	M	BROWN AARON	856779	SnuIS	997-89-0	Unique
28	4	TEST	REF00000004	0.000	SnuIS	1990-01-02	M	WASHINGTON WAYNE	642815	SnuIS	485-60-9	Unique
29	5	TEST	REF00000005	0.000	SnuIS	1983-01-21	F	ADAMS KIMBERLY	762208	SnuIS	440-90-5	Unique
30	6	TEST	REF00000006	0.000	SnuIS	1946-05-25	M	SMITH CLARENCE	530356	SnuIS	833-62-1	Unique
31	7	TEST	REF00000007	0.000	SnuIS	1974-08-12	M	BROWN TERRY	213824	SnuIS	274-76-1	Unique

Summary Statistics

The importance of text



Because people communicate with **words**, not numbers, it has become critical to be able to **mine text** for its **meaning** and to sort, analyse, and understand it in the same way that data has been tamed. In fact, the two basic types of information complement each other, with data supplying the “what” and text supplying the “**why**”.

Source IDC: “Text Analytics: Software’s Missing Piece?”

Text Analytics

Uses natural language processing heuristic rules and statistical techniques to reveal conceptual meaning in text

Extracts concepts from text and categorizes them

Makes unstructured qualitative data more quantifiable, enabling the discovery of key insights from sources such as:

- Documents
- Survey responses
- Call center Notes
- Social Media
- Web Pages

The image displays three screenshots of the IBM SPSS Text Analytics for Surveys software interface, illustrating the process of text analysis.

Top Screenshot: Shows the initial state with a list of categories extracted from survey responses. The categories include terms like "Unk", "Neg", "Pos", "Conc", and "Unk" with associated counts. A table on the right shows individual responses with their corresponding categories.

Middle Screenshot: Shows a network diagram (Category Web Table) where nodes represent concepts (e.g., "Neg Storage", "Neg Usability", "Pos Usability") and lines represent relationships between them. This visualizes the conceptual structure of the data.

Bottom Screenshot: Shows a detailed view of the "Unused Extractions" and a table of individual responses. The table includes columns for ID, Response, Categories, REF2: Age, and RE. It shows how specific words in responses are mapped to categories.

Entity Analytics Overview

Identify Matching Entities

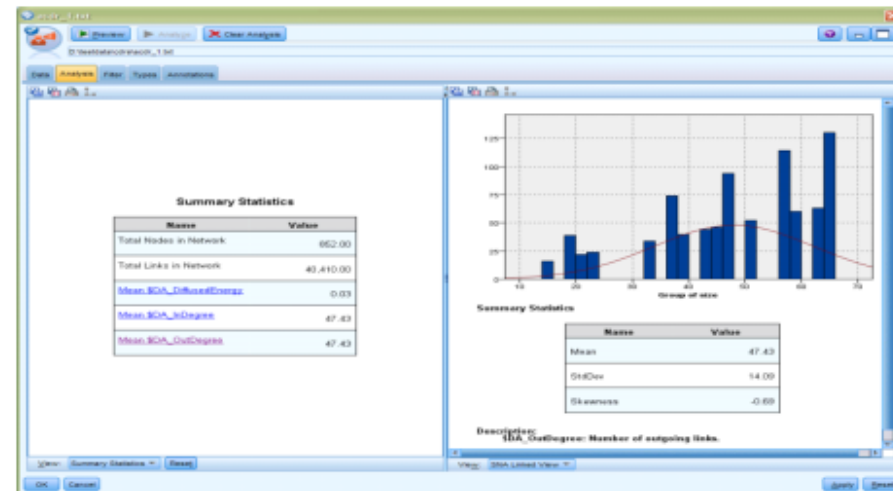
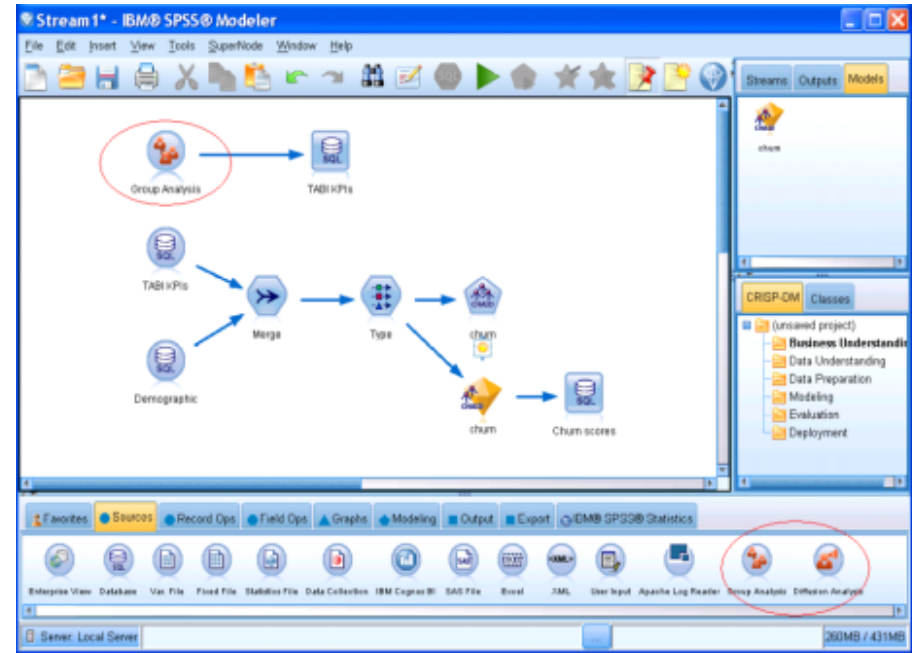
- Analysts Struggle to Match Entities, Especially From Diverse Sources
 - ⌘ Natural variability (Bob vs. Robert)
 - ⌘ Errors (transposed month and day)
 - ⌘ Fabrications (fake identities)
- Enhances Model Accuracy – Model Against a Complete, Accurate Entity
- Multiple Applications
 - ⌘ Business: is this the same order the customer submitted?
 - ⌘ Fraud: is this the same person who already defaulted on a loan?
 - ⌘ Government: is this the same vehicle that was carrying illegal content last time?
 - ⌘ Policing: Is this the same person who called us before?

	Entity 102	Entity 343	Entity 642
Name	Beth L. Johns -Parker BL Johns	Full --- Liz Johns	Full --- Elizabeth Lisa Johns
Addr1	123 Main Street 777 Park Road	Addr1 --- 33 Red Dr	Addr1 --- 33 Reed Dr
City	New York	City --- Mamaroneck	City --- White Plains
State	NY	State --- NY	State --- NY
Postal		Postal --- 10354	Postal --- 10354
Phone	2127331234	Phone --- 212-733-1234	Phone --- 914-698-2234
DOB	6/21/1954	Income --- \$9000	Income --- \$31000
Income	\$8000	Credit Debt --- \$6000	DOB --- 6/21/1954
Credit Debt	\$5.359	Other Debt --- \$3000	Credit Debt --- \$1.362
Other Debt	\$2.009	Debt to Income --- 100	Other Debt --- \$4.001
Debt to Income	92.1	Debt to Income --- 17.3	Debt to Income --- 17.3
Prev Default?	True	Prev Default? --- True	Prev Default? --- False
Pending Loan	False	Pending Loan --- False	Pending Loan --- True

Resolved Entity	
Name	Elizabeth Lisa Johns Liz Johns Beth L. Johns-Parker BL Johns
Addr1	123 Main Street 777 Park Road 33 Red Dr 33 Reed Dr
City	New York, White Plains, Mamaroneck
State	NY
Postal	11732, 10354
Phone	212-733-1234 914-698-2234
DOB	6/21/1954
Defaults	Yes
Income	\$48000
Credit Debt	\$12.722
Other Debt	\$9.009
Debt to Income	113.5
Prev Default?	True
Pending Loan	True

Social Network Analysis

- Used to identify depth and reach of social media content.
- Focuses around identifying groups, leaders and probabilities that others will churn based on influence
- Enhances existing churn predictions of Modeler
- Expressed as two new nodes in the Sources Palette
 - Group Analysis – what are the groups in my data and who are the leaders
 - Diffusion Analysis – uses existing churn information to determine who else that churner is likely to influence to leave



Break - please return in 10 minutes





Find Patterns and Groups



Classify customers into groups based on underlying characteristics

Understand the Past, Predict the Future



Model response to marketing offers using historical data

Deploy Insights on new projects



Leverage models to create insights on new customers

Find Patterns and Groups



Classify customers into groups based on underlying characteristics

Understand the Past, Predict the Future



Model response to marketing offers using historical data

Deploy Insights on new projects



Leverage models to create insights on new customers

Exercise 2: Find Patterns and Groups

Goal:

- ⌘ Create segments of customers

Approach:

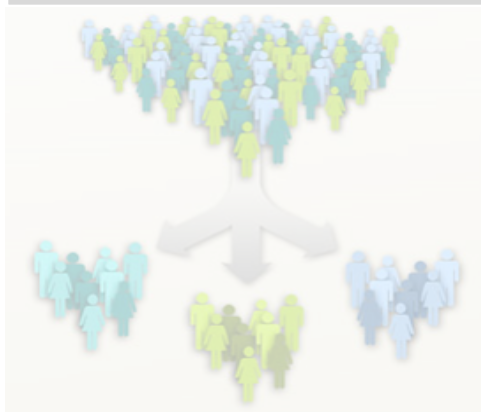
- ⌘ Merge disparate data sources
- ⌘ Define which fields to use
- ⌘ Automatically generate a model to group customers
- ⌘ Apply business terms to new groups
- ⌘ Export newly created groups to database

Why?

- ⌘ Better customer understanding (demographics, socio-economic etc)
- ⌘ Tailored messages for each group/segment
- ⌘ Personal and more relevant for consumers



Find Patterns and Groups



Classify customers into groups based on underlying characteristics

Understand the Past, Predict the Future



Model response to marketing offers using historical data

Deploy Insights on new projects



Leverage models to create insights on new customers

Exercise 3: Understand the Past, Predict the Future

Goal:

- ⌘ Identify who is likely to respond to a marketing offer

Approach:

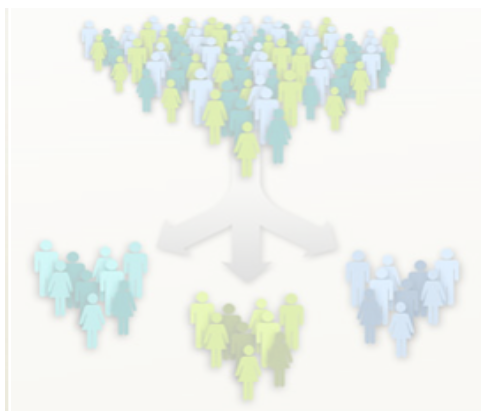
- ⌘ Use a data extract from a CRM
- ⌘ Extract concepts from the open ended comments in a customer survey
- ⌘ Define which fields to use
- ⌘ Choose the modeling technique
- ⌘ Automatically generate a model to identify who is likely to respond
- ⌘ Review results

Why?

- ⌘ Target those likely to respond to offers to increase revenue, cut costs
- ⌘ Using unstructured data improves modeling accuracy and provides more insight



Find Patterns and Groups



Classify customers into groups based on underlying characteristics

Understand the Past, Predict the Future



Model response to marketing offers using historical data

Deploy Insights on new projects



Leverage models to create insights on new customers

Exercise 4: Deploy Insights on New Projects

Goal:

- ⌘ Leverage predictive insights to score new consumers

Approach:

- ⌘ Use new customer records who have never received an offer
- ⌘ Leverage the text extraction and classification models used in exercise 3
- ⌘ Automatically generate scores of who is likely to respond
- ⌘ Review results
- ⌘ Deploy results for use by marketing team



Why?

- ⌘ Create models on large populations for robust, representative results, and easily score smaller record batches when necessary, on-demand.
- ⌘ Apply consistent and seamless methodology over many model scoring iterations, ensuring quality control.

DINK 想 **TÆNK**

DENK **THINK** **AJATTELE**

INTEGRATING

PREDICTIVE

ANALYTICS WITH

PLANNING AND BI

TÄNK **REFLEXIONE**

TÄNK سوچتے

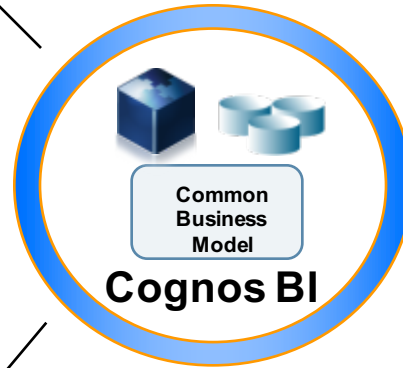
IBM SPSS Predictive Analytics



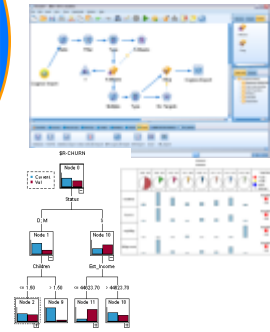
Integration with IBM Cognos Analytics



1) Leveraging BI, identify problem or situation needing attention



2) SPSS predictive analytics feed results back into the BI layer



3) Results widely distributed via BI for consumption by business Users

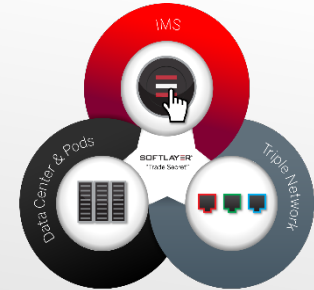


Flexible deployment



Flexible

Flexible Deployment Options, Including Cloud, Supported By An Infrastructure-agnostic Platform



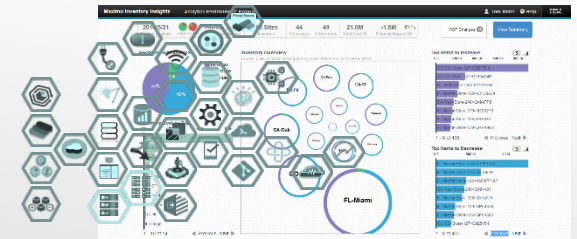
Integrated

Integrated With IBM's High-performance Systems Built for Big Data Analytics



Embedded

Embedded Into Operational, Mobile and/or Cloud-based Applications



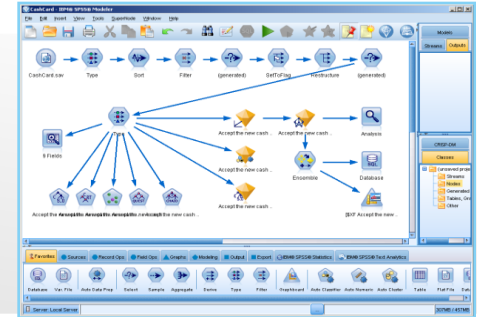


Predictive Analytics for All



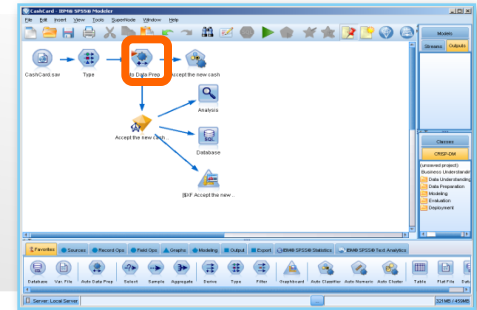
Expert User

Deep Predictive Capabilities With In-database, R and Python Integration, and Integrated Deployment



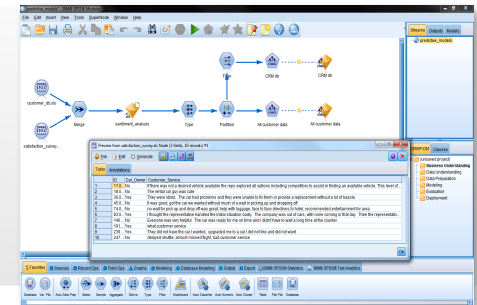
Intermediate User

Visual Workbench for Building Models of Any Complexity With Ability to Automate and Combine Tasks



Novice

Simple, Easy-to-Use, Visual, Guided Analytical Discovery, Intelligent Automation and Visual Storytelling



Workshop takeaways

Easy to use, visual interface

- Short timeframe to be productive with actionable results
- Does not require knowledge of programming language
- No proprietary data formats
- Open architecture

Business results focused

- Leverages the investments already made in technology
- Cost effective solution that delivers powerful results across organization
- Full range of algorithms for your business problems
- Big Data enabled (Hadoop, SQL Pushback)

End-to-end solution

- Data preparation through real time interactions
- Use structured, unstructured and semi-structured data
- Integrated portfolio for business analytics
- Scales from a single desktop to an enterprise deployments

Call To Action



Demo the software download a trial version of SPSS modeler and create your own use-cases with your own data



IBM SPSS Resource Center stay connected to this site to learn more about Modeler capabilities, latest use-case stories, and upcoming training opportunities



Connect with IBMers stay connected with IBM SPSS representatives. We would love to hear your success and help with any roadblocks to enablement

TELL ME HOW YOU CAN APPLY THIS TO YOUR BUSINESS

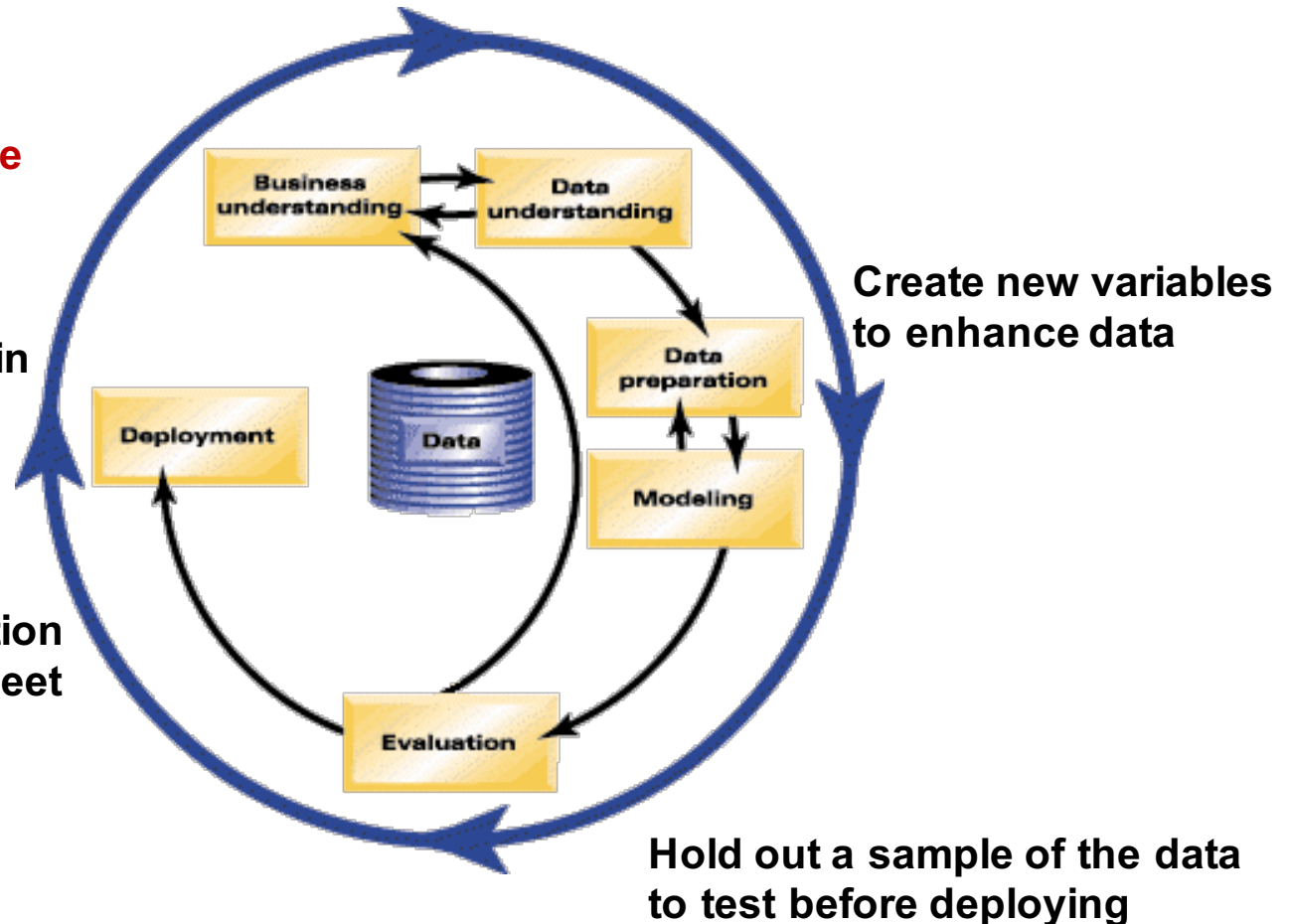
The image features a central text overlay: "TELL ME HOW YOU CAN APPLY THIS TO YOUR BUSINESS". The word "YOUR" is highlighted in blue. Surrounding this text is a collage of various words and symbols related to the concept of "thinking". The words are arranged in a grid-like pattern, each enclosed in a colored rounded rectangle. The words include: "DINK" (blue), "DENK" (yellow), "THINK" (grey), "TÆNK" (blue), "AJATTELE" (yellow), "TENK" (yellow), "PENSE" (orange), "REFLEXIONE" (orange), "TÄNK" (blue), and "سوچنے" (Urdu, grey). There are also several non-English characters and symbols scattered around, such as "想" (Chinese), "考えよ" (Japanese), "פִּקּוּךְ" (Hebrew), and "سوامنس" (Sanskrit).

Getting Started

- What do you want to achieve?
- Short project with the biggest impact
- ROI and Success Criteria are key to identifying early

- Measure results
- Quantify your ROI
- **97% of customers are able to pay for their investment within 11 months!**
- Use return to invest in the next project

- Embed in an application
- Export to a spreadsheet



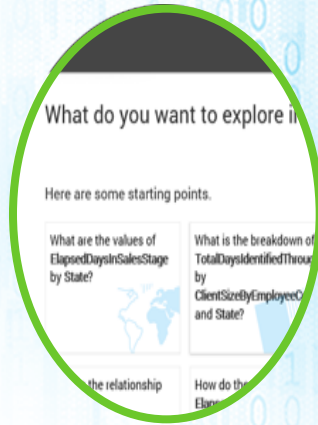
Partner projects

Thank
YOU

IBM Watson Analytics



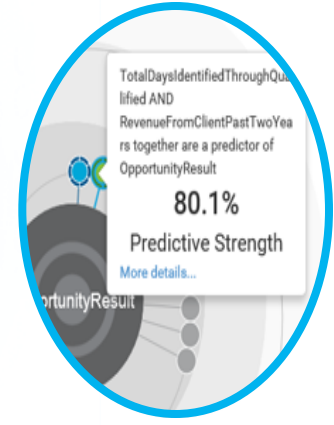
Single Analytics Experience



Fully Automated Intelligence



Natural Language Dialogue



Guided Analytic Discovery

Single Interface ... Explore > Predict > Assemble

The screenshot shows the IBM Analytics interface with a dark header bar containing a 'Welcome' message, a search icon, a user profile icon, and a help icon. Below the header, there are three main sections: 'Explore' (blue), 'Predict' (green), and 'Assemble' (purple). The 'Explore' section features a circular data visualization icon. The 'Predict' section features a target icon. The 'Assemble' section features a dashboard icon. A search bar at the bottom left contains the text 'Type in keywords to find assets'. A navigation bar at the bottom contains icons for 'Add', 'Filter', and 'List'. Several callout bubbles are overlaid on the interface:

- Quick start intuitive interface** (green bubble, left side)
- Guided discovery & visualization** (green bubble, top center)
- Easy data upload and search capabilities** (green bubble, bottom left)
- Natural language dialogue** (dark blue bubble, bottom center)
- Key business driver insights** (blue bubble, right side)
- Dashboard and storytelling authoring** (green bubble, bottom right)

Appendix

Suggested Books

IBM SPSS Modeler Cookbook

- From Amazon.com

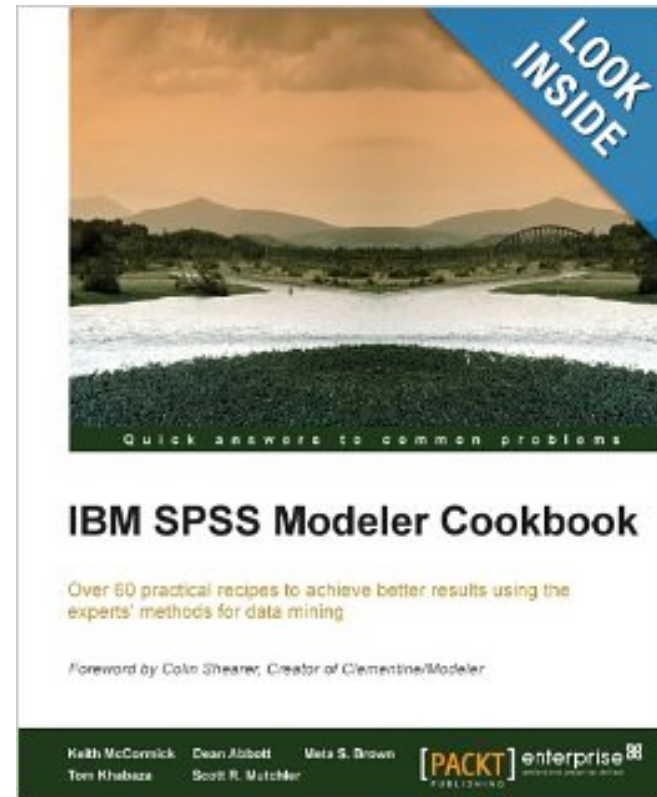
⌘ IBM SPSS Modeler Cookbook

⌘ by Keith McCormick, Dean Abbott, Meta S. Brown, Tom Khabaza, Scott R. Mutchler

⌘ Paperback - 382 pages
(October 2013) (also on Kindle)

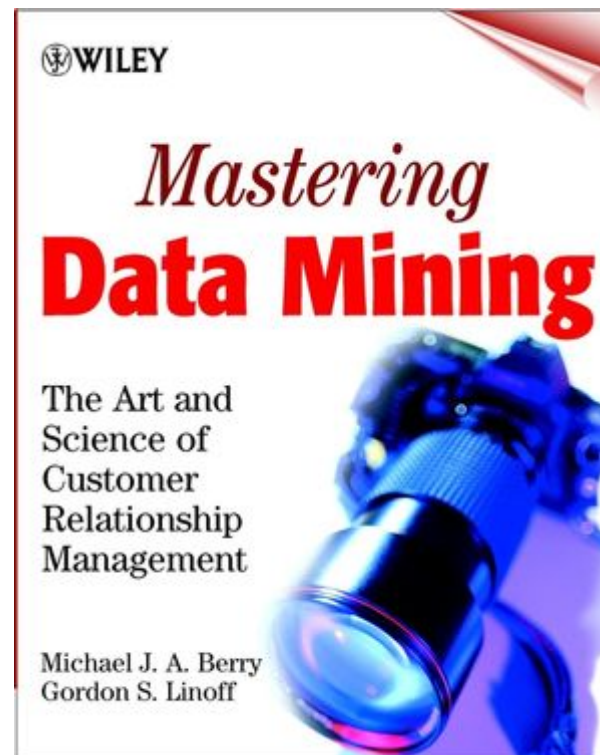
⌘ ISBN : 1849685460

- Written by those who teach and have been working with IBM SPSS Modeler since its beginnings. Full of practical examples that span the full gamut of capabilities.

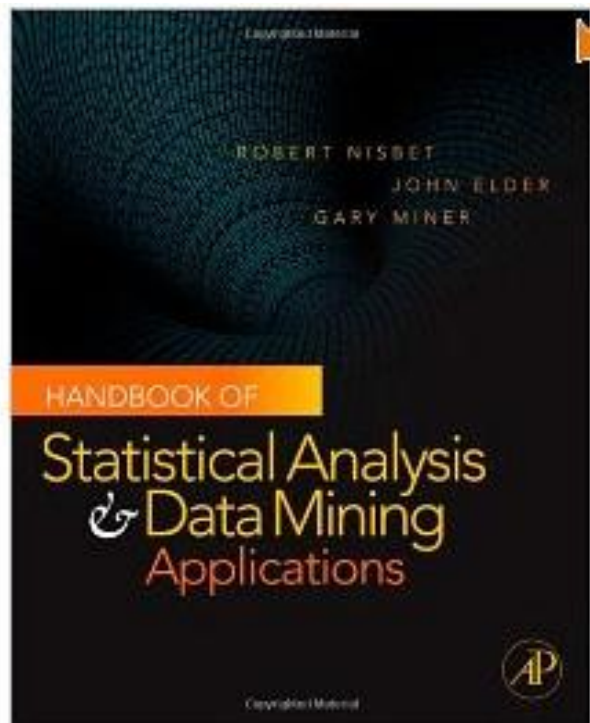


Data Mining Overview

- From Amazon.com
 - ⌘ **Paperback:** 512 pages
 - ⌘ **Publisher:** Wiley; 1 edition (December 28, 1999)
 - ⌘ **Language:** English
 - ⌘ **ISBN-10:** 0471331236
 - ⌘ **ISBN-13:** 978-0471331230 ;
- Good introductory text on data mining for marketing from two top communicators in the field



Handbook of Statistical Analysis and Data Mining Applications



- Handbook of Statistical Analysis and Data Mining Applications
- Robert Nisbet, John Elder IV, and Gary Miner
- Academic Press (2009)
- **ISBN-10:** 0123747651

- An excellent guide to many aspects of data mining including Text mining.

Data Mining Algorithms

- From Amazon.com
 - ⌘ Data Mining: Practical Machine Learning Tools and Techniques with Java Implementations
 - ⌘ by Eibe Frank, Ian H. Witten
 - ⌘ Paperback - 416 pages (October 13, 1999)
 - ⌘ Morgan Kaufmann Publishers;
 - ⌘ ISBN: 1558605525;
- Best book I've found in between highly technical and introductory books. Good coverage of topics, especially trees and rules, but no neural networks.

