Session Agenda

8:00 – 8:30	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
9:45 – 10:00	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
11:30 – 12:00	Closing Discussion
12:00	Lunch