

# Predictive Analytics Modeler

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Now with analytics you can predict and prevent traffic congestions.

People spend 30% of their time and income on daily commutes. Public transportation agencies are challenged to find ways to increase convenience, improve the travel experience and lower costs. Business analytics uses real-time data to anticipate and control congestions, helping traffic systems flow smoothly.

The Predictive Analytics Modeler career path prepares students to learn the essential analytics models to collect and analyze data efficiently. This will require skills in predictive analytics models, such as data mining, data collection and integration, nodes, and statistical analysis. The Predictive Analytics Modeler will use tools for market research and data mining in order to predict problems and improve outcomes.

This career path includes the following learning modules, open badges, and job roles:

## Learning Modules

### *Module I – Analytics Overview*

- Business Analytics Overview, Trends, Case Studies
- Understanding Business Intelligence and Analytics

### *Module II – Business Analytics Foundations*

- Introduction to Data Mining CRISP-DM

### *Module III – Predictive Analytics Modeler*

- Nodes and streams
- Initial data mining, storage and field measurement
- Understanding the data (valid and invalid values)
- Integrating data (methods, options, merging, and sampling)

- Deriving and reclassifying fields (CLEM)
- Looking for relationships (matrix, distribution, means, histogram, statistics and plot)
- Functions (conversion, string, and statistical)
- Data transformation
- Statistical. graphical and sample nodes
- Automated data mining and modeling
- Predictive models and customer segmentation

## IBM Open Badges

- Predictive Analytics Modeler 2017: Explorer | Mastery Award

## Associated Job Roles

- Business Intelligence Analyst
- Security Intelligence Engineer
- Watson Cognitive Specialist

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Be a part of the program and make an impact around your world.

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