Data Mining with Decision Trees

Discover the power of tree structured data mining during this popular intro tutorial by Dan Steinberg, one of the world's leading experts in CART® (classification and regression tree) technology and real world applications. This tutorial is geared toward statisticians and IT audiences who are interested in understanding the conceptual basis of decision tree technology what it is, why it works, how it has been used, and how it can help you make better business decisions.

Predictive Modeling with Automated Regression Tools

This new one day tutorial is for data analysts and modelers interested in learning about MARS®, a brand new data mining tool developed by one of CART's originators.
Be the first on your block to get answers about this exciting, new predictive modeling tool: What is MARS? Why does it work? How can it be used? How can it help you develop more accurate regression models?

Advanced CART & Hybrid Modeling Techniques

Sharpen your decision tree expertise during this one day advanced tutorial. This tutorial is geared towards analysts and modelers with prior knowledge of tree algorithms. Using case studies, seminar topics include:
- Hybridizing CART with logistic regression and neural nets
- Combining multiple trees via bagging, boosting, repeated sampling and varying priors
- Understanding the strategy behind alternative splitting rules and their characteristic strengths, weaknesses and signatures
- Using priors to detect "hot spots"

TreeNet™: Stochastic Gradient Boosting

TreeNet stochastic gradient boosting is Jerome Friedman's latest advance in data mining methodology. In TreeNet, classification and regression models are built up gradually through a potentially large collection of small trees, each of which improves on its predecessors through an error-correcting strategy. Individual trees may be as small as one split, but the final models can be extraordinarily accurate and are remarkably resistant to over fitting. Innovations in this methodology include (a) never using all the training data at any one time, (b) a very slow learning rate, and (c) potentially ignoring increasingly large portions of the training data as the model evolves.

RandomForests™

Our latest and greatest please see website for more information http://www.salford-systems.com.

Location	Training Schedule			
	Hands On CART!	TreeNet/ Random Forests Seminar	Hands On MARS!	Adv CART Seminar
San Diego, CA	June 3- 4, 2004	June 10, 2004	June 11, 2004	N/A
New York, NY	July 12-13, 2004	July 14, 2004	July 15, 2004	July 16, 2004
Seattle, WA	August 16-17, 2004	August 18, 2004	August 19, 2004	August 20, 2004
Chicago, IL	September 28-29, 2004	September 30, 2004	October 1, 2004	N/A
Las Vegas, NV	November 8-9, 2004	November 10, 2004	November 11, 2004	N/A
San Diego, CA	Nov 30-Dec 1, 2004	December 2, 2004	December 3, 2004	N/A

Two-day CART course is $1,195. A one-day CART, MARS, or TreeNet/RandomForests course is $795. For only $2,195 you can attend Intro CART, Intro MARS, and Adv. CART. Or attend all four courses for only $2,990.

Registrant(s): _____

Organization: _____
Address: _____
Address(2): _____

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E-mail Address: _____

Register by fax 619-543-8888 or mail to 8880 Rio San Diego Dr. # 1045 San Diego, CA 92108

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