The Three Most Common Data Mining Software Tools

PREAMBLE

In this chapter, we will introduce you to the interfaces of three of the common data mining tools on the market today: SPSS Clementine, SAS-Enterprise Miner, and STATISTICA Data Miner. The first tool we’ll describe is arguably the most popular data mining tool package on the market today (and the oldest): SPSS Clementine.

SPSS CLEMENTINE OVERVIEW

SPSS Clementine is the most mature among the major data mining packages on the market today. Since 1993, many thousands of data miners have used Clementine to create very powerful models for business. It was the first data mining package to use the graphical programming user interface. It enables you to quickly develop predictive models and deploy them in business processes to improve decision making.