



Consulting and Training | Reach New Heights

Course Name

Data Mining

Sector Name

Digital Transformation and Innovation

Document Type

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Data Mining

Course Introduction

If you need to learn how to understand and create Machine Learning models used to solve business problems, this course is for you. You will learn in this course everything you need about the Data Mining process, Machine Learning, and how to implement Machine Learning algorithms in Data Mining. This course was designed to provide information in a simple and straightforward way to ease learning methods. You will start from scratch and keep building your knowledge step by step until you become familiar with the most used Machine Learning algorithms.

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Target Audience

- ✓ Business and technology leaders
- ✓ Business Unit Managers
- ✓ Business Development Consultants
- ✓ General Managers / Regional Managers
- ✓ Senior and mid-level leaders
- ✓ Individual leaders of all levels in the organization
- ✓ Art Director
- ✓ Marketing Consultants
- ✓ Marketing Development Manager

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Learning Objectives

- ✓ Learn everything about Data Mining and its applications
- ✓ Understand Machine Learning and its connection with Data Mining
- ✓ Learn all Machine Learning algorithms, their types, and their usage in business
- ✓ Learn how to implement Machine Learning algorithms in different business scenarios
- ✓ Learn how to install and use the Python programming language to create machine learning algorithms in a simple way
- ✓ Learn how to import your data sets into Python and perform the required cleaning before creating the algorithms
- ✓ Learn how to interpret the results of each algorithm and compare them with each other to choose the optimum one
- ✓ Learn how to create graphs in Python, such as scatter and regression graphs, and use them in your analyses

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Course Outline

✓ Day 01

Introduction to Data Mining

- ✓ Introduction to Machine Learning
- ✓ How Does Machine Learning Work
- ✓ Machine Learning Algorithms Classification
- ✓ Set up Programming Environment
- ✓ Install the Anaconda package
- ✓ Supervised Learning Algorithms

Introduction to Supervised Learning Algorithms

- ✓ Types of Variables
- ✓ Introduction to Regression Model
- ✓ Regression Model Slope
- ✓ Intercept Value
- ✓ R-Squared
- ✓ P-Value
- ✓ Simple Linear Regression
- ✓ Concepts used in Machine Learning (Important**)



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Course Outline

✓ Day 02

Overview of the dataset

- ✓ Create a Simple Linear Regression Model in Python-Part 1
- ✓ Create a Simple Linear Regression Model in Python-Part 2
- ✓ Create a Simple Linear Regression Model in Python-Part 3
- ✓ Create a Simple Linear Regression Model in Python-Part 4
- ✓ Multiple Linear Regression
- ✓ Dummy Variables
- ✓ Step-wise Approach
- ✓ Assumptions of Multiple Linear Regression

Overview of the business problem data

- ✓ Create Multiple Linear Regression Model in Python-Part 1
- ✓ Create Multiple Linear Regression Model in Python-Part 2
- ✓ Create Multiple Linear Regression Model in Python-Part 3
- ✓ Create Multiple Linear Regression Model in Python-Part 4
- ✓ Polynomial Regression
- ✓ Overview of the business problem data
- ✓ Create a Polynomial Regression Model in Python-Part 1
- ✓ Create a Polynomial Regression Model in Python-Part 2
- ✓ Course Rating

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Course Outline

✓ Day 03

Introduction to Classification

- ✓ Introduction to Logistic Regression
- ✓ Confusion Matrix
- ✓ Standard Scaler
- ✓ Overview of the business problem data
- ✓ Create Logistic Regression Model in Python-Part 1
- ✓ Create Logistic Regression Model in Python-Part 2
- ✓ KNN Classification Algorithm
- ✓ Create a KNN Model in Python
- ✓ Support Vector Machine (SVM) Classification Algorithm
- ✓ Create a Support Vector Machine in Python
- ✓ Naive Bayes Algorithm Part 1
- ✓ Naive Bayes Algorithm Part 2
- ✓ Create a Naive Bayes Model in Python
- ✓ Decision Tree Algorithm
- ✓ Create a Decision Tree Model in Python
- ✓ Random Forest Algorithm
- ✓ Create a Random Forest Model in Python

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Course Outline

✓ Day 04

Unsupervised Learning Algorithms

- ✓ Review Unsupervised Learning Algorithms
- ✓ Hierarchical Clustering Algorithm
- ✓ Dendrogram Diagram Method
- ✓ Overview of the business problem data
- ✓ Create Hierarchical Clustering Algorithm in Python-1
- ✓ Create Hierarchical Clustering Algorithm in Python-2
- ✓ K-means Clustering Algorithm
- ✓ Using the Elbow Method to Determine Optimal Number of Clusters
- ✓ Create K-means Clustering Algorithm Model in Python - 1
- ✓ Create K-means Clustering Algorithm Model in Python - 2
- ✓ Association Rules (Market Basket Analysis)
- ✓ Overview of the business problem data
- ✓ Create Association Rules (Market Basket Analysis) Model in Python - 1
- ✓ Create Association Rules (Market Basket Analysis) Model in Python - 2
- ✓ Create Association Rules (Market Basket Analysis) Model in Python - 3

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Course Outline

✓ Day 05

Deep Learning

- ✓ Introduction to Deep Learning
- ✓ How Does Deep Learning Work Part 1
- ✓ How Does Deep Learning Work Part 2
- ✓ Activation Functions
- ✓ What is Tensorflow
- ✓ Create Artificial Neural Network Model in Python Part-1
- ✓ Create an Artificial Neural Network Model in Python Part 2

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Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
Jan. 17, 2027	Jan. 21, 2027	5 days	4250.00 \$	KSA , Dammam
April 19, 2027	April 23, 2027	5 days	4250.00 \$	UAE , Abu Dhabi
Nov. 23, 2026	Nov. 27, 2026	5 days	4250.00 \$	UAE , Dubai
July 19, 2027	July 23, 2027	5 days	4950.00 \$	Spain , Barcelona

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