



Step Beyond Spreadsheets

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Predictive Analytics for Smarter Business



- Premium, accredited partner to IBM specialising in the SPSS Advanced Analytics suite.
- Team each has 15 to 20 years of experience working in the predictive analytic space - specifically as senior members of the heritage SPSS team



Agenda

- An overview of SPSS Statistics
- Reading data from databases and spreadsheets
- Formatting the data
- Creating filters and banded fields
- Using SPSS Tables functionality to create publication-quality reports
- Finding statistically significant differences in groups

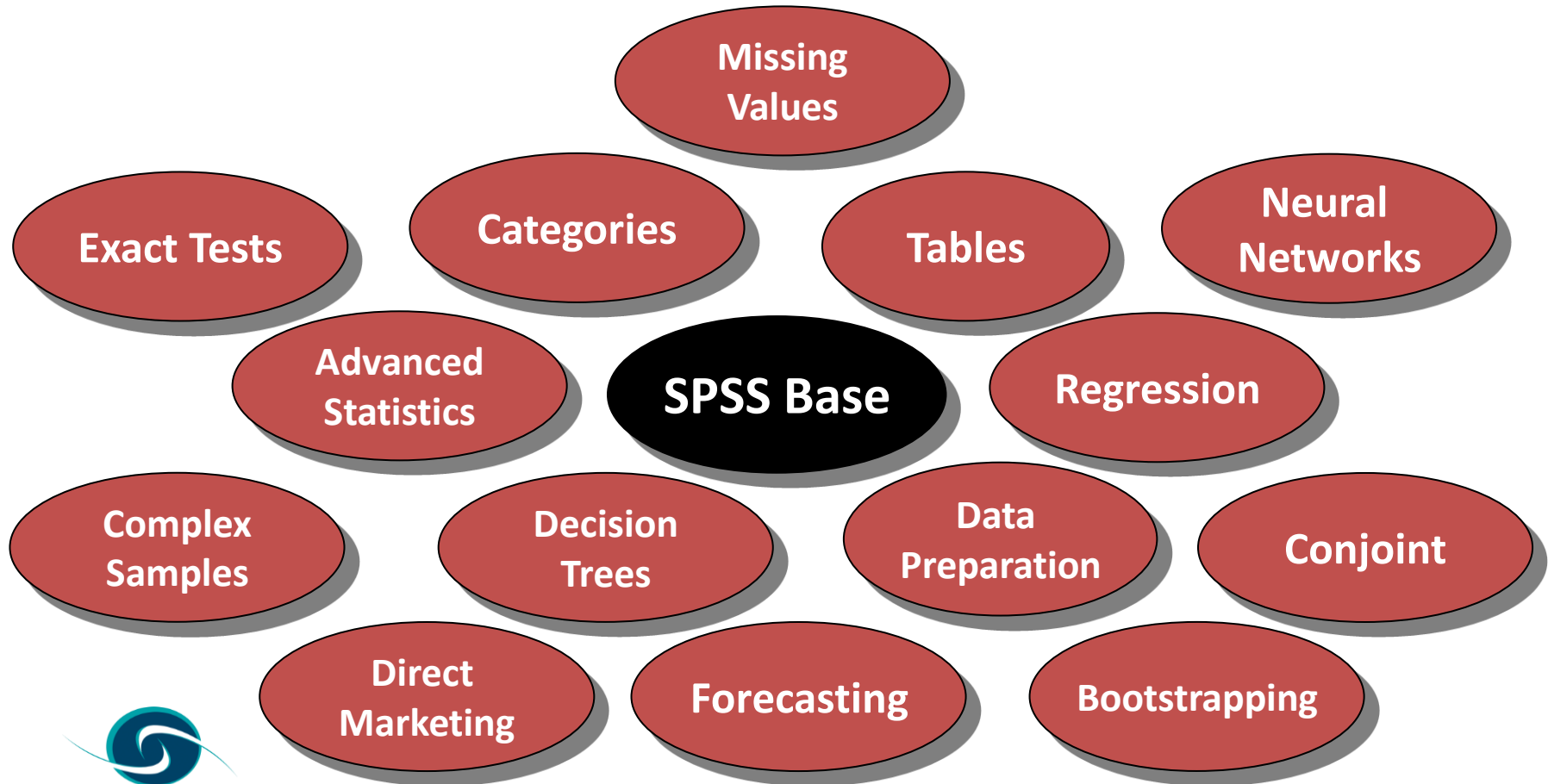


An Overview of IBM SPSS Statistics

SPSS Statistics

- Since 1968 one of the world's most popular data analysis and statistical interrogation platforms
- Used for everything from epidemiology studies , survey research and business reporting to direct marketing, credit risk, predictive modelling and asset management
- Statistics included in the base software:
 - Descriptive statistics: Cross tabulation, Frequencies, Descriptives statistics
 - Statistical Tests: T-test, ANOVA, Correlation
 - Prediction for numerical outcomes: Linear regression
 - Prediction for identifying groups: Factor analysis, Cluster analysis

IBM SPSS Statistics Base & Associated Modules





Example Module: IBM SPSS Tables

IBM SPSS Tables

Custom Tables

Table | Titles | Test Statistics | Options

Normal | Compact | Layers

Variables:

- Employee Code [id]
- Gender [gender]
- Date of Birth [bdate]
- Educational Level [ye...]
- Employment Category...
- Current Salary [salary]
- Beginning Salary [sal...]
- Months since Hire [jo...]
- Previous Experience ...
- Minority Classification...

Categories:

No categories (scale variable)

Define

Summary Statistics

Position: Columns Hide

Source: Column Variables

Category Position: Default

OK | Paste | Reset | Cancel | Help

		Employment Category			Current ...	Beginning ...
		Clerical	Custodial	Manager	Mean	Mean
		Count	Count	Count		
Minority Classifica...	No	nnnn	nnnn	nnnn	\$n,nnn	\$n,nnn
	Yes	nnnn	nnnn	nnnn	\$n,nnn	\$n,nnn
Gender	Female	nnnn	nnnn	nnnn	\$n,nnn	\$n,nnn
	Male	nnnn	nnnn	nnnn	\$n,nnn	\$n,nnn
	Total	nnnn	nnnn	nnnn	\$n,nnn	\$n,nnn

- A single dialog box for all tabulation and reports
- Preview the table as you drag and drop the fields into the rows and columns

IBM SPSS Tables

Table 1

		Employment Category			Current Salary	Beginning Salary
		Clerical	Custodial	Manager	Mean	Mean
		Row Percent	Row Percent	Row Percent		
Minority Classification	No	75%	4%	22%	\$36,023	\$17,673
	Yes	84%	12%	4%	\$28,714	\$14,679
	Gender	Female	95%	0%	5%	\$26,032

Table 1

		Employment Category			Current Salary	Beginning Salary
		Clerical	Custodial	Manager	Mean	Mean
		Row Percent	Row Percent	Row Percent		
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	Yes	84%	12%	4%	\$28,714	\$14,679
Gender	Female	95%	0%	5%	\$26,032	\$13,092
	Male	5%	10%	29%	\$41,442	\$20,301
	Total	77%	6%	18%	\$34,420	\$17,016

Table 1

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- Multiple Table Looks



Three Key Capabilities

The most effective users of technology like SPSS Statistics are able to demonstrate skills in three key areas:

1. Reading and formatting data
2. Transforming and manipulating data
3. Analysis and deployment of results



Demonstration



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Predictive analytical capability that delivers straight to your bottom line

Smart Vision Europe specialises in the implementation, support and integration of advanced analytical and predictive technologies for the enterprise.

We have chosen to partner with IBM in this area because we believe that, with the addition of SPSS to the IBM family, the solutions that are now available are without rival in the market.

There are several areas in which we feel the IBM SPSS offerings accelerate ahead of competitors.

- Breadth and depth of data access, management and analytical capability. The combination of these three areas (data access, management & analysis) delivers serious analytical productivity. Enabling your business to get more done, with improved analytical outcomes, in less time.
- Accessibility of the analytical technology. In the hands of the numerate business-savvy user the power of this predictive analytical capability is phenomenal.

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 - deliver classroom training courses
 - offer side by side training support
 - offer “skills transfer” consulting
 - run booster and refresher sessions to get more from your SPSS licences
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- We are a support providing partner so you can source your technical support directly from us (identical costs to IBM)
 - We offer telephone support with real people as well as web tickets / email queries
 - We offer “how to” support to help you get moving on your project quickly





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Thank you