Tenant Satisfaction with SPSS

Jarlath Quinn – Analytics Consultant

SMARTVISION Europe

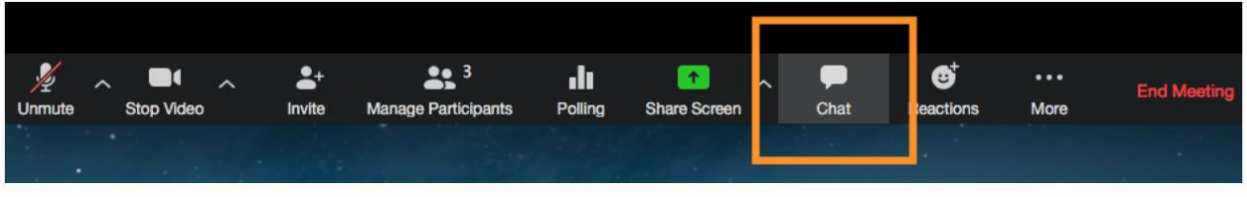
Just waiting for all attendees to join…

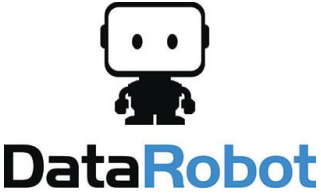
Tenant Satisfaction with SPSS

Jarlath Quinn – Analytics Consultant

FAQ's

- Is this session being recorded? Yes
- Can I get a copy of the slides? Yes, we'll email links to download materials after the session has ended.
- Can we arrange a re-run for colleagues? Yes, just ask us.
- How can I ask questions? All lines are muted so please use the chat panel – if we run out of time we will follow up with you.





- Gold accredited partner to IBM, Predictive Solutions and DataRobot specialising in advanced analytics & big data technologies
- Work with open-source technologies (R, Python, Spark etc.)
- Team each has 15 to 30 years of experience working in the advanced and predictive analytics industry

- Deep experience of applied advanced analytics applications across sectors
  - Retail
  - Gaming
  - Utilities
  - Insurance
  - Telecommunications
  - Media
  - FMCG

Agenda

- Importing and formatting raw data
- Merging survey data and operational data
- Analysing satisfaction data with crosstabs
- Charting relationships with satisfaction data
- Filtering data
- Recoding variables
- Creating profiles with Decision Trees
- Running analysis with syntax

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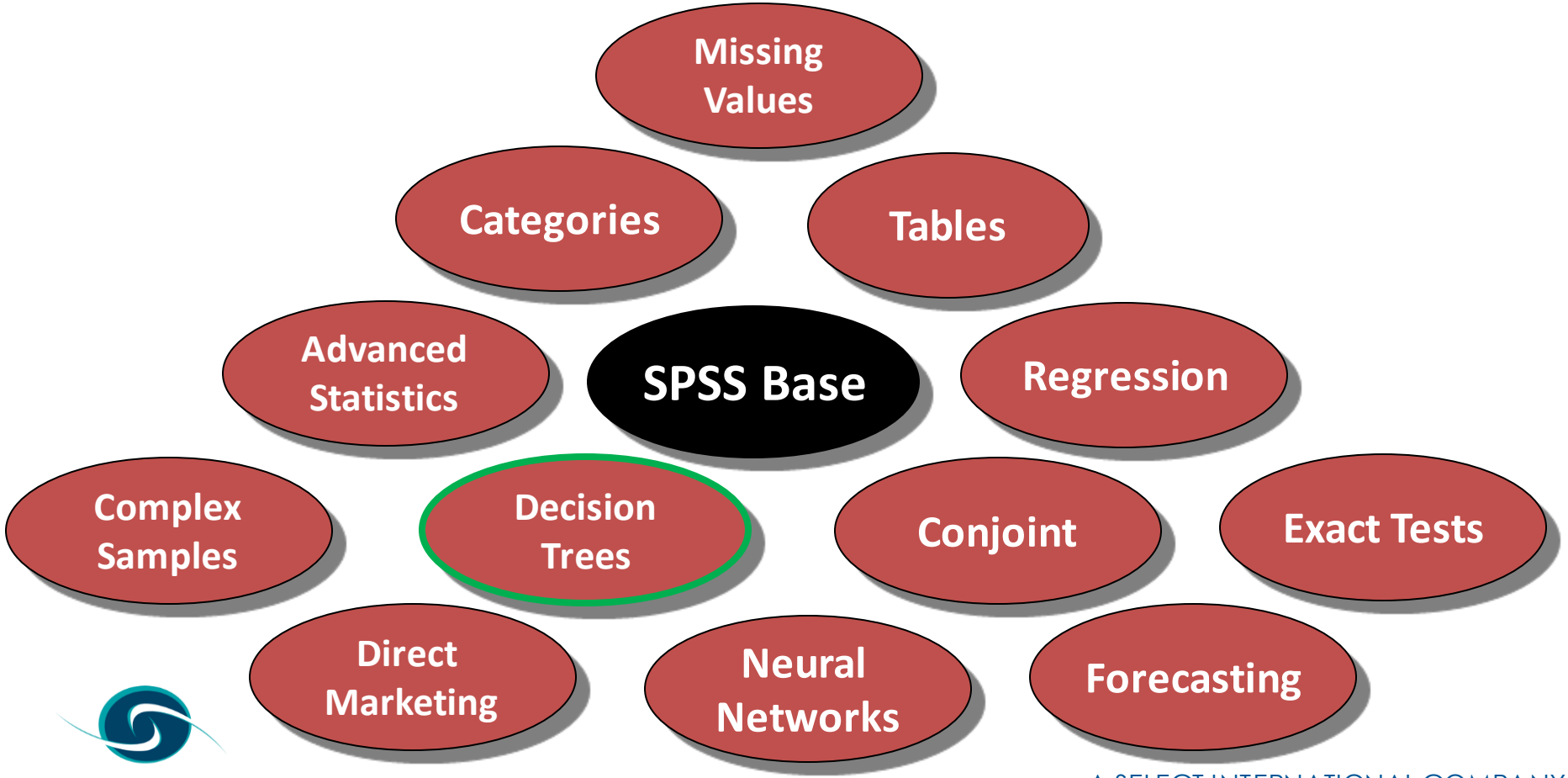
Working with IBM SPSS Statistics

SPSS Statistics

Particularly useful for applications this:

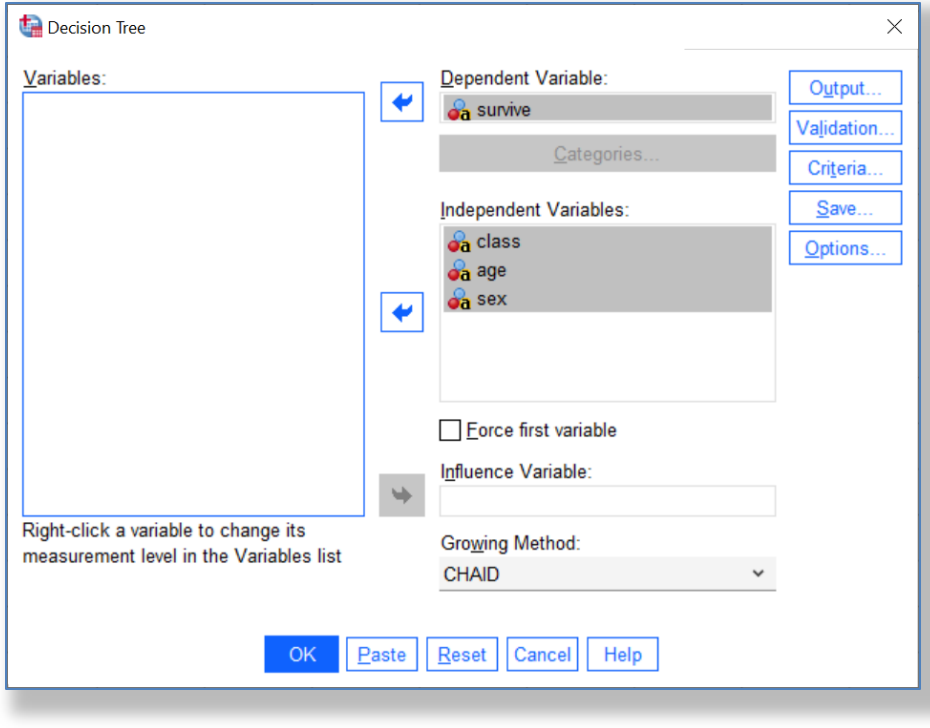
- Originally designed to analyse survey data
- Imports a wide variety of data file types
- Lots of procedures to format data for easy analysis
- Ability to record time consuming repetitive tasks and entire analysis sessions in syntax
- Editable and easily formatted output
- Creates charts that can be exported as MS Graphic Objects
- Huge variety of analytical and statistical routines

IBM SPSS Statistics Base & Associated Modules

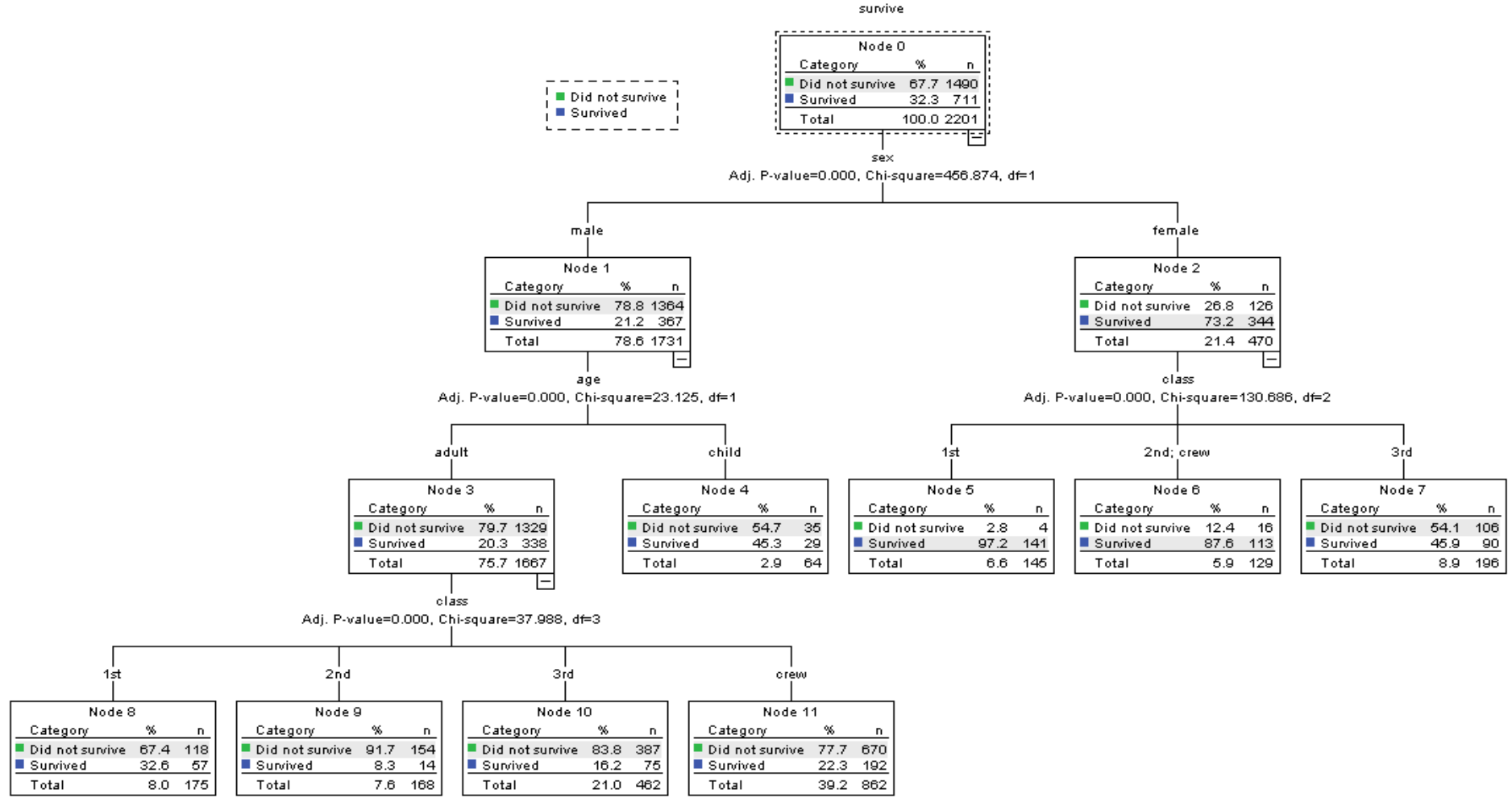


SPSS Decision Trees

- Decision trees are used to:
  - Build predictive models
  - Create profiles of customers/employees/clients
  - Find key behavioural segments
- Very popular because they:
  - Represent models visually
  - Are easy to understand



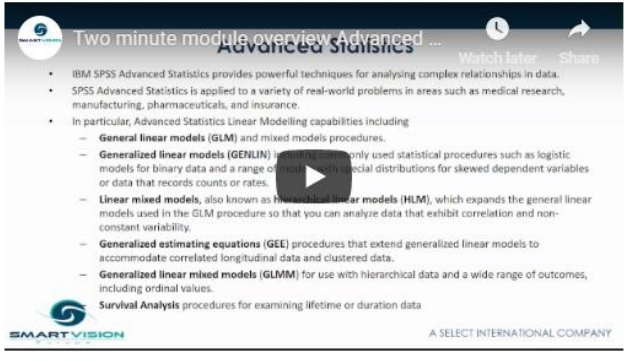
IBM SPSS Decision Trees



Smart Vision's Short Video Guides to SPSS Modules

IBM SPSS Advanced Statistics

Two minute module overview



What's in the Advanced Statistics module?

IBM SPSS Advanced Statistics provides powerful techniques for real-world problems in a variety of disciplines, including medical research, manufacturing, pharmaceuticals, and market research. It is an extremely 'analytically rich' SPSS Statistics module. Advanced Statistics includes a very wide range of multivariate procedures for investigating complex relationships in data. A number of the procedures in IBM SPSS Advanced Statistics are relatively technical in a statistical sense. In particular, Advanced Statistics encompasses General and Generalized Linear Modelling capabilities.

- General Linear Models allow you to model relationships and interactions between many factors. The general linear model incorporates a number of different statistical models: ANOVA, MANOVA, ANCOVA, Repeated Measures etc.
- An example of GLM would be one where we wish to see if males spend more money on average in a particular store than females when they have been given a particular discount coupon. The model can be made more complicated if we include more than one type of coupon or test to see whether region or age makes a difference.
- Generalized Linear Models are an extension of General Linear Models in that they are able to work with a greater range of data distributions. In particular, the model allows for the dependent variable to have a non-normal distribution.

SPSS modules

IBM® SPSS® Statistics Base

IBM® SPSS® Advanced Statistics

IBM® SPSS® Bootstrapping

IBM® SPSS® Categories

IBM® SPSS® Complex Samples

IBM® SPSS® Conjoint

IBM® SPSS® Custom Tables

IBM® SPSS® Data Preparation

IBM® SPSS® Decision Trees

IBM® SPSS® Direct Marketing

IBM® SPSS® Exact Tests

IBM® SPSS® Forecasting

IBM® SPSS® Missing Values

IBM® SPSS® Neural Networks

IBM® SPSS® Regression

IBM® SPSS® Bundles

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

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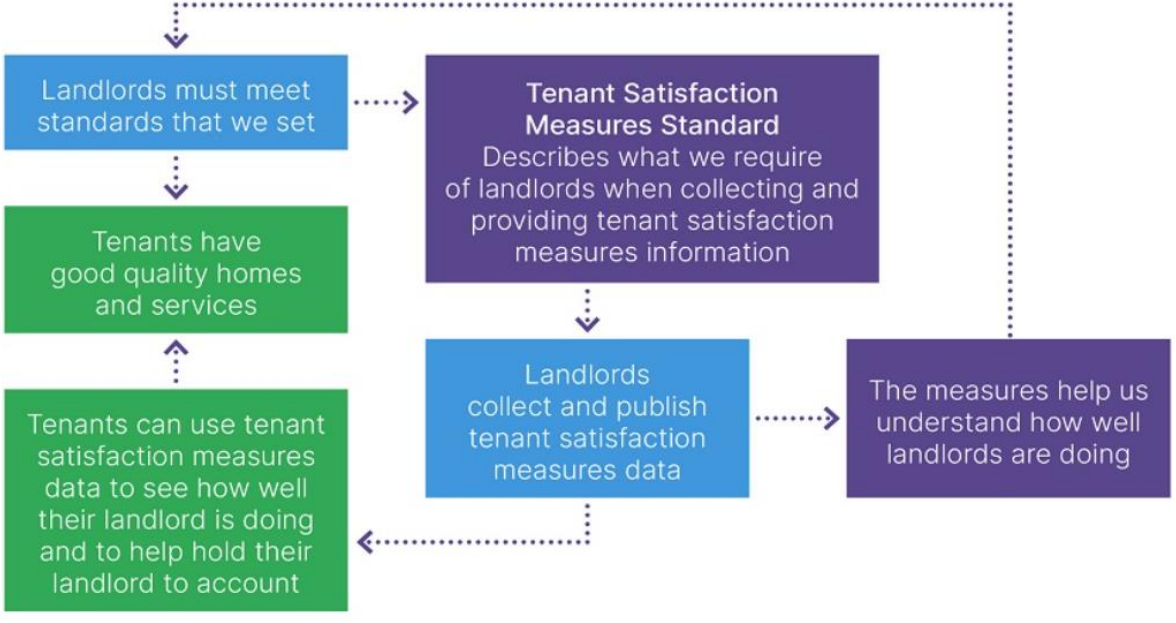
Regulator of Social Housing

Tenant Satisfaction Measures

Regulator of Social Housing

How will tenant satisfaction measures work?



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Respectful and helpful engagement

TP06: Satisfaction that the landlord listens to tenant views and acts upon them

Measured by: tenant perception survey

All tenant perception surveys must include this question: How satisfied or dissatisfied are you that your landlord listens to your views and acts upon them?

This measure will be based on the percentage of tenants who say they are satisfied.

TP07: Satisfaction that the landlord keeps tenants informed about things that matter to them

Measured by: tenant perception survey

All tenant perception surveys must include this question: How satisfied or dissatisfied are you that your landlord keeps you informed about things that matter to you?

This measure will be based on the percentage of tenants who say they are satisfied.

Regulator of Social Housing

Providers must report each TSM using the specific description and calculation of each TSM set out in Section 2. For example, following the requirements in Section 2 and the example survey responses in Table 2, the provider would be required to publish the TSM TP01 as follows:

Proportion of respondents who report that they are satisfied with the overall service from their landlord.	70%

Table 2: Illustration of calculation of TP01 – Overall Satisfaction

Illustrative number of responses to tenant perception survey question, "taking everything into account, how satisfied or dissatisfied are you with the service provided by [your landlord]?"	
Very satisfied	200 **(A)**
Fairly satisfied	500 **(B)**
Neither satisfied nor dissatisfied	200
Fairly dissatisfied	50
Very dissatisfied	50
Total responses	1,000 **(C)**
TP01 calculation: [(200 (A) + 500 (B)) / 1,000 (C)] x 100 = 70%	

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Let’s take a look….

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Working with Smart Vision Europe

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We can help with importing, formatting and analysing your Tenant Satisfaction data.

- Creating SPSS Syntax jobs that can be executed each time the data are collected
- Self-paced online and in-person training courses on how to use SPSS and appropriate statistical techniques
- A mix of consultancy and training whereby we do the initial work and then teach you how to replicate it

Working with Smart Vision Europe

- **Sourcing Software**
  - You can buy your analytical software from us often with discounts
  - Assist with selection, pilot, implementation & support of analytical tools
  - http://www.sv-europe.com/buy-spss-online/
- **Training**
  - Formal classroom/virtual training
  - Custom course development
- **Advice and Support**
  - 'No strings attached' technical and business advice relating to analytics
  - Tracked technical support services around the IBM SPSS product line

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Thank you