

IBM SPSS Text Analytics for Surveys

Jarlath Quinn – Analytics Consultant

Rachel Clinton – Business Development

www.sv-europe.com

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FAQ's

- Is this session being recorded? Yes
- Can I get a copy of the slides? Yes, we'll email a PDF copy to you 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 facility – if we run out of time we will follow up with you.



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

- Reading text data, spreadsheets or databases into SPSS Text Analytics for Surveys
- Harnessing SPSS's in-built natural language processing (NLP) engine to automate the categorisation process
- How to create reusable templates
- Creating custom libraries of phrases, acronyms and jargon
- Exporting the results for analysis in other tools such as IBM SPSS Statistics

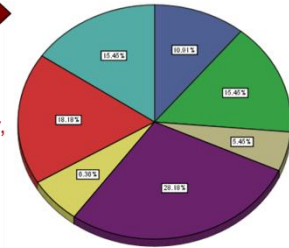


	A	B	C	D	E
1	Q11. Regarding courses, what improvements would you like to see?	Q12. Regarding instructors, what improvements would you like to see?	Q13. Regarding skills demanded at work, for which could your program have better prepared you?		Gender
2	Internships.	My instructor previously worked in industry and was the best instructor as far as "real on the job applications". The use of PowerPoint slides to better assist the instructor when lecturing.	Need labs and more hands on experience.		Male
3				None. At all of my archaeological employers I used all skills that I learned from the program and felt prepared enough in each.	Female
4	None. I felt the program was adequate as it was.	None. I felt the instructors were qualified and knowledgeable on the subject as well as excellent teachers.			Male



Transform unstructured responses into quantitative data for analysis more reliably, more quickly, and less costly

Graduate Satisfaction Survey Results

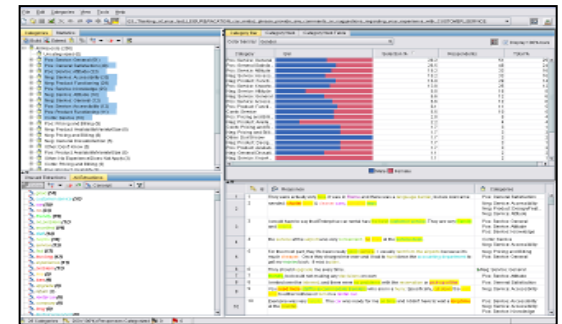


In which skill area do you wish you had left college better prepared?
 Management
 Problem Solving
 Computer
 Self Help
 Communication
 Business

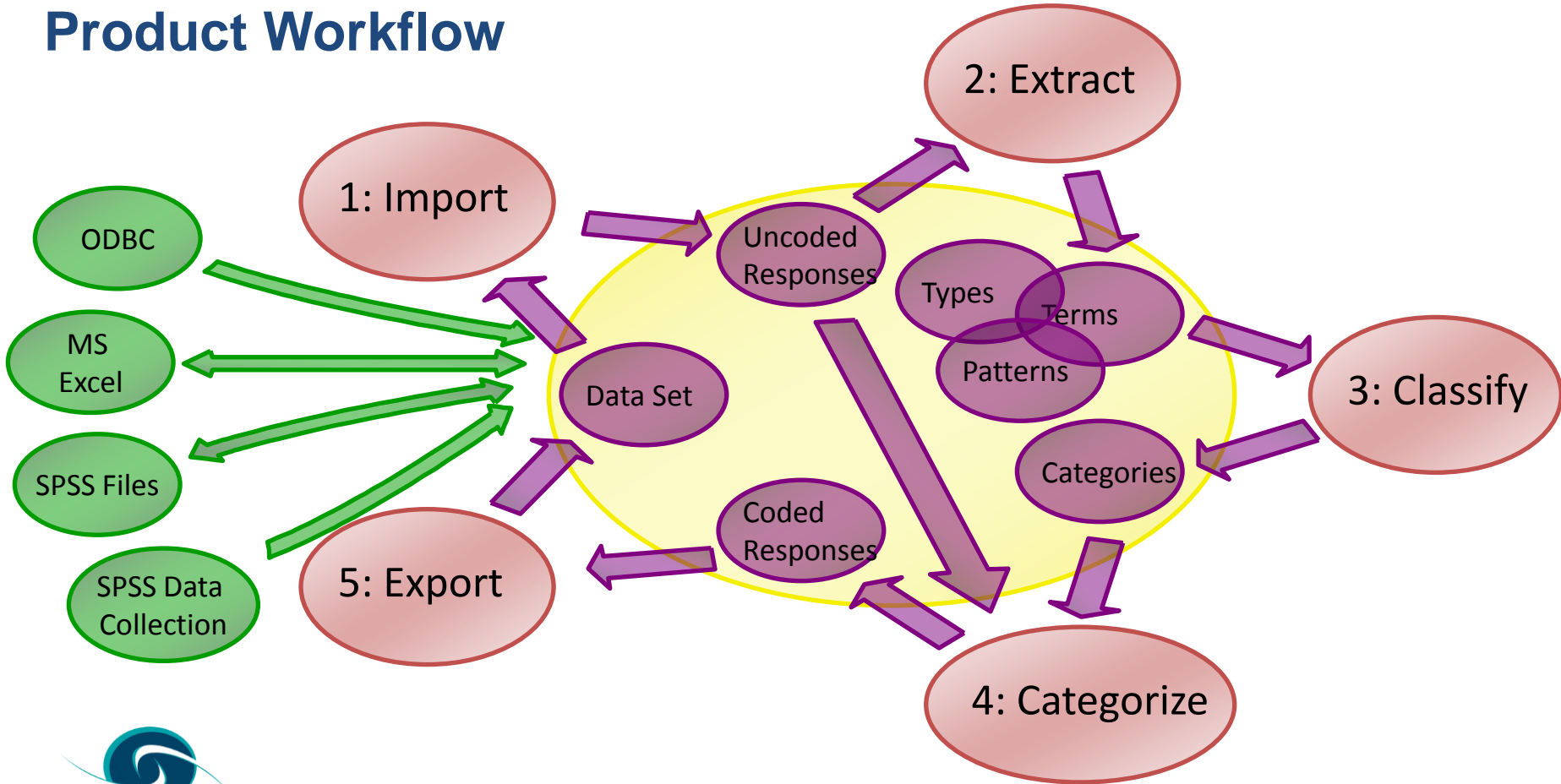
An Overview of IBM SPSS Text Analytics for Surveys

IBM SPSS Text Analytics for Surveys

- A desktop application that helps you gain greater insights from free-text survey responses faster and more easily—even if you haven't performed text analysis before.
- Transform unstructured survey data into quantitative data—without having to read text responses word for word. Text Analytics For Surveys™ is based on powerful natural language processing (NLP) software technologies.
- Languages supported:
 - English, French, German, Italian, Spanish,
 - Japanese and Simplified Chinese



Product Workflow



Uses of Text Analysis for Surveys

- Improving Customer Service
- Monitoring sentiment
- Identifying hidden but important topics
- Categorising unstructured data into structured
- Enhancing predictive models by mining text data

Why SPSS IBM Text Analytics for Surveys?

- One of the easiest, yet most sophisticated Text Analytics tools on the market
- Enhances analytical value of open-ended responses
 - Transforms unstructured text responses into quantitative data
 - Helps make text responses a central part of the analysis process
- Saves Time and Improves coding reliability
 - Reduces human error
 - Makes results more consistent over multiple or ongoing surveys
 - Eliminates the need to read responses word-for-word
- Saves money
 - Eliminates or reduces the need for outside coding services
- Complements other SPSS products (and Excel)



Demonstration

Good practice when using IBM Text Analytics for Surveys

- View the raw data first
- Think about the categories you want to create
- Experiment with different methods of categorisation
- Make a note of where TAfS has misunderstood or ignored text
- Build up a list of useful terms, acronyms or jargon
- Focus on how you will use the results
- Take an iterative approach (don't try to do everything in one session)

Working with Smart Vision Europe Ltd



- As a premier partner we sell the IBM SPSS suite of software to you directly
 - We're agile, responsive and generally easier to deal with
- As experts in SPSS / Analytics / Predictive Analytics we will
 - 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
 - Give no strings attached advice
- 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



Exclusive Smart Vision Bundle Offers



Text Analysis for Surveys Add on Pack

- If you already have SPSS base and add TAFS to your licence...
 - 1 user perpetual licence of *TAFS* + 1st year support + 1 day personalised training
 - £4,850 (+ VAT)
 - Saving £1,000 on IBM list price
 - Offer code **WEB_DOENBLL**

Text Analysis for Surveys Starter Pack

- If you do not have SPSS base licence already...
 - 1 user perpetual licence of *SPSS Base and TAFS* + 1st year support + 2 days personalised training
 - £7,570 (+ VAT)
 - Saving £1,300 on IBM list price
 - Offer code **WEB_DOEJ9LL**





Contact us:

+44 (0)207 786 3568

info@sv-europe.com

Twitter: @sveurope



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Thank you