An IBM® SPSS® Event

The Predictive Analytics Agenda

Data Analysis

Analysing data with IBM SPSS Statistics

Brad Hill: Senior Technical Sales Consultant

Analytics

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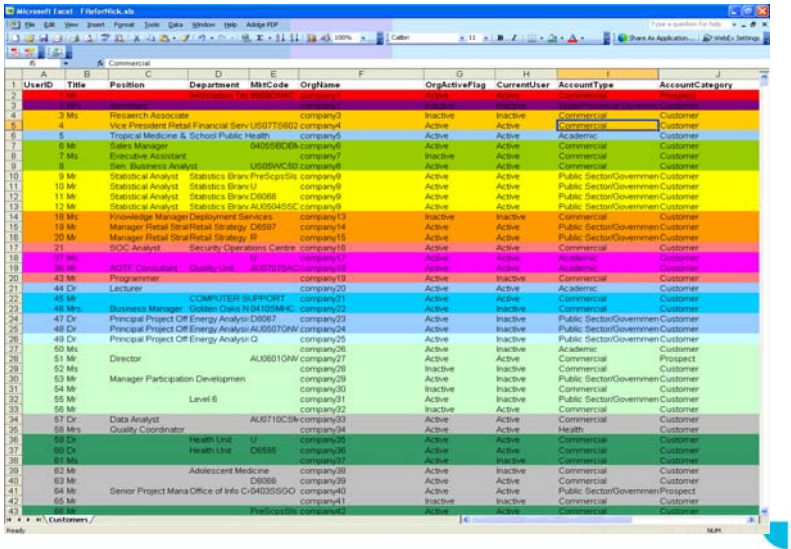
Customer information



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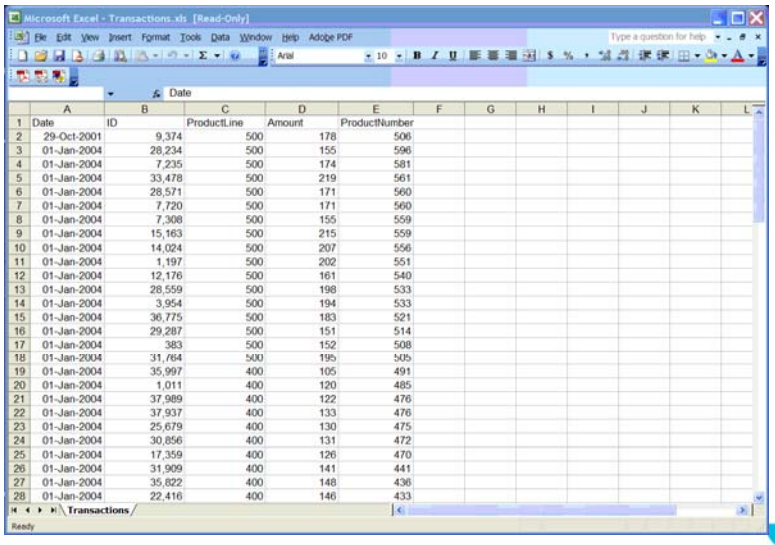
Transactional data



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1	Date	ID	ProductLine	Amount	ProductNumber
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3	01-Jan-2004	28,234	500	155	596
4	01-Jan-2004	7,235	500	174	581
5	01-Jan-2004	33,478	500	219	561
6	01-Jan-2004	28,571	500	171	560
7	01-Jan-2004	7,720	500	171	560
8	01-Jan-2004	7,308	500	155	559
9	01-Jan-2004	15,163	500	215	559
10	01-Jan-2004	14,024	500	207	556
11	01-Jan-2004	1,197	500	202	551
12	01-Jan-2004	12,176	500	161	540
13	01-Jan-2004	28,559	500	198	533
14	01-Jan-2004	3,954	500	194	533
15	01-Jan-2004	36,775	500	183	521
16	01-Jan-2004	29,287	500	151	514
17	01-Jan-2004	383	500	152	508
18	01-Jan-2004	31,764	500	195	505
19	01-Jan-2004	35,997	400	105	491
20	01-Jan-2004	1,011	400	120	485
21	01-Jan-2004	37,989	400	122	476
22	01-Jan-2004	37,937	400	133	476
23	01-Jan-2004	25,679	400	130	475
24	01-Jan-2004	30,856	400	131	472
25	01-Jan-2004	17,359	400	126	470
26	01-Jan-2004	31,909	400	141	441
27	01-Jan-2004	35,822	400	148	436
28	01-Jan-2004	22,416	400	146	433

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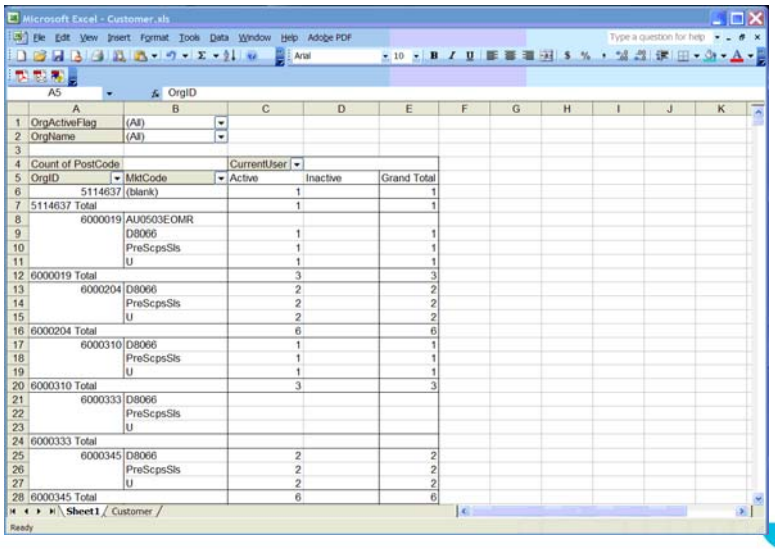
Reporting



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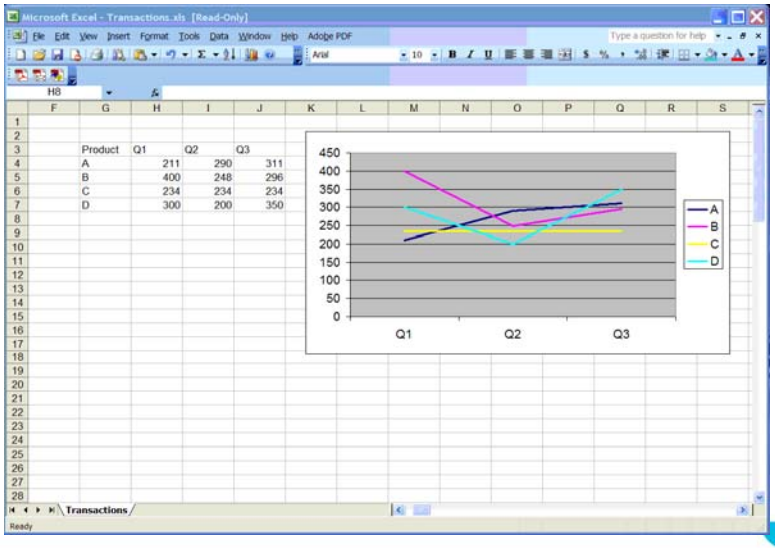
Charting



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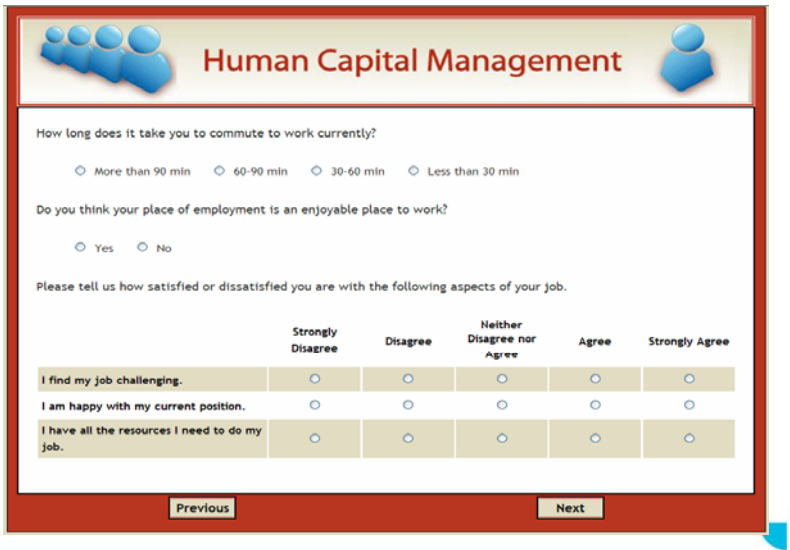
Surveys



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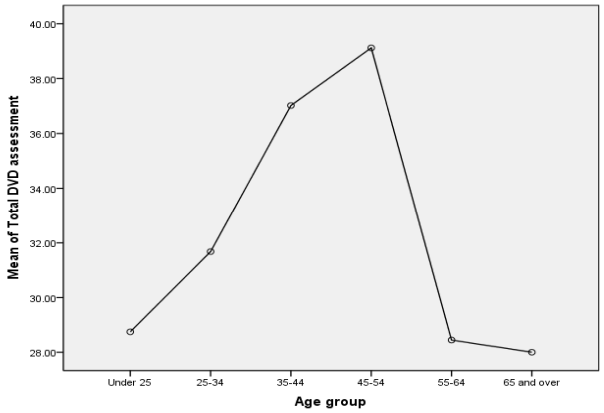
Research

ANOVA

Total DVD assessment

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1294.481	5	258.896	6.993	.000
Within Groups	2295.532	62	37.025		
Total	3590.013	67			

Means Plots



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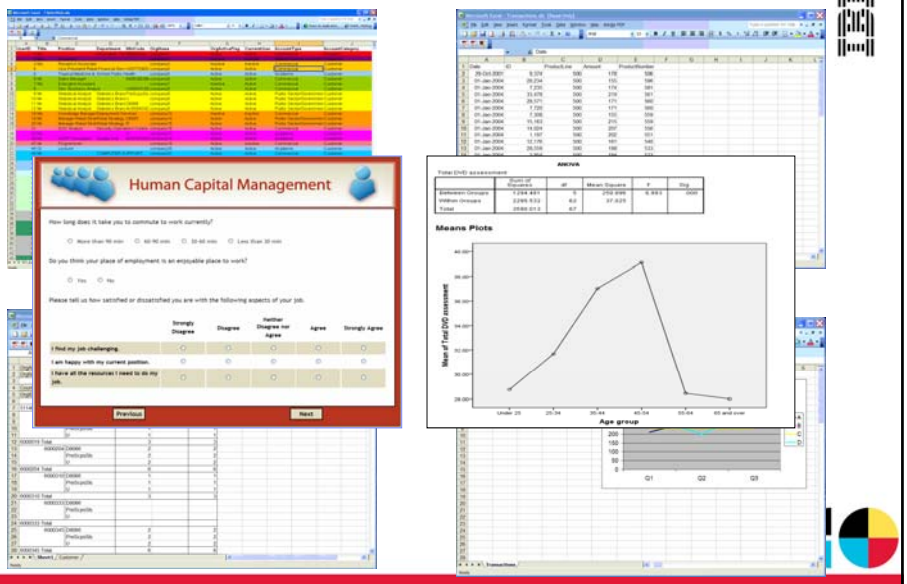

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Data access

Manipulation & preparation

Analysis

Automation

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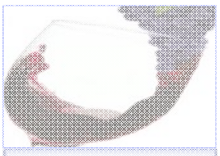
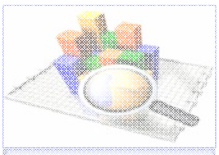
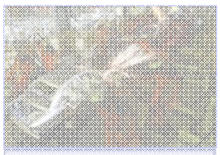
Data access



Manipulation & preparation



Analysis



Automation

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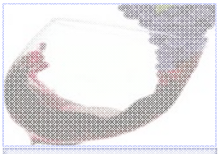
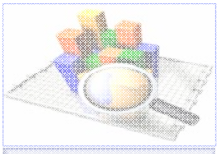
Data access

- Variety of sources
- Data view
- Variable view



Manipulation & preparation



Analysis

Automation

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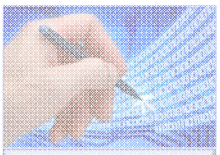
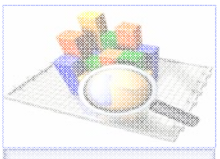


Data access

Manipulation & preparation



Analysis

Automation

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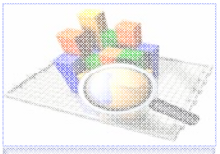
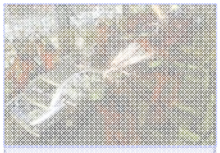
Manipulation & preparation

- Clean data
- Merge data
- Compute new fields
- Restructure the data
- Sort cases
- Select subsets



Analysis



Automation

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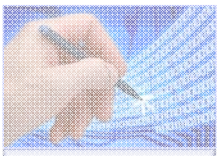
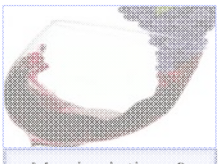
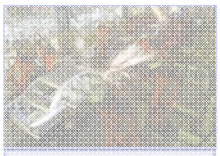


Data access



Manipulation & preparation

Analysis



Automation

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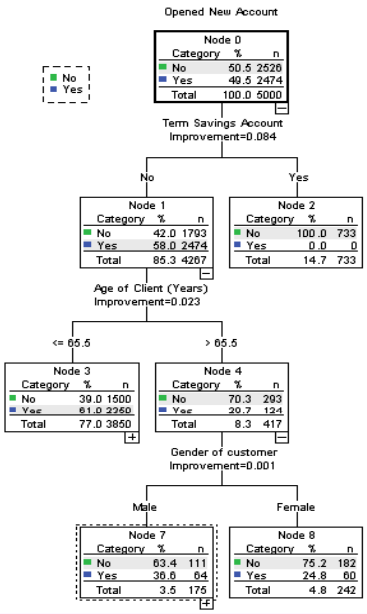
Decision Tree



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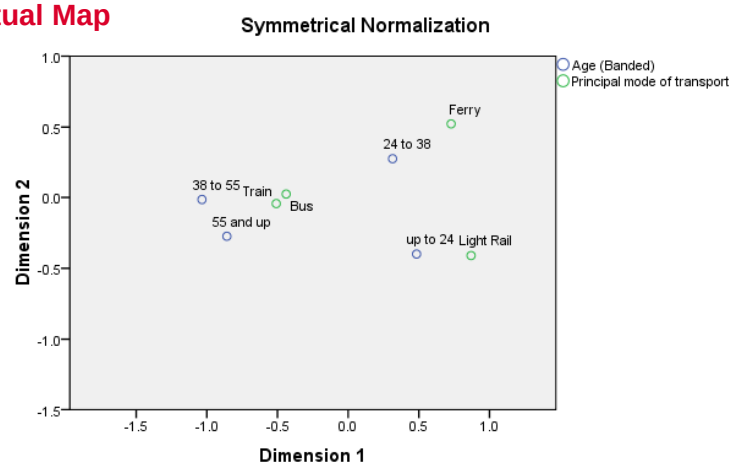
Perceptual Map



	<24	24-38	38-55	55+
Train	47	82	78	13
Bus	36	67	56	11
Ferry	34	67	6	1
Light Rail	54	65	3	2

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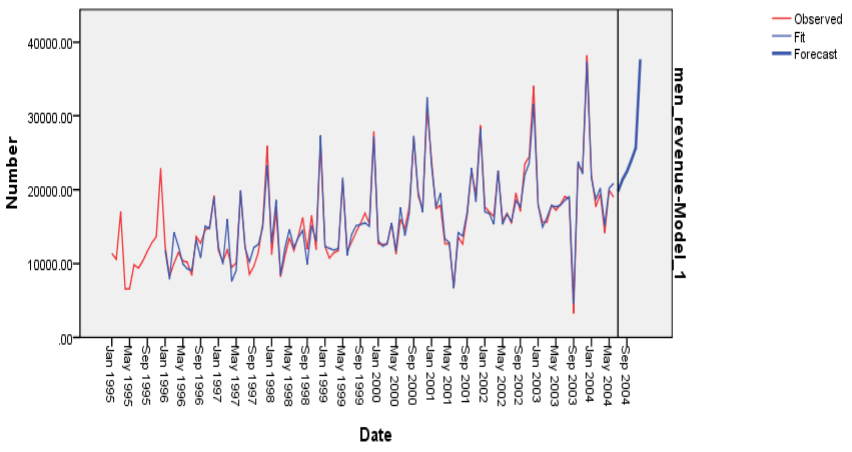
Forecasting (Time series)



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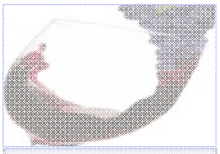

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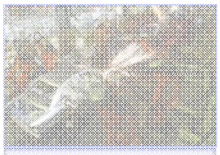
Analysis

- Range of capabilities
- Modular application
- Extendable
- Bundles available



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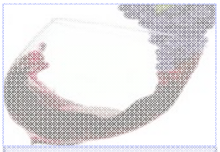

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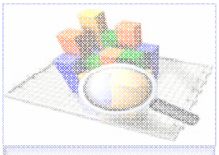

Analysis

Automation

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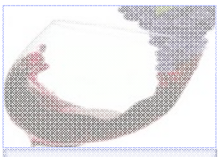

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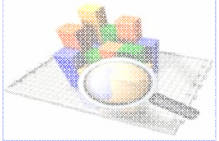

Analysis

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Automation

- Repeat tasks
- Schedule analysis

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