



An IBM® SPSS® Event

The Predictive Analytics Agenda



Data Analysis

Analysing data with IBM SPSS Statistics

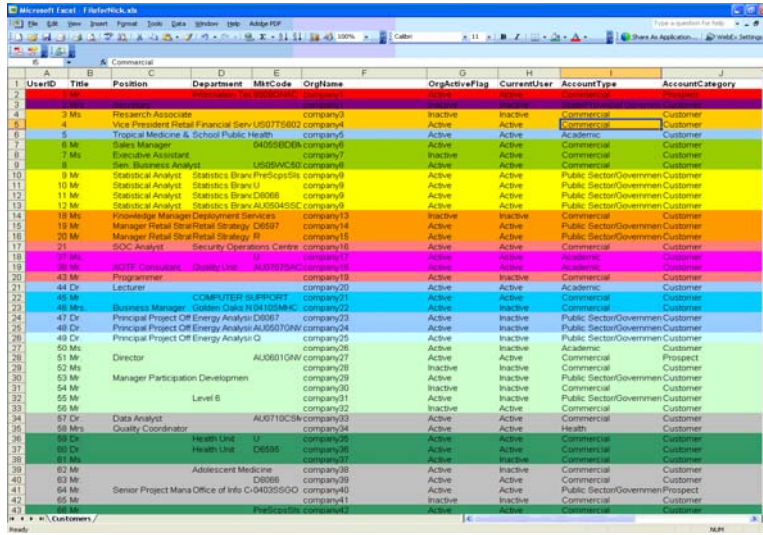
Brad Hill: Senior Technical Sales Consultant

Analytics



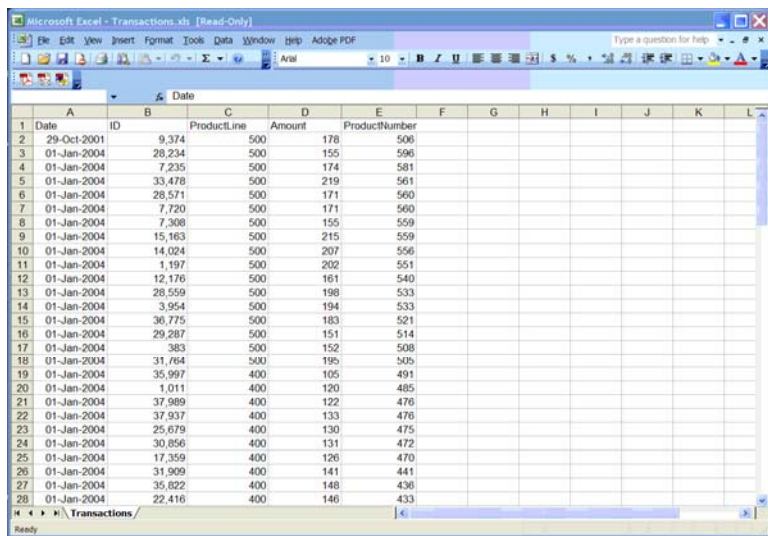
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Customer information



UserID	Title	Position	Department	MiscCode	OrgName	OrgActiveFlag	CurrentUser	AccountType	AccountCategory
1	3 Ms	Research Associate	company0			Inactive	Inactive	Commercial	Customer
2	4	Vice President Retail Financial Serv	US0775602	company4		Active	Active	Commercial	Customer
3	5	Tropical Medicine & School Public Health	company5			Active	Active	Academic	Customer
4	6 Ms	Sales Manager	040558DB	company6		Active	Active	Commercial	Customer
5	7 Ms	Executive Assistant	US05VAC02	company7		Active	Active	Commercial	Customer
6	8	Sen. Business Analyst	US05VAC02	company8		Active	Active	Commercial	Customer
7	9 Ms	Statistical Analyst	Statistics Branch PreCops	company9		Active	Active	Public Sector/Government	Customer
8	10 Ms	Statistical Analyst	Statistics Branch I	company9		Active	Active	Public Sector/Government	Customer
9	11 Ms	Statistical Analyst	Statistics Branch D0066	company9		Active	Active	Public Sector/Government	Customer
10	12 Ms	Statistical Analyst	Statistics Branch AL050455C	company9		Active	Active	Public Sector/Government	Customer
11	13 Ms	Knowledge Manager	Deployment Services	company13		Inactive	Inactive	Commercial	Customer
12	14 Ms	Manager Retail Store/Retail Strategy	D0587	company14		Active	Active	Public Sector/Government	Customer
13	15 Ms	Manager Retail Store/Retail Strategy	R	company15		Active	Active	Public Sector/Government	Customer
14	16 Ms	SOC Analyst	Security Operations Center	company16		Active	Active	Commercial	Customer
15	17 Ms								
16	18 Ms	NOTS - courses	Quality Unit	AL0705000	company17	Active	Active	Academic	Customer
17	19 Ms	Programmer	Security Operations Center	company18		Active	Active	Commercial	Customer
18	20 Ms	Lecturer		company20		Active	Active	Academic	Customer
19	21 Ms	Business Manager	Golden Data N04103MHC	company21		Active	Active	Commercial	Customer
20	22 Ms	Principal Project OR Energy Analyst	D0067	company22		Active	Inactive	Public Sector/Government	Customer
21	23 Ms	Principal Project OR Energy Analyst	AL05010M	company23		Active	Inactive	Public Sector/Government	Customer
22	24 Ms	Principal Project OR Energy Analyst	O	company24		Active	Inactive	Public Sector/Government	Customer
23	25 Ms	Director	AL05010M	company25		Active	Inactive	Academic	Customer
24	26 Ms	Manager Participation Developmen		company26		Inactive	Inactive	Commercial	Customer
25	27 Ms			company27		Inactive	Inactive	Public Sector/Government	Customer
26	28 Ms			company28		Inactive	Inactive	Commercial	Customer
27	29 Ms			company29		Inactive	Inactive	Public Sector/Government	Customer
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97	99 Ms			company99		Inactive	Inactive	Commercial	Customer
98	100 Ms			company100		Inactive	Inactive	Commercial	Customer

Transactional data



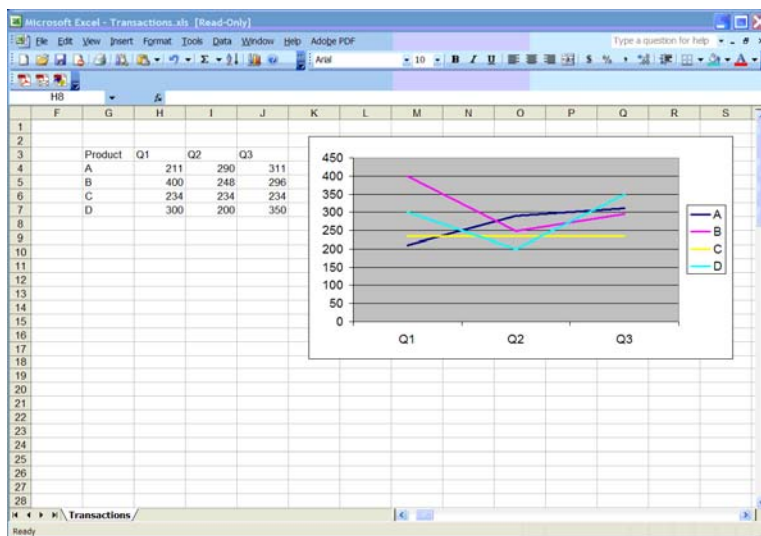
Date	ID	Product Line	Amount	Product Number
29-Oct-2001	9,374	500	178	506
01-Jan-2004	28,234	500	155	596
01-Jan-2004	7,235	500	174	581
01-Jan-2004	33,478	500	219	561
01-Jan-2004	28,571	500	171	560
01-Jan-2004	7,720	500	171	560
01-Jan-2004	7,308	500	155	559
01-Jan-2004	15,163	500	215	559
01-Jan-2004	14,024	500	207	556
01-Jan-2004	1,197	500	202	551
01-Jan-2004	12,176	500	161	540
01-Jan-2004	28,559	500	198	533
01-Jan-2004	3,954	500	194	533
01-Jan-2004	36,775	500	183	521
01-Jan-2004	29,287	500	151	514
01-Jan-2004	383	500	152	508
01-Jan-2004	31,164	500	195	505
01-Jan-2004	35,997	400	105	491
01-Jan-2004	1,011	400	120	485
01-Jan-2004	37,989	400	122	476
01-Jan-2004	37,937	400	133	476
01-Jan-2004	25,879	400	130	475
01-Jan-2004	30,856	400	131	472
01-Jan-2004	17,359	400	126	470
01-Jan-2004	31,909	400	141	441
01-Jan-2004	35,822	400	148	438
01-Jan-2004	22,416	400	146	433

Reporting

OrgID	MktCode	Active	Inactive	Grand Total
5114637	(blank)	1		1
5114637	Total	1		1
6000019	AU0503EOMR			
	D8066	1		1
	PreScpsSis	1		1
	U	1		1
6000019	Total	3		3
6000204	D8066	2		2
	PreScpsSis	2		2
	U	2		2
6000204	Total	6		6
6000310	D8066	1		1
	PreScpsSis	1		1
	U	1		1
6000310	Total	3		3
6000330	D8066			
	PreScpsSis			
	U			
6000330	Total			
6000345	D8066	2		2
	PreScpsSis	2		2
	U	2		2
6000345	Total	6		6



Charting



Surveys



Human Capital Management

How long does it take you to commute to work currently?

More than 90 min
 60-90 min
 30-60 min
 Less than 30 min

Do you think your place of employment is an enjoyable place to work?

Yes
 No

Please tell us how satisfied or dissatisfied you are with the following aspects of your job.

	Strongly Disagree	Disagree	Neither Disagree nor Agree	Agree	Strongly Agree
I find my job challenging.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am happy with my current position.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have all the resources I need to do my job.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Previous
Next

Research

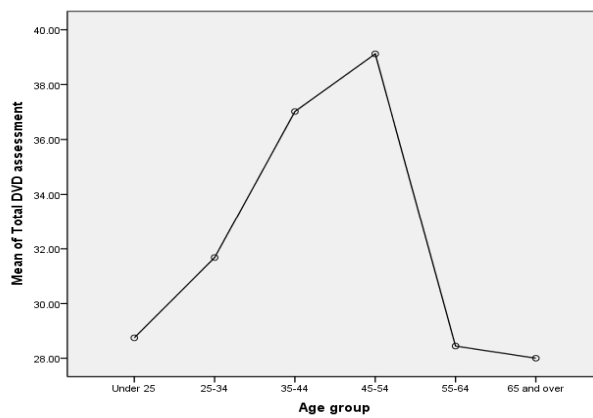


ANOVA

Total DVD assessment

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1294.481	5	258.896	6.993	.000
Within Groups	2285.532	62	37.025		
Total	3580.013	67			

Means Plots



Human Capital Management

How long does it take you to commute to work currently?

Do you think your place of employment is an enjoyable place to work?

Please tell us how satisfied or dissatisfied you are with the following aspects of your job.

	Strongly Disagree	Disagree	Slightly Disagree / Agree	Agree	Strongly Agree
I find my job challenging.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am happy with my current position.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have all the resources I need to do my job.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

ANOVA					
Sum of Squares	df	Mean Square	F	Sig.	
Between Groups	1.234 441	6.0	202.208	0.001	
Within Groups	2.000 013	0.7	27.033		
Total	3.234 454				

Means Plots

Age group	Mean of Total DPA assessment
18-24	~10
25-34	~25
35-44	~35
45-54	~10
55 and over	~5

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Data access

Manipulation & preparation

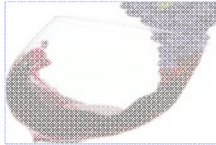
Analysis

Automation

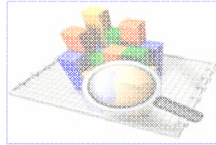
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Data access



Manipulation & preparation



Analysis

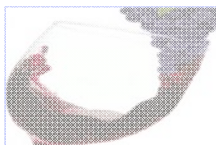


Automation

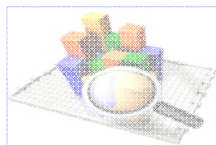


Data access

- Variety of sources
- Data view
- Variable view



Manipulation & preparation



Analysis



Automation

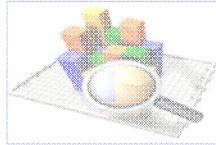




Data access



Manipulation & preparation



Analysis



Automation



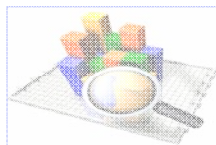
Data access

- Variety of sources
- Data view
- Variable view



Manipulation & preparation

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



Analysis

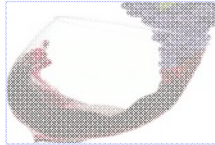


Automation





Data access



Manipulation & preparation



Analysis

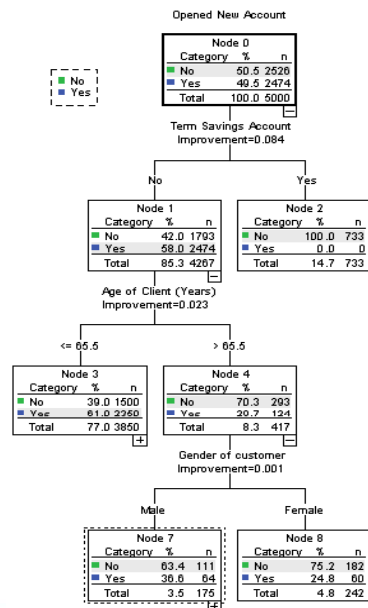


Automation



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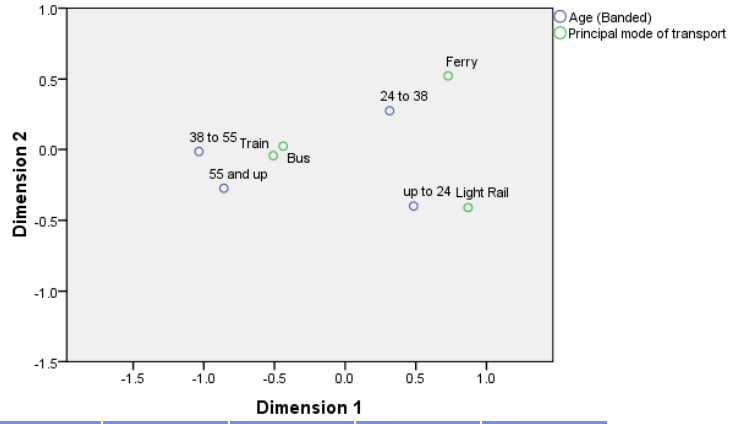
Decision Tree



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Perceptual Map

Symmetrical Normalization

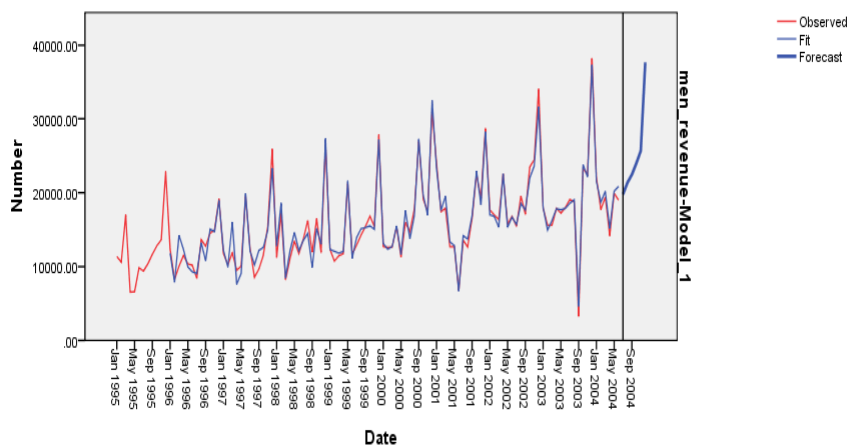


	<24	24-38	38-55	55+
Train	47	82	78	13
Bus	36	67	56	11
Ferry	34	67	6	1
Light Rail	54	65	3	2



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Forecasting (Time series)

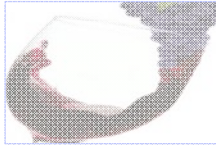


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Data access

- Variety of sources
- Data view
- Variable view



Manipulation & preparation

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



Analysis

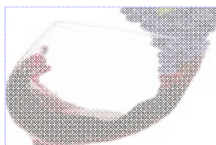
- Range of capabilities
- Modular application
- Extendable
- Bundles available



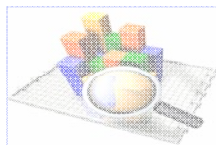
Automation



Data access



Manipulation & preparation



Analysis



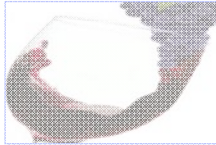
Automation





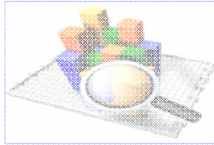
Data access

- Variety of sources
- Data view
- Variable view



Manipulation & preparation

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



Analysis

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



Automation

- Repeat tasks
- Schedule analysis



Data access

- Variety of sources
- Data view
- Variable view



Manipulation & preparation

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



Analysis

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



Automation

- Repeat tasks
- Schedule analysis





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Thank
YOU



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