



## Predictive intelligence gets personal

IBM® SPSS® Modeler Personal helps you get answers to business questions quickly.

### **How can I best keep my most profitable customers?**

A communications company generates personalized real-time offers to retain customers and improve cross-sell and up-sell.

- **34%** reduction in customer churn
- **\$12 million** increase in net income in six months

### **How can I stop waste?**

A large grocery retailer analyzes store data to identify and adjust freezers and refrigerators that run above or below the standard temperature.

- **20%** cut in refrigeration energy costs
- **\$25 million** annual savings across region

### **How can I help students be successful and stay in school?**

A college analyzes recruiting, social media and classroom data to find students at risk of failing or dropping out and to determine the best way to retain them.

- **15%** expected increase in student recruitment and retention over five years
- **30%** anticipated improvement in college's reputation

### **You can do all the heavy lifting of other SPSS Modeler editions from your desktop...**

Manage the entire data mining process.

- Business understanding
- Data understanding
- Data preparation

Work with structured data.

Let the software help you choose the right analysis approach.

Create models without programming in a visual drag-and-drop interface.

### **With innovative techniques at your fingertips...**

- Classification, segmentation, forecasting, finding associations and more
- Geospatial analytics
- Customization of your analysis with R
- Automatic data preparation

**And interactive, visual results that you can share, embed in reports or upload to a database.**



**It couldn't be easier.**

If you need to make data-driven decisions, SPSS Modeler Personal delivers the advanced predictive techniques you need to achieve outstanding results—whether you're a data analyst or a business manager—right where you work.

Learn more at: [ibm.com/software/analytics/spss/products/modeler/](http://ibm.com/software/analytics/spss/products/modeler/)

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