

KNOWLEDGE FOR THE STATISTICS POLE POSITION

SPSS

■ Duration: 1 day ■ Level: Intermediate

TARGET AUDIENCE

Anyone who wishes to make even better use of SPSS' statistical data analysis capabilities and will, without doubt, boost your work productivity even further.

PREREQUISITES

Keyboard and mouse skills. Experience of working with PASW Statistics and or attendance of the Introduction to SPSS & Statistics training course.

OVERVIEW

With this seminar you will practice the optimal management, preparation and transformation of data in order to then analyse and visualize this data using PASW Statistics. Develop your statistics skills and knowledge further and optimize your work with PASW Statistics using many tips and tricks.

COURSE CONTENT

Session 1:

Data management, data preparation and data transformation

- Data validation based on statistical rules or rules that you have defined yourself
- Identifying unusual cases
- Automatic Data Preparation (ADP)
- Creation of categories by means of visual and optimal binning
- Analysis and imputation of missing data
- Automation of recurring procedures using the new Syntax Editor

Session 2:

New analysis and display functions with PASW Statistics

- RFM analysis (Recency, Frequency, Monetary) for improvements in Direct Marketing (Note: RFM analysis was introduced in PASW Statistics 17. In PASW Statistics 18, we introduced new Direct Marketing interfaces similar to RFM and then congregated them into the new PASW Direct Marketing module.)
- Neural networks with PASW Statistics
- Interactive Model Viewer
- Bootstrapping abilities for certain statistical procedures
- Output Management System (OMS) (Note: Not a new feature in PASW Statistics 18 but likely new to most users)
- Custom Tables: Display and calculate statistical measures in a sophisticated manner
- PASW Statistics output and (automated) integration in Microsoft[®] Office[®] applications