

# SPSS STATISTICS EZ RFM™

SPSS

■ Duration: ~45 mins On-Demand ■ Level: Beginner

## TARGET AUDIENCE

Anyone who needs to perform RFM analysis and wants to learn more about the new EZ RFM features within SPSS Statistics 17.

## PREREQUISITES

None

## OVERVIEW

SPSS Statistics 17 has many new features for users across a broad range of experience and roles. One of the more exciting features is a new add-on module SPSS EZ RFM to easily perform recency, frequency, and monetary (RFM) value analysis used by direct marketers. In this course, we cover the basics of RFM analysis, the new interface within SPSS Statistics, how to perform the analysis and how to interpret the results.

## COURSE CONTENT

Following an overview of the main features of SPSS and an introduction to essential terminology, you will proceed logically through the following topics:

- What is RFM Analysis?
- RFM Analysis in SPSS Statistics
- Data Considerations
- Running RFM Analyses
- Understanding the Output