

> Boost the Value of Your Spreadsheet Data

Seamlessly add select SPSS functionality to Microsoft® Excel 2007 for more powerful data utility and analysis tools.

You use Excel because it's a reliable, helpful, and easy-to-use business tool. But sometimes you require more analytical capabilities than it includes. And now that Excel can handle large datasets (spreadsheets can be up to 1 million rows by 16,000 columns), you also need tools to help you manage this data.

SPSS Advantage for Excel 2007 provides you with specialized tools to manage and analyze business datasets. It's the ideal Excel add-on product for business users who want to know more about the data contained in their spreadsheets. For example, use SPSS Advantage for Excel 2007 to identify current customers most likely to buy from you in the future. You can also easily identify market segments, discover unusual data that might affect analysis, and reorganize data to help you find value in larger datasets.

Easily discover information

SPSS Inc. is a leading worldwide provider of predictive analytics software and solutions. For decades, analysts have relied on SPSS software to guide decision making through data analysis. With SPSS Advantage for Excel 2007, however, you do not need to be a statistician to get results. Nor do you need the scripting or programming skills often required to use complex statistical products. This add-on product includes 10 specifically chosen procedures that enable business users to conduct advanced data preparation and analysis activities within Excel.

SPSS Advantage for Excel 2007 is easy to use. Just click on "SPSS Advantage" from the Excel menu and select a procedure from the ribbon to get started. Each SPSS function is operated through a wizard or tabbed dialogue—making it easy for you to get results. These procedures are described below.

Conduct RFM analysis

Recency, frequency, and monetary value (RFM) analysis is a technique often used in direct marketing for identifying your most profitable customers. With SPSS Advantage for Excel 2007, you can very easily conduct RFM analysis to identify these customers. Wizards help you create RFM scores for customer or transaction data. SPSS Advantage for Excel 2007 also produces charts for diagnostic tests, helping you understand the distribution of your data.

Identify groups and key predictors

Identify groups and key predictors by using highly visual classification trees. For example, use classification trees to find the characteristics of customers likely to buy certain product types. Because you display results visually, you can more clearly spot relationships in your data. This advanced yet easy-to-use classification tree analysis enables you to explore results and find specific subgroups and relationships in your data that you might not uncover by using the statistics in Excel.

Find unusual data

Now that Excel datasets can be much larger than before, it's no longer possible to "eyeball" your data to make sure nothing is amiss. Additionally, more data means a higher risk of bad data. With SPSS Advantage for Excel 2007, you can easily identify problem data so that you can remove or correct it prior to analysis.

You can detect invalid values caused by data entry errors, as well as uncover truly unusual cases that are unsuitable for analysis. SPSS Advantage for Excel 2007 will provide a brief explanation of why it found your data to be unusual.

Prepare and reorganize data

SPSS Advantage for Excel 2007 provides you with five procedures to prepare and reorganize data, putting them in a format to aid analysis. Additionally, you gain new capabilities for data exploration, which makes it easier to find value in larger datasets. You can:

- **Join tables:** merge two Excel tables based on criteria that match rows in one table with rows in the other table
- **Restructure data:** restructure tables to combine information from multiple rows. This procedure is helpful when working with transactional data. For example, create a single row for each customer, with each transaction recorded in a separate column.

- **Aggregate rows:** combine groups of rows in a selected table into single rows, creating a new, aggregated table containing summary data for each group
- **Group data into ranges:** establish data ranges, such as income grouped into ranges of 10,000
- **Optimize bins for models:** reorganize scale-type data by distributing the values into "bins" representing data ranges related to another column in your data. This procedure enables you to create data bins, such as age groups that are allocated according to the influence of other data such as, education level.

Save Excel tables to native SPSS data files

For additional data management and analysis capabilities, you may want to consider updating to the full version of SPSS for Windows®. If you choose to do this, you will be able to use your Excel data in SPSS. SPSS Advantage for Excel 2007 enables you to save Excel data (including results from SPSS Advantage for Excel 2007 preparation and analysis) as native SPSS data files.

Try it for yourself

Download a free trial version of SPSS Advantage for Excel 2007. Visit www.spss.com/advantage_excel.



Use the Classification Tree feature, which creates highly visual classification trees, to find specific subgroups and relationships in your data that you might not uncover using more traditional statistics.



To learn more, please visit www.spss.com. For SPSS office locations and telephone numbers, go to www.spss.com/worldwide.

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