

➤ Education Guide



ENABLING EDUCATED DECISIONS

For more information on training schedules and special offers in your specific country or region, visit or call:

NORTH AMERICA	http://www.spss.com/training	+1.800.543.5815
AUSTRALIA	http://www.spss.com/au/training	+1.800.024.836
JAPAN	http://www.spss.co.jp/training/training.html	+81.3.5466.5511
EMEA (<i>Contact your local SPSS Education team</i>)		
Belgium	http://www.spss.com/be/training	+32.2.474.03.60
Luxembourg	http://www.spss.com/be/training	+32.2.474.03.60
Denmark	http://www.spss.com/dk/training	+45.46.02.00
France	http://www.spss.com/fr/training	+33.1.41.97.36.00
Germany	http://www.spss.com/de/training	+49.89.4890740
Netherlands	http://www.spss.com/nl/training	+31.183.651.777
Spain	http://www.spss.com/es/training	+34.902.123.606
Sweden	http://www.spss.com/se/training	+46.8.506.105.50
UK	http://training.spss.co.uk	+44.1483.719203

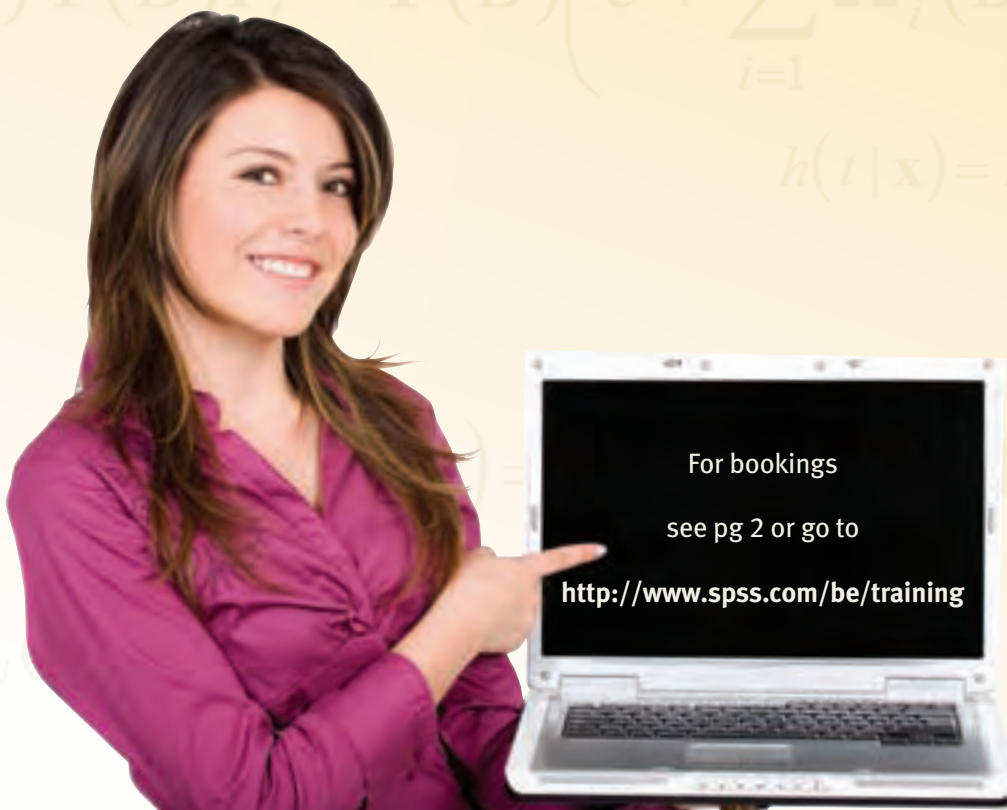
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At SPSS, you'll find a variety of education options and courses to suit your needs. SPSS education consultants use a relaxed hands-on approach in a small group environment. While ease of use is a big part of our product philosophy, focused instruction can dramatically increase performance. You'll receive quality education that ensures you are up and running as soon as possible. Get the maximum return on your investment by taking advantage of our convenient range of education options.



For bookings

see pg 2 or go to

<http://www.spss.com/be/training>

The SPSS Education Solution: Complete Lifecycle Learning

EDUCATION NEEDS ANALYSIS

Are you uncertain of which education course would be most relevant for you and/or members of your team? SPSS offers a needs assessment that will help determine your current skill level, as well as education requirements for all of our products and solutions. We are dedicated to building an education program that is most suited to your needs.

ROLES AND DELIVERY METHODS

To meet the varied education needs of your organization, SPSS provides recommendations for achieving the learning objectives for each role or individual. These include private or onsite education, public classes, e-learning courses, live Web-based courses, OnDemand recorded Web-based courses, other materials, and job aids.

DELIVERY OPTIONS

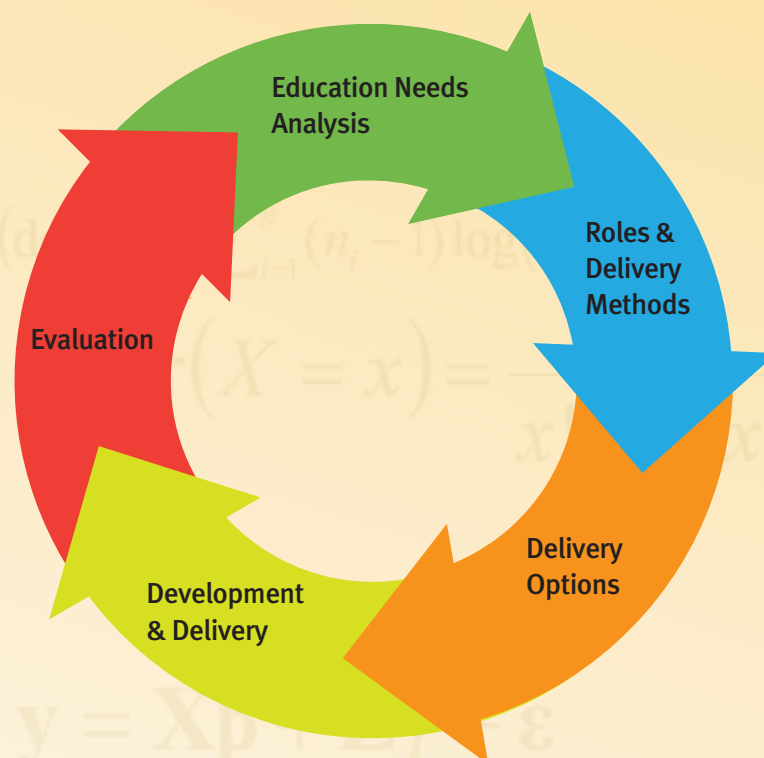
After you've defined the delivery method and type of education required, we will work with you to provide the education to meet your project timetable. Courses can be delivered at your site, ours, or any other suitable site. We can also provide a "Train the Trainer" solution when needed.

DEVELOPMENT AND DELIVERY

You can have course topics tailored to your specific needs, and we can also build in your business processes and procedures. You can use your data with ours as part of the class. Our goal is to build and deliver course content which meets your business needs, as well as your budget.

EVALUATION

You and/or your team will complete an evaluation immediately after the course. We'll also contact you for a follow-up evaluation three months after your last education event.



Education Options

SCHEDULED COURSES

In this guide you will find details of our public courses. The current Web links to course schedules are *available on page 2*.

If you are planning to attend more than one of our public courses or if your organization has several staff wishing to attend our courses, then you may be interested in our *special offers on page 7*.

ONSITE TRAINING

There are several reasons why you might want to look at private education:

- Your needs are more immediate than our public offerings can accommodate
- Your organization may have several users who would benefit from the same education course
- You may have special education requirements or need a customized education solution

There are three types of private education: **standard**, **customized**, and **special**. In all cases the education may be held at an SPSS office or a venue arranged by you. You request the dates and choose the attendees.

Standard

- The content is from one of the courses listed in this guide
- SPSS provides course notes and exercise files

Customized

- You choose the education topics from the courses listed in this booklet
- SPSS helps you define an appropriate combination of topics that will best suit your needs
- SPSS may provide many course notes and exercise files

Special

Every quarter SPSS offers you the possibility to register for special training offers. These trainings are a unique opportunity and will only be given once. They are especially designed to have an in dept training on hot topics, known difficulties in certain professional domains and topics that are not listed among the standard courses. These special trainings will be frequently updated on www.spss.com/be/trainings

E-LEARNING

Take advantage of convenient instruction for many of our most popular courses with Web-based education. All you need is a browser, an Internet connection, and a telephone (for live Web seminars) to get started!

OnDemand

With our flexible OnDemand courses, you set the pace and enjoy the convenience. These recorded courses are available to you 24 hours a day, 7 days a week.

- Access is unlimited within a specific time duration (typically 6 months)
- New courses are added regularly
- Master new products or increase your proficiency on earlier product releases—all on your schedule

Web-based training (WBT)

These seminars incorporate streaming technology, so you can access live, instructor-led courses from any location, without the cost and inconvenience of travel, being out of your office, or away from your family. WBT enables you to take SPSS training seminars anywhere, anytime.

- Your staff can obtain education on your premises over the Web
- You'll save time and money

CONTACT SPSS TO DISCUSS PRICING FOR PRIVATE COURSES.

Special Offers, Incentives, and Packages

SPSS Education offers many incentives and packages that enable you to use our software and solutions effectively.

INDIVIDUALS

For flexibility and ease of administration, you may **pre-purchase** seats in public courses. You may attend any course combination of your choice—for the specific number of days you have purchased—over a period of approximately 6-12 months.

If you prefer a more structured approach to your learning, consider a **course bundle**. Course bundles guide you through either the relevant courses for a product or those which suit your job function.

Another option is to purchase the **SPSS five day personal card** valid for 12 months. This card is strictly personal and gives you the option to follow 5 days of training within one year. This way you can combine core and complementary courses at a discounted price.

You can improve your skills and increase your productivity through all of these approaches. In addition, by pre-purchasing education, you will be entitled to a discount off the retail price of the courses.

Other special offers are also periodically available worldwide or in a specific country. More information on these can be found on the specific country or region Web site on page 2.

ORGANIZATIONS*

Your organization can benefit cost-effective SPSS education by pre-purchasing pre-paid education for your staff.

Corporate Cards are designed to be used in public training courses:

- A Corporate Card allows one person to attend one day of education at a scheduled course
- Any staff member can use the Corporate Card at any time within 12 months from the date of purchase
- One purchase transaction covers many courses
- Ease of administration

Call your local SPSS representative for more details and pricing regarding the Corporate Card.

For more information on how your organization can benefit from SPSS Education, please contact your local education team (*see the Web sites on page 2*). Vouchers and pre-paid education days can only be used in the country of purchase. No other discounts or offers apply (you are **not** able to cumulate discounts—each one is exclusive).

* SPSS Belux accepts « opleidingcheques » for companies

WHAT ROLE DO YOU PLAY?

Course Maps by Role

- > I use SPSS Statistics for statistical analysis
- > I use SPSS Statistics for automation
- > I analyze survey & market research data
- > I create, collect and manage survey & market research data
- > I work with ShowCase in a relational database environment
- > I work with ShowCase in a multi-dimensional database environment
- > I want to become an expert in data mining
- > I work within an operational analytic environment



› I use SPSS Statistics for **statistical analysis**



CORE COURSES

Introduction to SPSS Statistics
Introduction to Statistical Analysis Using
SPSS Statistics
Data Management and Manipulation with
SPSS Statistics

COMPLEMENTARY COURSES

Advanced Statistical Analysis Using
SPSS Statistics
Market Segmentation Using SPSS Statistics
Introduction to SPSS Decision Trees™
Advanced Techniques: Regression
Advanced Techniques: ANOVA
Time Series Analysis and Forecasting
with SPSS Forecasting™
Categorical Data Analysis
Introduction to Amos™

The potential applications of statistical analysis are endless, but there are common procedures, methods, and products that can help you in any situation. Our courses for statistical analysis cover basic and advanced statistical concepts and techniques, as well as specific procedures and general applications such as forecasting.

Whether you're a statistical analysis beginner or an expert statistician, SPSS has a course to suit your needs.

› I use SPSS Statistics for **automation**



CORE COURSES

Introduction to SPSS Statistics
Introduction to Statistical Analysis Using
SPSS Statistics
Data Management and Manipulation with
SPSS Statistics
Working with SPSS Syntax: The Basics

Our courses provide you with the knowledge to utilize the many levels of automation available within SPSS Statistics, extending the functionality and efficiency of business processes. Whether you wish to automate data management tasks, reporting processes, or any other task, there is a course for your requirements. We provide a range of courses suitable to any skill level, whether you are a complete novice or development programmer.

NOTE: Please review the prerequisites for each course before registering

Course Maps by Role

> I analyze **survey & market research data**



CORE COURSES

- Introduction to SPSS Statistics
- Introduction to Statistical Analysis Using SPSS Statistics
- Data Management and Manipulation with SPSS Statistics
- Presenting Data with SPSS Custom Tables

COMPLEMENTARY COURSES

- Introduction to SPSS Text Analysis for Surveys™
- Survey Analysis Using SPSS Statistics
- Market Segmentation Using SPSS Statistics
- Introduction to SPSS Decision Trees
- Dimensions Report Creation
- Dimensions Survey Analysis

Once you've conducted your survey, you need to turn the data into actionable results. Our range of courses enable you to use either SPSS' advanced statistical and graphing capabilities or Dimensions' reporting and tabulation capabilities to analyze, interpret, and present your results. As a result you can make smarter decisions more quickly by uncovering key facts, patterns, and trends.

> I create, collect and manage **survey & market research data**



CORE COURSES

- Dimensions™ Survey Creation
- Dimensions Survey Authoring
- Dimensions Administration (Web)
- Dimensions Administration (Telephone)
- Dimensions Administration (Paper)

COMPLEMENTARY COURSES

- Dimensions Scripting (Survey Creation I)
- Dimensions Survey Translation
- Dimensions Scripting (Data Management I)
- Dimensions Scripting (Data Management II)
- Dimensions Scripting (Report Creation)

Organizations today rely on survey research for much needed customer intelligence. Surveys enable organizations to understand customer preferences, gauge employee or citizen satisfaction, identify market opportunities, and more. To get the best results from your surveys, you need to make careful decisions at each step. Use the course map to find the courses that are right for you and your survey research.

› I work with **ShowCase®** in a **relational database environment**



CORE COURSES

ShowCase Query™

ShowCase Enterprise Reporting™

CORE COURSES

ShowCase Report Writer™

ShowCase Advanced Query

ShowCase Warehouse Manager™

ShowCase Warehouse Builder™

An in-depth understanding of creating and managing relational queries and reports is critical to your success. Our courses enable you to develop queries and reports from the System i™ and other supported databases, and they teach you how to get them in the best form for your colleagues and clients. You'll also learn how to manage the environment and user base.

› I work with **ShowCase** in a **multi-dimensional database environment**



CORE COURSES

ShowCase Query

ShowCase Essbase®: Introduction

ShowCase Warehouse Builder

COMPLEMENTARY COURSES

ShowCase Warehouse Manager

ShowCase Analyzer™

Microsoft® Excel® for ShowCase Essbase

Develop an in-depth understanding of creating and managing multidimensional databases. Our Essbase course provides the conceptual and practical knowledge you need to create and manage Essbase multidimensional databases in a System i environment. Our Warehouse Builder course provides you with the concepts and skills to create, manage, and automate relational data warehouses and data marts, as well as the automation of the building of a multidimensional database.

Course Maps by Role

> I want to become an expert in **data mining**



CORE COURSES

Introduction to Clementine® and Data Mining

COMPLEMENTARY COURSES

Predictive Modeling with Clementine

Clustering and Association Models
with Clementine

Introduction to Text Mining for Clementine

In-depth customer understanding is critical to business success. Our data mining courses provide the conceptual and practical knowledge you need to accurately track and predict customer behavior. From the fundamentals of analytical customer relationship management to using Clementine for customer analysis, you'll find topics that can help you develop plans for maximizing customer value.

> I work within an **operational analytic environment**



CORE COURSES

SPSS Predictive Enterprise Services™:

Predictive Enterprise Services: Overview
and Predictive Enterprise Manager Tour

Predictive Enterprise Services:

Content Management

Predictive Enterprise Services: Jobs
and Scheduling

Predictive Enterprise Services:
SPSS Integration

COMPLEMENTARY COURSES

Predictive Enterprise Services:
Predictive Enterprise View

Automated and operational analytic processes are a key piece of a true Predictive Enterprise. Our curriculum will enable analysts and data administrators to create and manage their analytic tasks within the SPSS Predictive Enterprise Services environment. The course structure is modular; it allows each role within an organization to learn what is needed to perform the appropriate tasks.

Getting Started with SPSS Statistics

- › Introduction to SPSS Statistics
- › Presenting Data with SPSS Custom Tables
- › Introduction to Statistical Analysis using SPSS Statistics
- › Advanced Statistical Analysis using SPSS Statistics
- › Data Management and Manipulation with SPSS Statistics
- › Working with SPSS Syntax
- › Introduction to SPSS Text Analysis for Surveys



› Introduction to SPSS Statistics

LEVEL: BEGINNER

DURATION: 2 DAYS

TARGET AUDIENCE

Anyone with little or no experience using SPSS Statistics. Especially useful for those new to using a statistical package for data analysis or new to the Windows environment. Also recommended for those considering purchasing SPSS Statistics.

KEY ROLES

(for reference check pages 9-11)



PREREQUISITES

General computer literacy. Experience with SPSS Statistics not necessary, though a basic understanding of purpose and functions of the software is helpful. No statistical background is necessary.

OVERVIEW

Get up to speed in SPSS Statistics quickly and easily in this two-day course. The course guides you through the fundamentals of using SPSS for the typical data analysis process. Learn the basics of reading data, defining data, modifying data, analyzing data, and presenting your results. See how easy it is to get your data into SPSS Statistics so that you can focus on analyzing the information. You'll also learn shortcuts that will help you save time.

COURSE CONTENT

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

- Introduction to SPSS Statistics
- Using the SPSS Statistics help system
- Reading Excel, database, and text data files
- Entering data directly into the Data Editor Window
- Defining variable attributes and labels
- Working with multiple data sources
- Summarizing individual variables
- Modifying data values
- Describing relationships between variables: crosstabs
- Creating and editing charts
- Selecting subsets of cases
- Working with SPSS Statistics Output
- Introducing SPSS Statistics Syntax
- Multiple response variables

› Presenting Data with SPSS Custom Tables: Introduction

PREREQUISITES

General computer literacy. Completion of the courses, “Introduction to SPSS Statistics” and/or “Data Management and Manipulation with SPSS Statistics” or experience with SPSS Statistics, including familiarity with opening, defining, and saving data files and manipulating and saving output.

OVERVIEW

In this introductory course you’ll focus on using the SPSS Custom Tables module to create publication quality tables, from simple tables to more complex designs. You will gain an understanding of the full range of SPSS Custom Tables’ features: stacking and nesting to produce stub and banner tables; adding totals and subtotals to your tables; and a variety of statistics, including the following significance tests: chi-square tests, t tests, and z tests of proportions.

COURSE CONTENT

Following an introduction to the tables terminology and the Table Builder interface, the following topics will be discussed with hands-on exercises:

- Simple categorical tables
- Stacking, nesting, and layers
- Totals, subtotals, and categories
- Tables for variables with shared categories
- Tables summarizing scale variables
- Significance testing
- Multiple response tables

LEVEL: INTERMEDIATE

DURATION: 1 DAY

TARGET AUDIENCE

Anyone who would like to present the results of his or her research in an attractive, concise way. Survey researchers, institutional researchers, analysts and academics who need to publish or present the results of their analyses.

KEY ROLES

(for reference check pages 9-11)



“Exceptionally user-friendly”

– Martin Barratt, Unilever

› Introduction to Statistical Analysis Using SPSS Statistics

LEVEL: INTERMEDIATE

DURATION: 2 DAYS

TARGET AUDIENCE

Anyone who has worked with SPSS Statistics and wants to become better versed in its statistical capabilities. This course targets those with limited or no statistical background. The course is also an appropriate refresher for those whose main statistical experience was gained many years ago.

KEY ROLES

(for reference check pages 9-11)



PREREQUISITES

General computer literacy. Completion of the courses, “Introduction to SPSS Statistics ” and/or “Data Management and Manipulation with SPSS Statistics” or experience with SPSS Statistics—including familiarity with opening, defining, and saving data files and manipulating and saving output. Basic statistical knowledge or at least one introductory-level course in statistics is recommended.

OVERVIEW

The focus of this course is an introduction to the statistical component of SPSS Statistics. This is an application-oriented course and the approach is practical. You'll take a look at several statistical techniques and discuss situations in which you would use each technique, the assumptions made by each method, how to set up the analysis using SPSS Statistics as well as how to interpret the results. This includes a broad range of techniques for exploring and summarizing data, as well as investigating and testing underlying relationships. You will gain an understanding of when and why to use these various techniques as well as how to apply them with confidence, interpret their output, and graphically display the results using SPSS Statistics. This course uses SPSS Statistics Base and the SPSS Data Preparation add-on module.

COURSE CONTENT

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

- Introduction to statistical analysis
- Principles of research design and process
- Data cleaning and preparation: using the SPSS Data Preparation™ module
- Describing categorical data
- Summarizing continuous data
- Measures of central tendency and dispersion
- Checking the form of distribution
- Probability and inferential statistics
- Comparing categorical variables
- Measures of association
- Mean differences between groups: *t* test
- Bivariate plots and correlations
- Introduction to regression
- Mean differences between groups: One-Factor ANOVA
- Introduction to multiple regression

› Advanced Statistical Analysis Using SPSS

PREREQUISITES

General computer literacy. Completion of the courses, “Introduction to SPSS Statistics” and/or “Data Management and Manipulation with SPSS Statistics,” or experience with SPSS Statistics including familiarity with, opening, defining, and saving data files, and manipulating and saving output. On-the-job statistical experience or completion of our course, “Introduction to Statistical Analysis Using SPSS Statistics.” Advanced statistical knowledge or at least two college level courses in statistics are recommended.

OVERVIEW

You’ll review many of the more advanced statistical procedures that are available in SPSS Statistics. Discuss multivariate modeling techniques, such as discriminant analysis, logistic regression, and loglinear models as well as exploratory techniques, cluster analysis and factor analysis. You will also discuss specialized survival analysis procedures, such as Cox regression and Kaplan-Meier, as well as some advanced ANOVA models. You’ll explore the situations when each may be used, the assumptions made by each method, how to set up the analysis using SPSS Statistics, and how to interpret the results. This course uses SPSS Statistics Base and features from the Regression and SPSS Advanced Statistics modules.

COURSE CONTENT

Following an overview and taxonomy of the statistical methods, the following techniques are discussed with software demonstration and hands-on exercises:

- Discriminant analysis
- Binary logistic regression
- Multinomial logistic regression
- Survival analysis: Kaplan-Meier and Cox Regression
- Loglinear models
- Cluster analysis
- Factor analysis
- MANOVA: multivariate analysis of variance
- Repeated measures ANOVA

LEVEL: ADVANCED

DURATION: 2 DAYS

TARGET AUDIENCE

Anyone who has worked with SPSS Statistics and wants to become better versed in the more advanced statistical capabilities of SPSS Statistics. This course targets those who have a solid understanding of statistics and want to expand their knowledge of appropriate statistical procedures, how to set them up using SPSS Statistics, and how to interpret the results.

KEY ROLES

(for reference check pages 9-11)



› Data Management and Manipulation with SPSS Statistics

LEVEL: INTERMEDIATE

DURATION: 2 DAYS

TARGET AUDIENCE

Anyone who has worked with SPSS Statistics and wants to explore its additional data management and manipulation features and generally increase his or her efficiency with SPSS Statistics. The course serves as a natural follow up to “Introduction to SPSS Statistics” or as a stand-alone for experienced users who have learned the basic operations of SPSS Statistics on their own.

KEY ROLES

(for reference check pages 9-11)



PREREQUISITES

General computer literacy. Completion of the course, “Introduction to SPSS Statistics” or experience with SPSS Statistics (version 9.0 or later) including familiarity with reading and defining data, basic uses of recode and compute transformations, and creating charts. No statistical background is necessary.

OVERVIEW

In this course you’ll learn how to use of a wide range of transformation techniques, automate your work, manipulate your data files and results, and send your output to other applications. You’ll also gain an understanding of the various options for operating SPSS Statistics and learn how to use syntax to perform data transformations efficiently. This course uses SPSS Statistics Base features as well as the SPSS Data Preparation add-on module.

COURSE CONTENT

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

- Automating SPSS Statistics using syntax and Production Mode
- Further data transformations: automatic recode, count, and conditional transformations
- Using numeric functions
- Using system variables
- Computing date, time, and string variables
- Helpful data management features: identify duplicate cases, custom attributes, variable sets
- Aggregating data
- Merging files: adding cases and adding variables
- Editing charts and pivot tables
- Deploying SPSS Statistics results
- Controlling the SPSS Statistics environment
- Optimal binning

› Working with SPSS Syntax: The Basics

PREREQUISITES

On-the-job experience with SPSS Statistics or completion of the courses, “Introduction to SPSS Statistics” and/or “Data Management and Manipulation with SPSS Statistics.”

OVERVIEW

This course, designed for current SPSS Statistics users of the graphical user interface, introduces you to the syntax language on which SPSS Statistics is based. You will learn the rules of SPSS Statistics syntax; how to generate, write, and modify it; and how syntax is used to facilitate repeated SPSS Statistics analyses and perform operations not available through SPSS Statistics dialog boxes.

COURSE CONTENT

- When is SPSS Statistics syntax helpful and why should it be used?
- Syntax rules and structure
- How to create and run syntax
- Opening and saving SPSS Statistics data files
- Structure and definition of variables
- Introduction to transformation functions
- String and date/time functions
- Data transformations only available using syntax
- Debugging syntax and reading error messages

LEVEL: INTERMEDIATE

DURATION: 2 DAYS

TARGET AUDIENCE

Those who want to learn the basic skills of SPSS Statistics syntax for use in repetitive production tasks or to perform advanced operations not available through SPSS Statistics dialog boxes. Those who are responsible for maintaining SPSS Statistics syntax jobs.

KEY ROLES

(for reference check pages 9-11)



“We were able to surpass our original target—and increase the direct mail campaign response rate by 100 percent”

— *British Telecommunications*

› Introduction to SPSS Text Analysis for Surveys

LEVEL: BEGINNER

DURATION: 1 DAY

TARGET AUDIENCE

Survey analysts who work with surveys containing open-ended questions.

KEY ROLES

(for reference check pages 9-11)



PREREQUISITES

Some practical experience with survey research and/or analysis is helpful, but not required.

OVERVIEW

This course shows you how to analyze text or open-ended survey responses. You will see the steps involved in working with text data, from reading the text data to exporting the final categories for additional analysis. Topics include how to automatically and manually create and modify categories, and how to edit synonym, type, and exclude dictionaries.

COURSE CONTENT

Following an introduction to tables terminology and the Table Builder interface, the following topics will be discussed with hands-on exercises:

- Introduction and overview of SPSS Text Analysis for Surveys
- Considerations before performing text analysis
- Projects and help
- Data access
- Extracting terms
- Category creation (automatic and manual)
- Exporting categories
- Editing dictionaries
- Managing libraries and projects.

- › Introduction to SPSS Decision Trees
- › Market Segmentation Using SPSS Statistics
- › Advanced Techniques: Regression
- › Advanced Techniques: ANOVA
- › Categorical Data Analysis
- › Time Series Analysis and Forecasting with SPSS Forecasting
- › Introduction to AMOS



› Introduction to SPSS Decision Trees

LEVEL: INTERMEDIATE

DURATION: 1 DAY

TARGET AUDIENCE

Those wishing to find a means of targeting sub-groups of a population and who work primarily with categorical data, but who may have continuous data. Typical applications include identifying those most likely to respond positively to a mailing, those who may prove to be greater credit risks, or those customers who are likely to churn.

KEY ROLES

(for reference check pages 9-11)



PREREQUISITES

Attendees should have a solid understanding of basic statistical concepts (including measures of central tendency, dispersion, and crosstabulation tables). Attendees should also understand what data is available to them and what goals they will be trying to achieve by using this SPSS Statistics add-on module.

OVERVIEW

The course begins with a general introduction to the features of the SPSS Decision Trees module and an overview of decision tree-based methods. You will then take a detailed look at each of the analytical methods within the module: CHAID, Exhaustive CHAID, C&RT, and QUEST.

COURSE CONTENT

The course begins by providing a background to this module, and gives an overview of the different decision tree based methods that are available. The course then proceeds logically through the following topics:

- Introduction to SPSS Decision Trees
- CHAID analysis
- CHAID extensions and additional features
- C&RT classification trees
- C&RT regression trees
- QUEST analysis

“We developed models that enabled UNICEF Germany to identify optimal target groups thus increasing its direct mail response by up to 80 percent.”

— Matthias Singer-Fischer,

Senior Consultant Ogilvy and Mather Dataconsult

› Market Segmentation Using SPSS Statistics

PREREQUISITES

Familiarity with SPSS Statistics, including variable definition, opening and saving data files, and generation of basic exploratory statistics. The understanding of central tendency, dispersion, and hypothesis testing (including the t test) is also an essential prerequisite.

OVERVIEW

The course focuses on the statistical techniques most often used to support market segmentation. You'll discover the practical issues involved in setting up, running, and interpreting the results of market segmentation analysis.

COURSE CONTENT

After an initial overview of the techniques available, their assumptions, aims and applications, you will cover the following topics:

- Market segmentation methods
- Cluster analysis for market segmentation: principles
- Cluster analysis for market segmentation: practice
- Factor analysis
- Response-based segmentation I: discriminant and logistic regression
- Response-based segmentation II: CHAID analysis

LEVEL: ADVANCED

DURATION: 2 DAYS

TARGET AUDIENCE

Anyone who has worked with SPSS Statistics and is interested in knowing more about the appropriate procedures for market segmentation.

KEY ROLES

(for reference check pages 9-11)



› Advanced Techniques: Regression

LEVEL: ADVANCED

DURATION: 2 DAYS

TARGET AUDIENCE

Those who want to know how to set up regression, when to use it in SPSS Statistics, and how to interpret the results. This course is for SPSS Statistics users who want to improve their understanding of regression techniques.

KEY ROLES

(for reference check pages 9-11)



PREREQUISITES

Familiarity with SPSS Statistics, including variable type and definition, entering and editing data, opening and saving data files, generating basic exploratory statistics (including frequency tables and crosstabulations), and the compute and recode procedures. Other essential prerequisites include an understanding of measures of central tendency and dispersion, inferential statistics, using interactive charts, and editing and saving output.

OVERVIEW

This course examines the regression techniques used to explore the relationships between interval scale variables in detail. You will develop an understanding of when to apply each technique, how to apply it, and how to interpret the results. The course also discusses some preliminary data analysis steps, how to check underlying assumptions, and provides suggestions on how to proceed when your assumptions fail.

COURSE CONTENT

A series of presentations and hands-on practical sessions will guide you logically through the following topics:

- Introduction to regression
- Examining the data
- Simple regression: fit and assumptions
- Multiple regression: fit and assumptions
- Stepwise regression
- Influential points and multicollinearity
- Logistic regression
- Dummy variables
- Interactions and polynomial regression
- Multinomial logistic regression
- Nonlinear regression

› Advanced Techniques: ANOVA

PREREQUISITES

Familiarity with SPSS Statistics, including variable definition, opening and saving data files, and generation of basic exploratory statistics. The understanding of central tendency, dispersion, and hypothesis testing (including the t test) is an essential prerequisite.

OVERVIEW

This course focuses on the different Analysis of Variance (ANOVA) techniques, which allow you to test whether the means of several populations are the same. After discussing the basic assumptions for each technique, you will check the assumptions, run the analysis, and draw conclusions from the data.

COURSE CONTENT

Following an introduction to the principles of ANOVA modeling, you will proceed logically through the following topics:

- Introduction to ANOVA
- Examining data and testing assumptions
- One-factor ANOVA
- Multi-way univariate ANOVA
- Multivariate analysis for variance
- Within-subjects designs–repeated measures
- Between and within-subjects ANOVA
- Mixed models ANOVA
- Analysis of covariance (ANCOVA)
- Special topics

LEVEL: ADVANCED

DURATION: 2 DAYS

TARGET AUDIENCE

SPSS Statistics users who want to improve their understanding of Analysis of Variance techniques. Those who want to know how to set up analysis of variance in SPSS as well as how to interpret the results.

KEY ROLES

(for reference check pages 9-11)



ASK THE EXPERT

Do you have a specific question or challenge regarding your SPSS analysis work? Do you have an issue too in-depth to be covered by technical support but not substantial enough to hire an SPSS Education Consultant for a day?

CONTACT: SPSS BELUX
HEIZEL ESPLANADE B38
1020 BRUSSELS
BELGIUM
TEL: +32 2 474 03 60
FAX: +32 2 474 03 63
WWW.SPSS.COM/BE



› Categorical Data Analysis

LEVEL: ADVANCED

DURATION: 2 DAYS

TARGET AUDIENCE

Ideal for those wishing to analyze the categorical information available within their data effectively.

KEY ROLES

(for reference check pages 9-11)



PREREQUISITES

Attendees must be PC literate and have familiarity with SPSS Statistics, including variable definition, opening and saving data files, and generation of basic exploratory statistics.

The understanding of central tendency, dispersion and hypothesis testing (including the t test) is essential. Familiarity with factor analysis, SPSS Statistics syntax, and the principles and methodology behind linear regression is preferred but not essential.

OVERVIEW

In this course you'll learn how to further examine your categorical data and make predictions about new or future cases. The related techniques of conjoint analysis, correspondence analysis, CHAID, and logistic regression will be addressed, and you'll examine their different applications.

COURSE CONTENT

Following an introductory discussion of categorical data, you will proceed logically through the following topics:

- Simple correspondence analysis
- Conjoint analysis
- Logistic regression
- Discriminant analysis
- Ordinal regression
- Multinomial logistic regression
- Tree-based analysis—an overview of CHAID
- Running a CHAID analysis

“These days, people want to be able to use the results of their analysis on the front lines of their business, not just read about them in a dusty report. Clementine Solution Publisher enables you to turn the findings from predictive models into action.”

— David Pihlens, Managing Partner Parish School Board

› Time Series Analysis and Forecasting with SPSS Forecasting

PREREQUISITES

Attendees must be familiar with SPSS Statistics, including entering and editing data, generating basic exploratory statistics, and the compute and recode procedures. An understanding of measures of central tendency, dispersion, and hypothesis testing is essential. No previous forecasting experience required. It would be helpful to have a basic understanding of regression analysis.

OVERVIEW

This three-day course gets you up and running with a set of procedures for analyzing time series data. Learn how to forecast using a variety of models which take into account different combinations of trend, seasonality, and prediction variables. You'll focus on the Expert Modeler feature in SPSS Forecasting. Learn how to generate predicted values along with standard errors, confidence intervals, and residuals. This course also teaches you how to graphically display your results, so you can visualize your forecasting models.

COURSE CONTENT

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

- The basics of time series analysis
- Starting time series analysis
- Smoothing time series data
- Looking for outliers
- Automatic forecasting with time series modeler
- Measuring model performance
- Fitting a simple curve to time series data
- Time series regression
- Exponential smoothing models
- Auto Regressive Integrated Moving Average (ARIMA) models
- Applying time series models
- Seasonal decomposition
- Modeling seasonality
- Outliers detection
- Intervention analysis
- Transfer functions
- Managing analysis documents for other analysts

ing™

LEVEL: ADVANCED

DURATION: 2 DAYS

TARGET AUDIENCE

SPSS Statistics users who would like to quickly and efficiently use SPSS' forecasting capabilities. Those who want to know the full capabilities of the SPSS Forecasting add-on module and its Expert Modeler.

KEY ROLES

(for reference check pages 9-11)



› Introduction to AMOS

LEVEL: ADVANCED

DURATION: 2 DAYS

TARGET AUDIENCE

Individuals with an interest in structural equation modeling (SEM). AMOS provides SEM techniques in a user-friendly package.

KEY ROLES

(for reference check pages 9-11)



PREREQUISITES

Statisticians and applied quantitative researchers with some experience in multiple regression or factor analysis are encouraged to attend.

OVERVIEW

You'll use graphical, interactive path modeling with the AMOS program throughout the session. Additional content includes modern advances in structural modeling and statistical methods, along with demonstrations of practical research examples from different areas of the social sciences.

COURSE CONTENT

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

- Structural equation modeling
- Getting started: regression with AMOS
- Test model adequacy
- Principles of testing applied
- The general model
- Special topics
- AMOS toolbar



- › Dimensions Survey Creation
- › Dimensions Survey Authoring
- › Dimensions Survey Translation
- › Dimensions Administration (Web)
- › Dimensions Administration (Paper)
- › Dimensions Administration (Telephone)
- › Dimensions Report Creation
- › Dimensions Survey Presentation
- › Dimensions Survey Analysis
- › Dimensions Survey Analysis 2
- › Dimensions System Administration
- › Dimensions Scripting (Data Management 1)
- › Dimensions Scripting (Data Management 2)
- › Dimensions Scripting (Report Creation)
- › Dimensions Scripting (Survey Creation 1)
- › Dimensions Scripting (Survey Creation 2)



› Dimensions Survey Creation

LEVEL: BEGINNER

DURATION: 2 DAYS

TARGET AUDIENCE

Staff who will be using the Web-based interfaces of DimensionNet to create and deploy surveys.

This course can help system administrators gain an overview of the end user's project process flow and steps.

KEY ROLES

(for reference check pages 9-11)



PREREQUISITES

Understanding of the survey creation and the data collection processes would be helpful, but not required. This is an introductory level course.

OVERVIEW

Creating survey questions, instructions, and logic is often the first tangible part of a project for researchers after the survey design phase. In this course, you'll discuss the basics of using the Web-based interfaces available with DimensionNet™ to create questionnaires for Web and telephone interviewing. You'll cover all aspects of making a simple survey; applying pre-existing looks to the survey; setting up, using, and inviting a sample of participants to take the survey; deploying the survey; checking top-line results of survey questions; and exporting the respondent data to a data file.

You will use DimensionNet's Build Activity to create and publish surveys.

COURSE CONTENT

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

- Creating a survey with the easy to use Web-interface application: building questions, applying routing logic, using the library, adding Dimensions Script snippets, and preparing for data analysis.
- Preparing the questionnaire for delivery over the Internet, through telephone interviewers
- Applying pre-made templates to your survey to enhance the look and feel of Web surveys
- Running a test survey to check the questionnaire
- Activating the survey for live data collection with respondents
- Understanding the implications of sharing your project with colleagues
- Introduction to setting up a simple participant database and sending e-mails inviting respondents to take the survey
- Creating top-line results of the data collected with Web or phone surveys with the online reporting tool
- Learning to export the results of your questionnaire to a data file
- Capturing questions from a Word document using Dimensions' WordCapture Accessory

› Dimensions Survey Authoring

PREREQUISITES

Understanding of the survey creation and the data collection processes would be helpful, but not required.

OVERVIEW

Creating survey questions, instructions, and logic is often the first tangible part of a project for researchers after the survey design phase. This course covers the basics of creating questionnaires for Web and telephone data collection using the survey building and testing tools in Dimensions Author. The course covers all aspects required to make a simple survey, applying pre-existing looks to the survey, setting up, using and inviting a sample of participants to take the survey, deploying the survey, checking top-line results of survey questions and exporting the respondent data to a data file.

You will use Dimensions Author to create and publish surveys.

COURSE CONTENT

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

- Creating a survey with the easy-to-use graphical survey building application: building questions, applying routing logic, using the library, adding Dimensions Script snippets, and preparing for data analysis
- Preparing the questionnaire for delivery over the Internet or through telephone interviewers
- Applying pre-made templates to your survey to enhance the look and feel of Web surveys
- Running a test survey to check the questionnaire
- Activating the survey for live data collection with respondents
- Understanding the implications of sharing your project with colleagues
- Setting up a simple participant database and sending Emails inviting respondents to take the survey
- Creating top-line results of the data collected with Web or phone surveys with the online reporting tool
- Exporting the results of your questionnaire to a data file
- Capturing questions from a Word document using Dimensions' WordCapture Accessory

LEVEL: BEGINNER

DURATION: 1 DAY

TARGET AUDIENCE

Staff who will be using Dimensions Author to create and deploy surveys with Dimensions. This course would be good for system administrators to get an overview of the end users project process flow and steps.

KEY ROLES

(for reference check pages 9-11)



› Dimensions Survey Translation

LEVEL: BEGINNER

DURATION: 0.5 DAY

TARGET AUDIENCE

Translators, researchers or data processing staff who manage translations of survey texts.

KEY ROLES

(for reference check pages 9-11)



PREREQUISITES

There are no prerequisites for this course, although a basic understanding of questionnaire design and the translation process at your organization would be an advantage.

OVERVIEW

Dimensions has an easy-to-use translation tool that gives translators the ability to easily add and manage numerous alternative texts or translations for any of the survey questions, headings, or instructions. If you are a survey translator, this course will help you understand the functionality and features so that you can quickly and effectively translate surveys.

COURSE CONTENT

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

- Overview of the menus, toolbars, and window panes
- Opening questionnaire documents
- Adding additional languages to your base questionnaire
- Managing survey contexts (e.g. texts for questioning respondents versus those used in analysis and exports)
- Understanding how to track your translation progress, translator notes, and flags
- Time-saving techniques, such as finding and replacing text and using Autofill
- Saving your updated questionnaire document with the additional language translations
- Bringing in existing translations from other documents



› Dimensions Administration (Web)

PREREQUISITES

Must have attended either “Dimensions Survey Creation,” “Dimensions Survey Authoring,” or “Dimensions Scripting (Survey Creation I).” Experience with running surveys on the Web, using sample and quota management, and using databases would be helpful.

OVERVIEW

Deploying surveys over the Internet or across an intranet is a very common method of data collection or survey administration. In this course, you’ll discover the more advanced features needed to conduct online surveys through Dimensions. Topics cover daily user and project administration, setting up permissions for the Web-based applications, understanding how to manage your respondents with the sample management features, and controlling quotas for your project. You’ll also cover the relationship between offline survey creation, testing and activation, and the online delivery of your surveys to respondents.

COURSE CONTENT

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

- Understanding the security aspects of DimensionNet both for managing users and for managing projects
- Learning how to set up and control sample management databases and integrate participant information into the live survey
- Learning how to set up and maintain both script and sample quotas for Web interviewing
- Understanding how to use mrStudio™ to upload and modify surveys built and tested offline
- Using and creating script snippets and library items for inclusion in the Dimensions survey building environment
- Learning about system variables for interview control and analysis
- Authenticating participants and passing information on the URL
- Introduction to templates and survey-related HTML tags
- Learning best practices for working collaboratively on projects

LEVEL: INTERMEDIATE

DURATION: 1 DAY

TARGET AUDIENCE

Staff who will be managing the project management and security of DimensionNet applications. Staff involved with creating and managing samples and involved with the authentication of respondents. Staff involved in setting and managing interview quotas or in enhancing the survey building capabilities for end users. System administrators who manage a Dimensions server deploying Web surveys.

KEY ROLES

(for reference check pages 9-11)



› Dimensions Administration (Paper)

LEVEL: INTERMEDIATE

DURATION: 2 DAYS

TARGET AUDIENCE

Different aspects of this course will cover the needs of different roles within the production and management of paper questions:

- Staff who create paper questionnaires (section 1)
- Staff charged with formatting and laying out paper questionnaires (section 2)
- Staff who want to use a scanner to capture data from questionnaires (section 3)

KEY ROLES

(for reference check pages 9-11)



PREREQUISITES

There are no prerequisites for this course; however, familiarity with Microsoft Word and the basic concepts of questionnaire design are strongly recommended.

OVERVIEW

The training consists of three sections: questionnaire creation, questionnaire formatting, and automatic data entry with scanning software. The first section gives you a thorough understanding of features applicable to constructing the questions and questionnaire texts for paper questionnaires. The second section teaches you to use the layout automation tools and then moves into designing your own “look and feel” for your paper questionnaires. The third section covers the automation of the scan-ready forms and takes you through the process of recovering data from completed questionnaires.

COURSE CONTENT

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

- Using the survey authoring tools for paper questionnaire creation
- Exporting to create the paper questionnaire
- Using the default questionnaire to format Looks or themes
- Managing and understanding Looks and Look Groups
- Using built-in Microsoft Word techniques to modify or create new Looks and Look Groups
- Creating company-standard templates with headers, footers, company logos, and standardized texts
- Examining different question types and their impact on scanning
- Using scanning-setup software for generating mark fields, number fields, and text fields
- Learning the basics of processing completed questionnaires through the ReadSoft Forms modules
- Producing a data file for analysis

› Dimensions Administration (Telephone)

PREREQUISITES

Must have attended either “Dimensions Survey Creation,” “Dimensions Survey Authoring,” or “Dimensions Scripting (Survey Creation I).” Knowledge of conducting telephone-based research or experience of other telephone data collection software will be helpful.

OVERVIEW

Telephone research requires quite a bit of preparation, setup, and daily management (when the project is live). If you’re a researcher, interviewer, call center supervisor, or administrator, you’ll discover the techniques and applications needed to conduct research using telephone-based interviews. You’ll also focus on setting up and running telephone-based surveys, as well as the administration of the interviewers and of the projects themselves.

COURSE CONTENT

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

- Using the Interviewer station: contacting participants, managing respondents through the interview, and ending the interview. Handling unsuitable telephone numbers with a list of possible outcomes as interviewers place a call. Scheduling appointments for a later time and passing notes to other interviewers/administrators for incomplete respondent interviews. Calling the respondent. Handing the respondent over to self-completion on the Web.
- Managing the interviewers and project design and implementing an access plan
- Setting up interviewer qualifications to allow allocation of group participants to appropriate interviewers
- Monitoring sample records used, appointments scheduled, and interviewer statistics and other project based reports while the survey is being conducted
- Monitoring interviewers and interviews including reviewing answers to questions
- Setting up and maintaining both script and sample quotas
- Creating, uploading, and managing lists of participants to telephone
- Learning about system variables and how they are used in telephone-based surveys
- Learning best practices for working collaboratively on projects

LEVEL: INTERMEDIATE

DURATION: 1 DAY

TARGET AUDIENCE

Researchers who will be responsible for writing, using, or modifying Dimensions telephone surveys. Telephone center administrators responsible for the day-to-day running of a call center and its interviewing staff. System administrators who manage a Dimensions server deploying telephone surveys.

KEY ROLES

(for reference check pages 9-11)



› Dimensions Report Creation

LEVEL: BEGINNER

DURATION: 1 DAY

TARGET AUDIENCE

Researchers tasked with reporting on surveys run through Dimensions, analysts tasked with analyzing data from different data collection methods (even outside of Dimensions), and system administrators needing an overview of the analysis capabilities of Dimensions.

KEY ROLES

(for reference check pages 9-11)



PREREQUISITES

There are no pre-requisites for this course. However, familiarity with keyboards, Microsoft Internet Explorer, and the basic concepts of questionnaire design would be an advantage.

OVERVIEW

Analysis and reporting on survey data is very easy with Dimensions. The DimensionNet browser-based tabulation activity is part of the Dimensions suite and has been designed with a drag-and-drop interface so that you can quickly and effectively build sets of summary analysis tables. Through this course you will quickly develop skills to create and manage tables-based analysis projects, no matter what your level of experience. The course takes you right from the basics of simple table creation through to quite an advanced level in a very short space of time. You will also discover how the open environment of Dimensions makes it easy to access and analyze data from several sources without translating different data file types. You will learn to present your results professionally with the highly developed publishing facilities that are incorporated into the analysis package.

This course is for Dimensions mrTables users and not Dimensions Reporter™ or Desktop Reporter™ users.

COURSE CONTENT

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

- Setting up new analysis projects
- Generating table layouts, from simple through to complex
- Displaying different sets of results within a table, such as raw counts, percentages, and means
- Controlling titles, header and footer annotations, and other aspects of how a table is presented
- Filtering the data to restrict analysis to sub-sets of the database
- Adding data weighting schemes to tables
- Creating new views of the survey questions for customized analyses: editing existing questions and creating new analysis variables from scratch
- Conducting statistical tests on tables of data
- Saving sets of tables for later use
- Publishing tables and/or charts to Web pages and Microsoft Office formats

› Dimensions Survey Presentation

PREREQUISITES

Must have attended either “Dimensions Scripting (Survey Creation I),” “Dimensions Survey Creation,” or “Dimensions Survey Authoring.” Familiarity with HTML/Custom Style Sheets (CSS) techniques and an HTML editor are highly desirable.

OVERVIEW

You will have successfully developed and deployed a couple of surveys prior to attending this course. In this course, you’ll learn how to build your own presentation styles for your surveys. You will be introduced to the architecture used to render Dimensions surveys, as well as how traditional browser technologies interact with the survey display. Starting off by examining a “branded” Web site and identifying the aspects which are important to include in the look and feel of a survey, you will then learn to manipulate the majority of aspects of the presentation of a survey. The course covers adding images, presenting the survey within a Web site or pop-up window, changing the survey or question template, and using the interaction of styles with the page template. The course ends with a discussion of best practice tips and tricks.

COURSE CONTENT

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

- Presenting surveys using Dimensions: understanding the client-side vs. server-side processing philosophies
- Decomposing a Web site to get presentation themes
- Building and specifying Dimensions survey templates and logos
- Understanding the implications of using different graphics formats
- Building and specifying Dimensions question, error, and navigation templates
- Using CSS in survey presentation
- Formatting progress bars
- Formatting simple and grid questions using Dimensions Scripting
- Tips and tricks for creating best practice guidelines

LEVEL: INTERMEDIATE

DURATION: 1 DAY

TARGET AUDIENCE

Researchers or scriptwriters who will be responsible for writing, using, or modifying Dimensions surveys. Advanced scriptwriters who will modify or enhance scripts generated by colleagues who have attended the course, “Dimensions Scripting (Survey Creation I).” Staff tasked with creating and managing the look and feel of Dimensions surveys for the Internet/intranet. Staff tasked with integrating Dimensions surveys into Web sites or other enterprise feedback management systems.

KEY ROLES

(for reference check pages 9-11)



› Dimensions Survey Analysis I

LEVEL: BEGINNER

DURATION: 1 DAY

TARGET AUDIENCE

Researchers using Dimensions Reporter or Desktop Reporter for analyzing survey data (either collected through Dimensions or existing data from a non-Dimensions survey). Data processing staff required to prepare and produce Reporter documents for end users.

KEY ROLES

(for reference check pages 9-11)



PREREQUISITES

A reasonable grasp of survey question types and previous analysis experience are recommended.

OVERVIEW

If you are new to the tools available in the Dimensions Reporter products, this course will turn you into a self-sufficient user. You'll begin by building simple tabular reports, then you'll learn how to build tables of increasing complexity and specificity using different question types, statistical summaries, filters, weights, and display rules. Finally, you'll learn how to manage the output and how to export to common Microsoft Office applications.

This course is for Dimensions Reporter and Desktop Reporter users and not mrTables users.

COURSE CONTENT

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

- Opening different sources of survey data (live surveys and existing survey data in different data formats)
- Saving and organizing your analysis
- Specifying the rows and columns of tables including nesting and appending of questions
- Analyzing data using tables and/or charts
- Defining different statistical and numeric summaries in the table cells
- Managing and organizing collections of tables and charts
- Creating profile reports
- Exporting the analysis to create reports in common Microsoft Office applications

“SPSS Text Analysis for Surveys is exactly what the university has been searching for to extract critical nuggets of information from long text survey responses. Using this new product, we were able to quickly identify concerns students had about university services. These concerns were not apparent in the quantitative survey data alone. However, when we put SPSS Text Analysis for Surveys to work analyzing the open-end text responses, we were able to uncover those concerns, and act on them. The enhanced insights that SPSS Text Analysis for Surveys provides will significantly improve the quality of our survey analysis and the decision-making ability of our organization.”

— John Lemon, Senior Computing Advisor University of Aberdeen, Scotland

› Dimensions Survey Analysis II

PREREQUISITES

Completion of the course, “Dimensions Survey Analysis I.”

OVERVIEW

Dimensions Reporter has many capabilities for pinpointing respondents, building unique views across and within the survey responses, manipulating the bases for calculations, and creating whole new units of measurement. In this course, you’ll cover the basics of modifying table structure, filter parameters, and categories so that you can get to exactly the insight needed for your reports. In addition, you’ll learn how to get standardized reports, link to other sources of data, and share documents and data with other Dimensions reporting applications and colleagues.

This course is for Dimensions Reporter and Desktop Reporter users and not mrTables users.

COURSE CONTENT

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

- Creating alternative analysis “views” of your survey questions using the variable editing features
- Learning how to go “behind” the interfaces and use Dimensions Scripting for advanced table editing and filter specification
- Managing different bases for percentage calculations
- Hiding and sorting table rows and columns
- Conducting statistical testing
- Customizing the look and feel of charts, tables, and reports
- Exporting data to common file formats
- Exporting options for common Microsoft Office applications
- Adding advanced modeling results into the survey reports
- Managing analysis documents for other analysts and Dimensions applications

LEVEL: INTERMEDIATE

DURATION: 1 DAY

***Contact local office to ensure course availability.**

TARGET AUDIENCE

Researchers using Dimensions Reporter or Desktop Reporter for analyzing survey data (either collected through Dimensions or existing data from a non-Dimensions survey). Data processing staff required to prepare and produce Dimensions Reporter documents for end users.

KEY ROLES

(for reference check pages 9-11)



› Dimensions System Administration

LEVEL: ADVANCED

DURATION: 3 DAYS

TARGET AUDIENCE

Staff responsible for administering, upgrading, maintaining, or troubleshooting Dimensions server applications. Staff responsible for planning and instigation of a Dimensions server expansion plan. Those about to implement a Dimensions server-based solution. This course is suitable for any person responsible for installing, maintaining or scoping a Dimensions server implementation.

KEY ROLES

(for reference check pages 9-11)



PREREQUISITES

Must have experience with Microsoft Windows Server/XP as well as knowledge of Windows Server architecture and installation. Knowledge of SQL Server Administration, IIS Administration, Windows security, and Windows performance monitoring techniques is also required.

OVERVIEW

Dimensions server-based applications require an administrator to manage users and projects, and to instigate daily maintenance routines. The course has been designed to give a thorough understanding of system architecture, and backs this up with practical techniques for monitoring the health and operation of a Dimensions server implementation. As well as setting up an implementation, other roles of the administrator revolve around the longer-term planning of capacity, security, and fault-tolerance. You'll cover usage volume monitoring and fine tuning performance in detail in this course, and you'll work with and interpret real-life, real-time loadings and configurations.

COURSE CONTENT

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

- Overview of the Dimensions server-based architecture
- Discussing pre-installation requirements, the installation process, and the post installation tasks
- Understanding the location of files and folders relating to a typical installation
- Understanding file and folder management in relation to the project lifecycle
- Building a system administration toolkit to monitor health and troubleshoot issues
- Setting up and running real-life load testing scenarios
- Expanding the implementation by adding engines and servers to add extra capacity and fault tolerance
- Understanding Dimensions system security and how this relates to Microsoft/third party security measures
- Load balancing across servers
- Administering users, projects, and databases
- Administering upgrades, patches, hot-fixes, and a continual maintenance plan

› Dimensions Scripting (Data Management I)

PREREQUISITES

There are no prerequisites for this course; however familiarity with object-oriented programming, such as VBScript, would be an advantage. A thorough understanding of the survey research process (from survey design through data collection to data analysis and presentation) will significantly increase your comfort.

OVERVIEW

You'll cover the basics of the Dimensions data management tools using the Dimensions Scripting language and development environment. You'll begin with the very basic operations of reading and writing data files, data cleaning, and data validation. Then, when you have an appreciation of the data management timeline, you'll move on to creating more complex scripts, which demonstrate how to build custom utilities and products such as regular open-end text reports. Through progressive iterations of script building, you'll develop skills in handling some of the basics of blending Dimensions and Microsoft Office applications to achieve significant, but everyday, data management tasks. A focus of the latter parts of the course is developing skills in creating new columns of data and populating them with data values.

COURSE CONTENT

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

- Overview of Dimensions scripting and the Dimensions Data Model™
- Understanding how to use the Dimensions Development Library™
- Understanding the data management timeline
- Reading and writing data files (data format conversion), particularly exporting SPSS data file formats
- Data validation and cleaning
- Checking survey logic and setting values in the output data set accordingly
- Deriving new variables
- Setting up logging capabilities to monitor events and results of your data management script
- Experiencing some of the powerful editing and testing capabilities of the Dimensions Integrated Development Environment

LEVEL: BEGINNER

DURATION: 2 DAYS

TARGET AUDIENCE

Designed for users who will be involved in the data management aspects of a survey project, such as data cleaning and validation. Also for staff responsible for creating automated data management and data preparation utilities or undertaking server-based implementations of data management using the Dimensions Component Pack.

KEY ROLES

(for reference check pages 9-11)



› Dimensions Scripting (Data Management II)

LEVEL: ADVANCED

DURATION: 1 DAY

TARGET AUDIENCE

Designed for users who will be involved in the data management aspects of the project, such as weighting data and exporting to different data sources. Also for those responsible for creating automated data management and data preparation utilities and staff undertaking server-based implementations of data management using the Dimensions Component Pack.

KEY ROLES

(for reference check pages 9-11)



PREREQUISITES

You should have gained confidence and experience at the tasks learned in the course, “Dimensions Scripting Data Management I,” prior to attending this course.

OVERVIEW

You’ll build on “Dimensions Scripting Data Management I” by developing your skills in managing different sources of data (both input and output) such as SPSS heritage software, Dimensions-based databases, and non-Dimensions data. You’ll learn to set up automated processing of scripts so they can be run in an unattended mode. The course culminates in a consolidation exercise designed to pull together all facets of the Dimensions Scripting Data Management courses.

COURSE CONTENT

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

- Creating and using weighting schemes
- Reading Quantum or other ASCII format data files
- Transferring case data to a Quantum data source
- Exporting mrInterview™ data
- Managing different sources of data, such as participant sample records or non-mrOLE DB providers as input data
- Exporting responses to Microsoft Office applications and ASCII files
- Adding information to participant sample files
- Merging data files
- Experiencing some of the powerful editing and testing capabilities of the Dimensions Integrated Development Environment

“AnswerTree helps me identify particular factors that could influence district, school and individual student performance without having to be a world-class statistical genius.”

– Chris Bowman, Technology Director Lafourche Parish School Board

› Dimensions Scripting (Report Creation)

PREREQUISITES

There are no prerequisites for this course; however, familiarity with object-oriented programming, such as VBScript, would be an advantage. A thorough understanding of the survey research process (from survey design through data collection to data analysis and presentation) will significantly increase an attendee's comfort in this course.

OVERVIEW

Dimensions uses applications with interfaces to generate sophisticated analyses of survey data. Behind the scenes, Dimensions can also be operated using a powerful scripting language that enables you to go beyond the functionality provided by the user interfaces. You'll learn the basics of creating, testing, and running a simple survey reporting script, and move to intermediate-level table- and chart-based analyses and reports. You'll use the Dimensions Integrated Development Environment for testing and executing your scripts. If you are approaching the course from a server-based viewpoint, you will walk away with sufficient knowledge to implement the core of a server-based reporting application.

COURSE CONTENT

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

- Opening different sources of data to use for analysis
- Creating simple and complex table types
- Manipulating the contents of the cells
- Adding statistics to tables
- Manipulating the titles of tables
- Creating simple and complex filter statements
- Using weights for tables
- Controlling bases and creating special elements
- Working with grid questions
- Managing the global document settings and the default tables settings within a script
- Publishing analysis results to different applications, such as Microsoft PowerPoint, Microsoft Word, and Microsoft Excel
- Experiencing some of the powerful editing and testing capabilities of the Dimensions Integrated Development Environment

LEVEL: BEGINNER

DURATION: 2 DAYS

TARGET AUDIENCE

Designed for users who will be involved in the creation of complex cross-tabulations using the syntax or code, rather than the graphical interfaces of Dimensions analysis tools. Also for staff responsible for creating automated survey reporting utilities and staff undertaking server-based implementations of survey reporting using the Dimensions Component Pack

KEY ROLES

(for reference check pages 9-11)



› Dimensions Scripting (Survey Creation I)

LEVEL: BEGINNER

DURATION: 2 DAYS

TARGET AUDIENCE

Researchers or scriptwriters who will be responsible for writing, using, or modifying Dimensions surveys.

KEY ROLES

(for reference check pages 9-11)



PREREQUISITES

There are no prerequisites, although knowledge of the concepts of questionnaire design would be an advantage.

OVERVIEW

Dimensions Scripting enables you to create a questionnaire for use with Dimensions. By learning the scripting language, you gain the ability to create more complex surveys and see survey creation as the cornerstone of the entire research project. This course introduces you to the Dimensions Scripting language and the tools used to create a survey. Intermediate users will gain additional information on more advanced interview features, testing, and scriptwriting tools which tend not to be discovered through self-learning. Throughout the course, you will learn about the creation of Dimensions surveys for telephone, Internet, intranet, and disconnected interview deployment.

COURSE CONTENT

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

- An in-depth overview of all key components of Dimensions Scripting for creating surveys: keywords, syntax, and structure
- Practical exposure to differences between question types (categorical, text, date, numeric, grids, and loops etc.)
- Adding “other specify” or special responses like “not answered” to questions
- Ordering and randomizing the presentation of question answer categories
- Creating shared lists for example—brand lists, organizational departments or job titles, or regions for multiple use across questions
- Setting properties on questions in preparation for analysis and data export
- Testing and debugging your script using the features such as automatically running test interviews and collecting the test data off-line without activating to Dimensions
- Using conditional actions and logical functions to set up specific routing instructions based on respondent answers
- Inserting answers from previous questions into the text of subsequent questions
- Creating category filters on questions—for example, showing only the responses that were selected on a previous question
- Basics on how to control the presentation of the interview to the respondent
- Controlling the language (text translations) the respondent sees for each question
- Adding and controlling page and section titles
- Working with participant records in a live interview
- Establishing good practices for creating surveys—for example, creating grids versus loops
- Publishing survey scripts to a Dimensions server

› Dimensions Scripting (Survey Creation II)

PREREQUISITES

You should have attended the course, “Dimensions Scripting (Survey Creation I).”

It is recommended that you have already created and run at least two surveys using Dimensions Scripting prior to attendance on this course.

OVERVIEW

You'll discover the extra power of Dimensions Scripting and also gain knowledge of the principles which drive the Dimensions interviewing system. You'll learn to use advanced programming techniques to control the interaction with a respondent. In addition, you'll discover a multitude of practical techniques for taking control of the respondent experience and enriching the utility of a survey. You'll also gain insight into the operation of surveys.

COURSE CONTENT

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

- Setting values at the start of the interview by passing parameters via the survey start-up URL
- Switching of contexts and routings for multi-mode interviewing
- Linking surveys by chaining surveys and sub-surveys together
- Calculating values, temporary variables, and working with collections
- Creating complex questions, such as rankings and constant sum questions
- Working with grids, functions, and calculations
- Displaying and controlling progress bars
- Advanced category control in grids and categorical questions
- Using non-Dimensions software in Interviews for text files, e-mails, and database calls
- Writing reusable routines in sub-routines and functions
- Custom validation of questions
- Customizing standard texts and error messages
- Managing survey and interview quotas
- Recording interview statistics using interview paradata

LEVEL: INTERMEDIATE

DURATION: 2 DAYS

***Contact local office to ensure course availability.**

TARGET AUDIENCE

Researchers or scriptwriters who will be responsible for writing, using, or modifying Dimensions surveys. Advanced scriptwriters who will modify or enhance scripts generated by attendees from “Dimensions Scripting (Survey Creation I).”

KEY ROLES

(for reference check pages 9-11)



- › Introduction to Clementine and Data Mining
- › Predictive Modeling with Clementine
- › Clustering and Association Models with Clementine
- › Introduction to Text Mining for Clementine



› Introduction to Clementine and Data Mining

PREREQUISITES

General computer literacy. It would be helpful if you had an understanding of your organization's data, as well as any of your organization's business issues that are relevant to the use of data mining. No statistical background is necessary.

OVERVIEW

This course provides you with an overview of data mining and the fundamentals of using Clementine. The principles and practice of data mining are illustrated using the CRISP-DM methodology. You'll follow the stages of a typical data mining project, from reading data, to data exploration, data transformation, modeling, and effective interpretation of results. You'll also learn how to read, explore, and manipulate data with Clementine, and then create and use successful models.

COURSE CONTENT

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

- Introduction to data mining
- The CRISP-DM methodology
- Best practices for data mining
- The basics of using Clementine
- Reading data files
- Working with dates
- Auditing and exploring data quality
- Searching for anomalous data and outliers
- Data manipulation
- Searching for relationships among fields
- Combining data files by appending and/or merging
- Restructuring data files with aggregate
- Sampling data
- Partitioning data for modeling
- Modeling techniques in Clementine
- Automatic modeling for binary outcomes
- Evaluating and comparing model performance
- Deploying and using models
- Running SPSS commands from Clementine

LEVEL: BEGINNER

DURATION: 3 DAYS

TARGET AUDIENCE

Anyone with little or no experience using Clementine. May also be unfamiliar with data mining in general.

KEY ROLES

(for reference check pages 9-11)



› Predictive Modeling with Clementine

LEVEL: ADVANCED

DURATION: 3 DAYS

TARGET AUDIENCE

This course follows either “Introduction to Clementine and Data Mining” or “Preparing Data for Data Mining” and is essential for anyone who wishes to become familiar with the full range of modeling techniques available in Clementine to create predictive models.

KEY ROLES

(for reference check pages 9-11)



PREREQUISITES

General computer literacy. Experience using Clementine, including familiarity with the Clementine environment, creating streams, reading in data files, assessing data quality and handling missing data (including the type and data audit nodes), basic data manipulation (including the derive and select nodes), and creation of models. Prior completion of “Introduction to Clementine and Data Mining” is required and completion of “Preparing Data for Data Mining” is strongly encouraged. An introductory course in statistics, or equivalent experience, would be helpful for the statistics-based modeling techniques.

OVERVIEW

This course shows you how to develop models to predict categorical and continuous outcomes, using such techniques as neural networks, decision trees, logistic regression, and the binary classifier node. Feature selection and detection of outliers are also discussed. Expert options for each modeling node are discussed in detail and advice is provided on when and how to use each model. You will also learn how to combine two or more models to improve prediction.

COURSE CONTENT

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

- Preparing data for modeling
- Searching for data anomalies
- Selecting predictors
- Data reduction with principal components
- Neural networks
- Decision trees
- Linear regression
- Logistic regression
- Discriminant analysis
- Binary Classifier node
- Combining models to improve performance
- Getting the most from models
- Time series analysis
- Decision list

› Clustering and Association Models with Clementine

PREREQUISITES

General computer literacy. Experience using Clementine, including familiarity with the Clementine environment, creating streams, reading in data files, assessing data quality and handling missing data (including the type and data audit nodes), basic data manipulation (including the derive and select nodes), and creation of models. Prior completion of “Introduction to Clementine and Data Mining” is required and completion of “Preparing Data for Data Mining” is strongly encouraged. An introductory course in statistics, or equivalent experience, would be helpful for the statistics-based modeling techniques.

OVERVIEW

In this course you’ll learn how to segment or cluster data with all the clustering techniques available in Clementine. You’ll also discover how to create association models to find rules describing the relationships among a set of items and create sequence models to find rules describing the relationships over time among a set of items.

COURSE CONTENT

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

- Introduction to models for clustering and association
- Preparing data for modeling
- Clustering models
- Association models
- Sequence models

LEVEL: ADVANCED

DURATION: 1 DAY

TARGET AUDIENCE

This course follows “Introduction to Clementine and Data Mining” or “Preparing Data for Data Mining” and is designed for anyone who wishes to become familiar with the full range of modeling techniques available in Clementine to segment (cluster) data and to create models with association or sequence data. If you want to successfully build such models using Clementine, this course is an essential part of the learning process.

KEY ROLES

(for reference check pages 9-11)



“Due to Clementine’s standards-based architecture, my team has been able to leverage the data coming out of our operational CRM system. Clementine provides the analytical power we need to leverage the data coming out of our operational CRM system, and turns it into the historical and predictive intelligence needed to retain and enhance our customer relationships.”

– Hatem Labben, Manager of Customer Relationship Management Orange Communications

› Introduction to Text Mining for Clementine

LEVEL: ADVANCED

DURATION: 2 DAYS

TARGET AUDIENCE

This course follows “Introduction to Clementine and Data Mining” and is designed for anyone who wishes to become familiar with the text mining capability of Clementine. For people wishing to successfully build such models using Clementine, this course is an essential part of the learning process.

KEY ROLES

(for reference check pages 9-11)



PREREQUISITES

General computer literacy. Experience using Clementine, including familiarity with the Clementine environment, creating streams, reading in data files, assessing data quality and handling missing data (including the type and data audit nodes), basic data manipulation (including the derive and select nodes), and creation of models. Prior completion of “Introduction to Clementine and Data Mining” is strongly encouraged.

OVERVIEW

This two-day course shows how you can convert text to data for use in text mining and data mining applications. You'll review the basic concepts of text analysis and learn how to extract and refine concepts from text, convert these concepts to data, and then perform text mining and data mining analyses. Both automation and deployment are discussed.

COURSE CONTENT

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

- Introduction to text mining
- Text Mining for Clementine
- Extracting text in a field
- The generated model
- Analysis for concepts
- Expert extraction options
- Extracting text in documents
- Text Mining Builder™
- Scoring new data
- Linguistics and text mining



Business Intelligence

- › ShowCase Query
- › ShowCase Report Writer
- › ShowCase Advanced Query
- › ShowCase Warehouse Builder
- › ShowCase Warehouse Manager
- › ShowCase Analyzer
- › ShowCase Essbase Introduction
- › Microsoft Excel for ShowCase Essbase



› ShowCase Query

LEVEL: BEGINNER

DURATION: 2 DAYS

TARGET AUDIENCE

This class is intended for anyone with limited or no prior experience in building queries or reports with Query. The class content minimizes “behind the scenes” technology and presents information from an end user perspective through presentations and hands-on learning experiences.

KEY ROLES

(for reference check pages 9-11)



PREREQUISITES

Attendees should have a basic understanding of what a query is and a thorough understanding of Microsoft Windows. Experience with Query is not required; however, a general understanding of the purpose of the Query is helpful. Experience with either Microsoft Excel or Lotus® 1-2-3® is also helpful.

OVERVIEW

This class provides you with comprehensive training for ShowCase Query. The class begins with an introduction to basic query building and ends with a discussion of ways in which queries can be run. You'll learn how to create joins, add variables and prompts, format the data in a report, and create new columns and conditions with Structured Query Language (SQL) functions. Additional topics include how to use certain Windows applications as alternate data viewers and how to use the add-in features provided by Query for Microsoft Excel and Lotus 1-2-3 spreadsheets to add additional function to your existing spreadsheet applications. Lab exercises are included to reinforce the learning.

COURSE CONTENT

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

- Introduction to Query
- The basics of query building
- Join concepts
- Variables and prompts
- Data formatting options
- New columns and conditions with SQL functions
- Alternate data viewers and spreadsheet reporting
- Interactive and batch processing

› ShowCase Report Writer

PREREQUISITES

Attendees should have completed “ShowCase Query” or have equivalent experience in creating queries. A thorough understanding of Microsoft Windows is required.

OVERVIEW

You’ll receive a comprehensive overview of Report Writer, a data presentation tool that utilizes Query for data retrieval. You’ll learn how to use Report Writer functions to create columnar reports, crosstab reports, form reports, and label reports. You’ll also find out how you can use charting and graphics to enhance the look of a report. Report Writer features are also emphasized through creating complex derived fields with macros. Lab exercises are included to reinforce the learning.

COURSE CONTENT

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

- Introduction to Report Writer
- Basics of a report
- Columnar report
- Crosstab report
- Form report
- Label report
- Macros and derived fields

LEVEL: INTERMEDIATE

DURATION: 1 DAY

TARGET AUDIENCE

This class is intended for students who have some experience in creating queries with ShowCase Query and who want to use the ShowCase Report Writer interface to create reports with the special report features not provided in ShowCase Query.

KEY ROLES

(for reference check pages 9-11)



› ShowCase Advanced Query

LEVEL: INTERMEDIATE

DURATION: 2 DAYS

TARGET AUDIENCE

This class is intended for experienced users of ShowCase Query and ShowCase Report Writer who want to use more advanced functions for creating reports.

KEY ROLES

(for reference check pages 9-11)



PREREQUISITES

Attendees must have completed the ShowCase Query course or have ShowCase Query experience. A thorough understanding of Microsoft Windows is required. Some experience with Microsoft Excel or Lotus 1-2-3 is recommended.

OVERVIEW

This class begins with a focus on the ShowCase Suite environment and the connectivity required for accessing a database on the IBM® System i5™ (iSeries™) platform. You'll discuss how to define expressions and build complex conditions with Structured Query Language (SQL), and use the Query add-ins with Microsoft Excel. You'll also learn how to work with SQL to create subselects and unions, use dates, store data, and run queries. Lab exercises are included to reinforce the learning.

COURSE CONTENT

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

- ShowCase Query and the ShowCase Suite environment
- Connectivity
- ShowCase Query application
- Expressions and SQL Functions
- Date wrappers
- Subselect statement and union operation
- Working with other Windows applications
- Interactive and batch processing

› ShowCase Operational Reporting

PREREQUISITES

Experience with ShowCase Query or ShowCase Report Writer is required. A thorough understanding of Microsoft Windows and experience with using a Web browser are also required.

OVERVIEW

This class provides you with comprehensive technical training on the usage of the ShowCase operational reporting environment. This environment is based on SPSS Predictive Enterprise Services and it provides the ability to manage ShowCase reports, automate reporting tasks and distribute reports. It is an optional component of the ShowCase Suite of business intelligence products. In this course, you'll learn how to use the ShowCase Suite of products to:

- Create ShowCase Suite reports and save them to the SPSS Predictive Enterprise Services repository
- Use the browser interface to view content in the repository
- Run ShowCase reports dynamically
- Schedule ShowCase reports to run automatically
- Publish non-ShowCase documents to the repository
- Set up e-mail notifications so users can be notified when content changes
- Perform administrator functions for managing and organizing content, setting security, and managing the environment

COURSE CONTENT

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

- Overview of ShowCase Operational Reporting
- Using the interface
- Working with ShowCase content
- Setting preferences and locating documents
- Publishing non-ShowCase Suite documents
- Scheduling ShowCase reports
- Using Administrator function

LEVEL: ADVANCED

DURATION: 2 DAYS

TARGET AUDIENCE

This class is intended for IT professionals (administrators) who have responsibility for setting up and maintaining the operational reporting environment for ShowCase, for users (publishers) who create and distribute ShowCase Suite reports and results, and for end users (consumers) who need to access the stored reports and documents.

KEY ROLES

(for reference check pages 9-11)



› ShowCase Warehouse Builder

LEVEL: INTERMEDIATE

DURATION: 1 DAY

TARGET AUDIENCE

This class is intended for IT professionals with prior experience in System i relational database architecture. The class content presents information from an information technology perspective.

KEY ROLES

(for reference check pages 9-11)



PREREQUISITES

A background in Information Technology and experience with relational database file structures, Structured Query Language (SQL), and Microsoft Windows-based applications is required. Experience with either ShowCase Query or ShowCase Report Writer is strongly recommended.

OVERVIEW

In this course you'll gain comprehensive technical training for ShowCase Warehouse Builder. You'll learn how to create data distribution definitions and execute distribution sets for building a relational data warehouse. In addition, you'll acquire a better understanding of the data warehouse. Lab exercises are included to reinforce the learning experience.

COURSE CONTENT

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

- Introduction to ShowCase Warehouse Builder
- Building a relational database
- Designing a star schema
- Additional features of ShowCase Warehouse Builder
- Using non-DB2® data sources



› ShowCase Warehouse Manager

PREREQUISITES

Experience with System i relational database architecture and Microsoft Windows-based applications is required. A background in information technology is helpful.

OVERVIEW

This class provides comprehensive technical training on the ShowCase Warehouse Manager product and on the Data Views function in ShowCase Query. You'll learn how to use Warehouse Manager to manage server options and settings required for the ShowCase Suite functions, create and manage System i5 (iSeries) user profiles, and allocate and manage System i resources for users of Query and Report Writer. In addition, you'll also discover how to set security values for System i objects and ShowCase Suite applications, manage licenses for ShowCase Suite products, create alias names for System i5 objects, run pre-built ShowCase Suite reports, and audit ShowCase Suite usage.

The Data Views training focuses on using Query to create SQL views on the iSeries. Lab exercises are included to reinforce the learning experience.

COURSE CONTENT

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

- Introduction to ShowCase Warehouse Manager
- Administrative functions
- System i (iSeries) profile management
- Security settings management
- Resource settings management
- Alias management
- License management
- Reports and auditing
- Introduction to Data Views
- Creating and managing Data Views
- Tools, tips, and techniques for working with Data Views

LEVEL: INTERMEDIATE

DURATION: 1 DAY

TARGET AUDIENCE

This class is intended for IT professionals who are responsible for the implementation and administration of ShowCase Suite products.

KEY ROLES

(for reference check pages 9-11)



› ShowCase Analyzer

LEVEL: BEGINNER

DURATION: 2 DAYS

TARGET AUDIENCE

This class is intended for users who need to use Showcase Analyzer for creating and managing reports and for administrators who need to manage the Showcase Analyzer environment.

KEY ROLES

(for reference check pages 9-11)



PREREQUISITES

Experience with Microsoft Windows-based applications is required. Experience with relational and multidimensional data structures is recommended.

OVERVIEW

This course provides ShowCase Analyzer users and administrators with comprehensive, hands-on training. Learn the basics of creating and managing reports based on multi-dimensional databases, and how to perform the administrative tasks for setting security and managing the Analyzer environment. The course also includes instruction on creating reports based on relational data. Training will emphasize the use of Analyzer functions for performing the following tasks:

- Identifying the functionality of the various components of the ShowCase Analyzer environment
- Accessing data in a multidimensional database using the ShowCase Analyzer application
- Creating ad-hoc reports to conduct trend, financial, sale, and “what-if” analyses
- Creating reports that include advanced features such as pivoting, traffic lighting, sorting, ranking, filtering, and calculations
- Designing custom reports and pinboards for viewing data
- Personalizing your ShowCase Analyzer environment with features such as personal variables and point of view
- Managing security and user access to reports
- Using ShowCase Query to create relational data models and lookups, and using ShowCase Analyzer to work with the relational data.

COURSE CONTENT

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

- Introduction to ShowCase Analyzer
- Basic reporting
- Advanced features for reporting
- Custom reports
- Pinboards
- User preferences
- Introduction to administration
- The Administration Tools Client
- The Analysis Server Console
- Relational data access

› ShowCase Essbase: Introduction

PREREQUISITES

Experience with iSeries relational data structures, Structured Query Language (SQL), and Windows-based applications is required. An understanding of multidimensional data structures is also helpful.

OVERVIEW

This course provides you with a lecture and hands-on technical training on how to use ShowCase Essbase, a component of the ShowCase Suite from SPSS. The course begins with an introduction to the concepts and terminology of multidimensional data structures and a discussion of the basics of multidimensional database design. Training emphasizes how to use the features and functions of ShowCase Essbase to perform tasks such as:

- Using the ShowCase Essbase interface to create and manage ShowCase Essbase database components, such as outlines and rules files
- Identifying the features unique to each of the storage options: block storage and aggregate storage
- Creating a database using each of the storage options
- Loading data into a database and prepare the database for querying by end users
- Automating the build process for a database
- Managing users and setting security for a database

The course includes lab exercises to reinforce your learning.

COURSE CONTENT

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

- Overview of ShowCase Essbase and multidimensionality
- Basics of outline design
- Building a block storage outline
- Optimizing block storage outline
- Loading data in block storage
- Calculating a block storage database
- Building an aggregate storage outline
- Loading data in aggregate storage
- Aggregating an aggregate storage database
- Automating the ShowCase Essbase build process
- Managing the ShowCase Essbase environment

LEVEL: BEGINNER

DURATION: 4 DAYS

TARGET AUDIENCE

This course is intended for new users and data administrators who need to understand the basic concepts and functionality of ShowCase Essbase for developing and managing a multidimensional database on a System i system.

KEY ROLES

(for reference check pages 9-11)



› Microsoft Excel for ShowCase Essbase

LEVEL: BEGINNER

DURATION: 1 DAY

TARGET AUDIENCE

This class is intended for business analysts and end users who are required to access ShowCase Essbase data using Microsoft Excel. The class content presents information from an end user perspective

KEY ROLES

(for reference check pages 9-11)



PREREQUISITES

The student should have a thorough understanding of Microsoft Windows and Microsoft Excel. An understanding of multidimensional database structure is helpful.

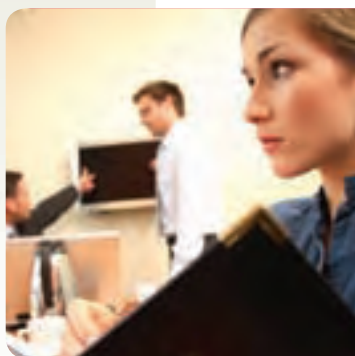
OVERVIEW

In this course, you'll learn how to use Microsoft Excel to access and analyze data maintained in ShowCase Essbase multidimensional databases. You'll discuss: basic data access using ad hoc reporting, advanced data retrieval, and formal reports and charts. Basic data access techniques will introduce you to common ShowCase Essbase terminology, logging on to the ShowCase Essbase server, basic data retrieval methods, and configuring add-in environment options. You will learn to create quick, customized reports that can be used for analysis and reporting. advanced data access focuses on customizing specific data selection and filtering techniques by using member selection options and the database query functions. Finally, you will discover how to create more formal or permanent reports, which include spreadsheet formulas and charts based on ShowCase Essbase data. The class also provides hands-on exercises to reinforce the learning points.

COURSE CONTENT

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

- Overview of the Add-in Environment
- Introduction to ShowCase Essbase Spreadsheet Add-ins
- Basic data retrieval
- Advanced data retrieval
- Formal Reports and Charts



DID YOU KNOW?

In 2007, approximately 37% of SPSS courses were delivered onsite to our customers' specific requirements.

Operational Analytics Platform

PREDICTIVE ENTERPRISE SERVICES

- › Overview and Predictive Enterprise Manager (PEM)
- › Content Management
- › Jobs and Scheduling
- › SPSS Integration
- › Predictive Enterprise View



The Operational Analytics Platform curriculum is made up of OnDemand recorded courses as well as traditional instructor-led courses. Those marked with “OnDemand” in the duration description are available 24 hours a day, 7 days a week for review. Please contact:

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For information on how to access these courses please contact us at +32 2 474 03 60 or www.spss.com/be.

› Overview and Predictive Enterprise Manager

PREREQUISITES

None.

OVERVIEW

In this course, you'll gain an overview of the SPSS Predictive Enterprise Services solution. You'll learn about the main integration points and the conceptual architecture. You'll also be introduced to the Predictive Enterprise Manager, a desktop client application that serves as the main administration and user interface for the solution.

COURSE CONTENT

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

- What is SPSS Predictive Enterprise Services?
- Conceptual architecture
- Enterprise server and environment
- Predictive Enterprise Manager tour

LEVEL: BEGINNER

DURATION: 2.5 hours OnDemand or 0.5 day onsite instructor-led education

TARGET AUDIENCE

Anyone who is interested in an overview of the SPSS Predictive Enterprise Services solution setup and conceptual architecture. Users of the system who will have access to the Predictive Enterprise Manager for completion of configuration and basic daily use activities.

KEY ROLES

(for reference check pages 9-11)



› Content Management

LEVEL: INTERMEDIATE

DURATION: 2.5 hours OnDemand
or 0.5 day onsite instructor-led
education

TARGET AUDIENCE

Users of SPSS Predictive Enterprise Services who will be accessing the content repository in their day to day tasks, as well as personnel who will be managing, creating, securing analytical assets within the organization.

KEY ROLES

(for reference check pages 9-11)



PREREQUISITES

“SPSS Predictive Enterprise Services: Overview and Predictive Enterprise Manager” would be beneficial.

OVERVIEW

You'll focus on the make up of the Content Repository and its objects in this course. Learn about the logical hierarchy structure and how organizations may impose their hierarchies on the system. You'll discuss the basics of object and asset management, security, and shared resource usage. You'll also view some demonstrations.

COURSE CONTENT

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

- Asset organization
- Topics
- Object properties
- Object security
- Object versions
- Shared resource definitions



› Jobs and Scheduling

PREREQUISITES

“Predictive Enterprise Services: Overview and Predictive Enterprise Manager” would be beneficial.

OVERVIEW

Discover how to build, run, and automate analytic jobs within the SPSS Predictive Enterprise Services landscape. You’ll learn about the possible parts which can make up jobs and the mechanisms to set up, order, and relate steps. You’ll discuss monitoring jobs and jobs histories as well as the creation and use of notifications connected to job and content events. The course ends with a demonstration showing the integration between SPSS Predictive Enterprise Services and Dimensions through the use of a general work job.

COURSE CONTENT

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

- Jobs and scheduling
- Creating jobs and job steps
- Relationships between steps
- Scheduling jobs
- Tracking results
- A sample general work job: Predictive Enterprise Services & Dimensions

LEVEL: INTERMEDIATE

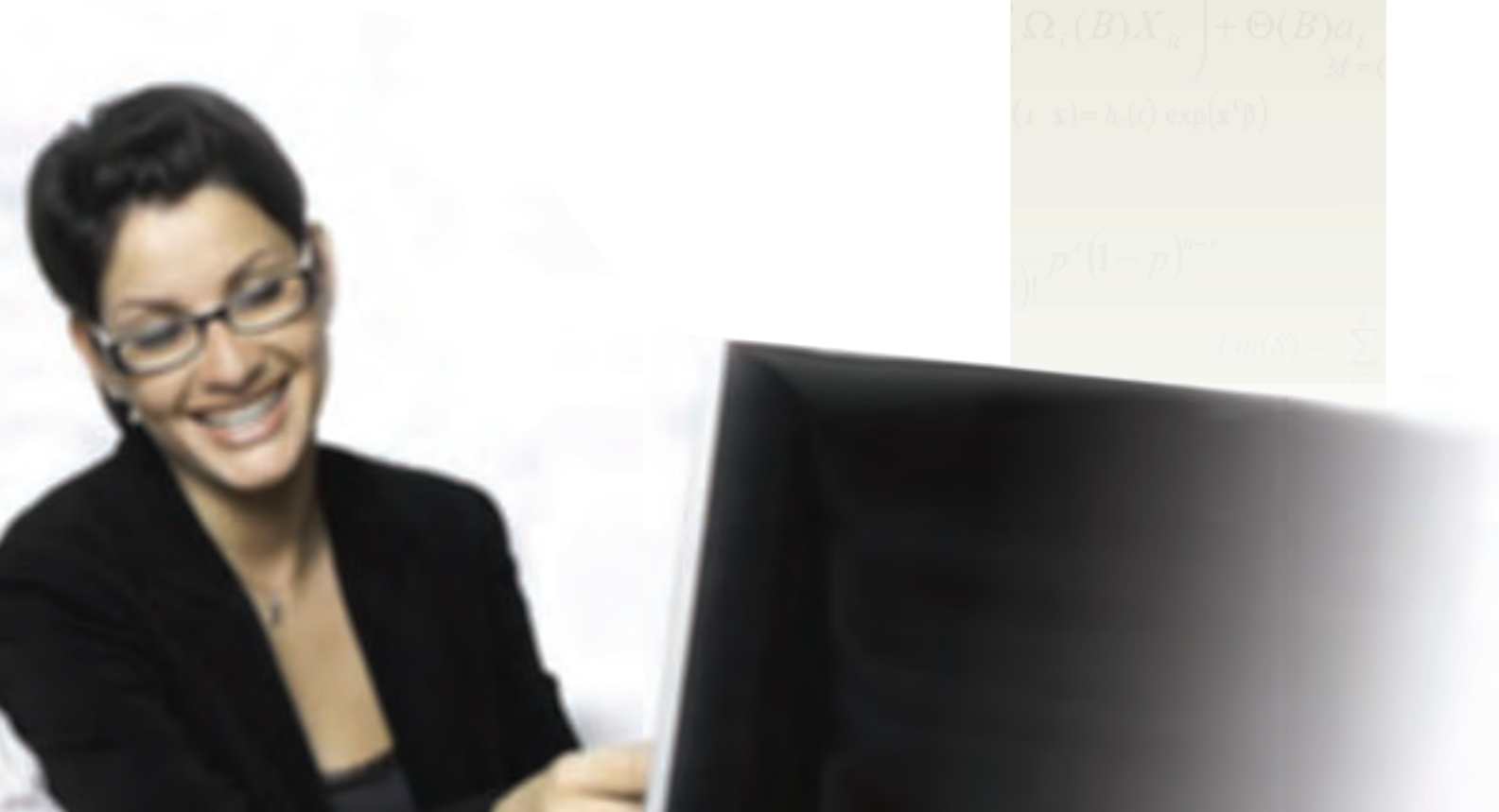
**DURATION: 2 hours OnDemand
or 0.5 day onsite instructor-led
education**

TARGET AUDIENCE

This class is intended for users of the Predictive Enterprise Services Solution who will be responsible for automating jobs and processes within the analytic environment and need to understand how jobs are created, scheduled, and run.

KEY ROLES

(for reference check pages 9-11)



› SPSS Integration

LEVEL: INTERMEDIATE

DURATION: 1.25 hours OnDemand or 2 hours onsite instructor-led education

TARGET AUDIENCE

This course is intended for users of SPSS who are new to the SPSS Predictive Enterprise Services environment and need to be able to access files and automate SPSS jobs using the Predictive Enterprise Manager.

KEY ROLES

(for reference check pages 9-11)



PREREQUISITES

“SPSS Predictive Enterprise Services: Overview and Predictive Enterprise Manager” is required. Experience with SPSS and the course, “Introduction to SPSS” would be beneficial.

OVERVIEW

This course focuses on how the native SPSS Predictive Enterprise Services adapter integrates the SPSS client application with SPSS Predictive Enterprise Services. You’ll see how SPSS interacts with Predictive Enterprise Services so that you can store, retrieve, and control SPSS assets and artifacts. You’ll also learn how to create and run SPSS jobs and manage SPSS output from within the Predictive Enterprise Manager.

COURSE CONTENT

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

- Accessing the Predictive Enterprise Repository from SPSS
- Creating SPSS jobs in Predictive Enterprise Manager
- SPSS job results



› Predictive Enterprise View

PREREQUISITES

“Predictive Enterprise Services: Overview and Predictive Enterprise Manager” is required. An understanding of data views and corporate database structures is helpful.

OVERVIEW

This course gives you an overview of the Enterprise View and its accompanying parts, Application Views and Data Provider Definitions. You’ll learn how to create the Enterprise View, the Application Views, and Data Provider Definitions. In addition, you’ll learn how to manage and create resource definitions, including data sources and credentials.

COURSE CONTENT

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

- What is the Predictive Enterprise View (PEV)?
- Building the PEV from the top down
- Enterprise View
- Application Views
- Data Provider Definitions
- Using the views

LEVEL: ADVANCED

DURATION: 0.5 day onsite
instructor-led education only

TARGET AUDIENCE

Users who are responsible for managing the corporate data structure and defining the data view for analytic processes.

KEY ROLES

(for reference check pages 9-11)



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