

> Turning Results into Rewards

Survey Analysis and Reporting

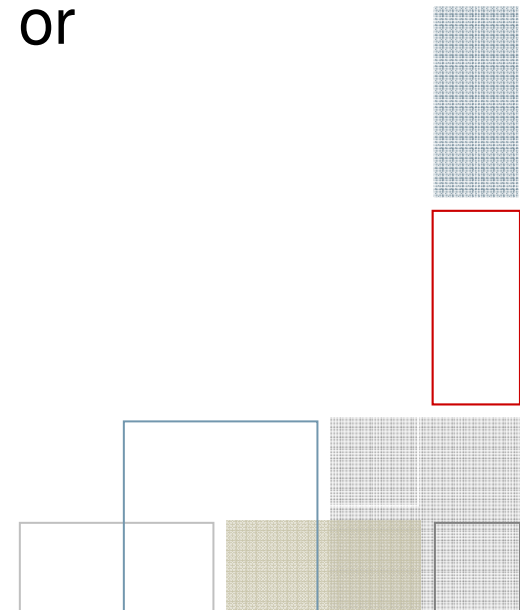
Jane Hendricks, Product Marketing
Gregory Crist, Sales Engineer



> Commonly Asked Questions

SPSS

1. Will I be able to get copies of the slides after the event?
2. Is this web seminar being taped so I or others can view it after the fact?



> Commonly Asked Questions

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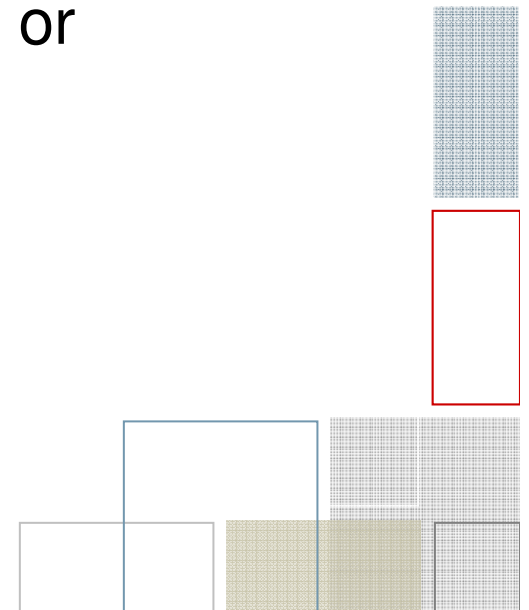
1. Will I be able to get copies of the slides after the event?

Yes

2. Is this web seminar being taped so I or others can view it after the fact?

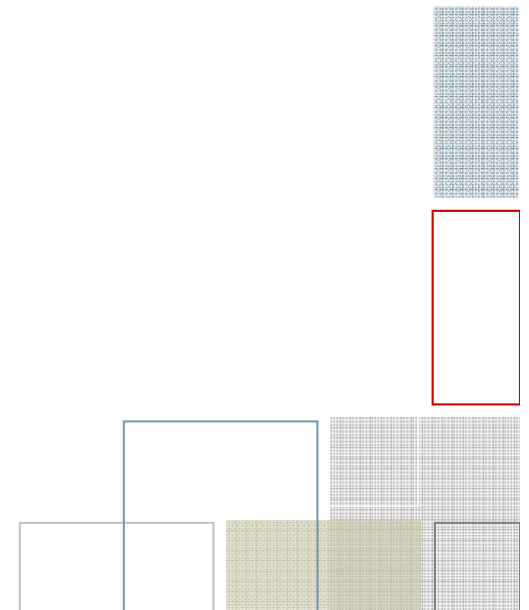
Yes

www.spss.com/events



> Agenda

- Turning Results Into Rewards
 - Finding meaning in your research data
 - Turning research into insight
 - Broaden your data's reach
 - Increase visibility without sacrificing security
 - Take your analysis further
- Demonstration
- Question and Answer

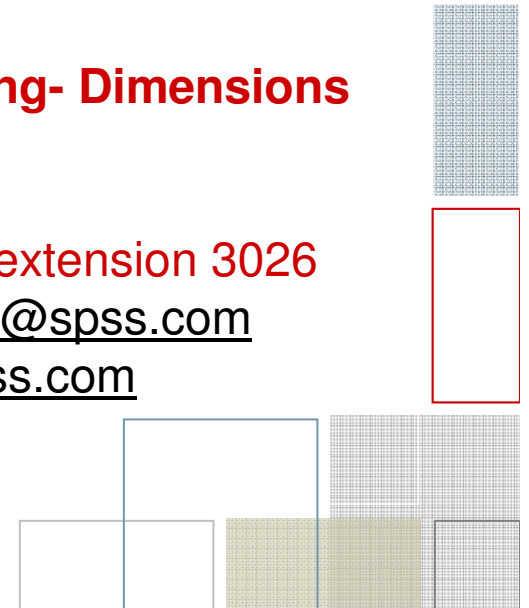


> Today's Presenters

The SPSS logo, consisting of the letters "SPSS" in a white, bold, sans-serif font, is positioned in the top right corner of the slide. It is set against a solid red square background.

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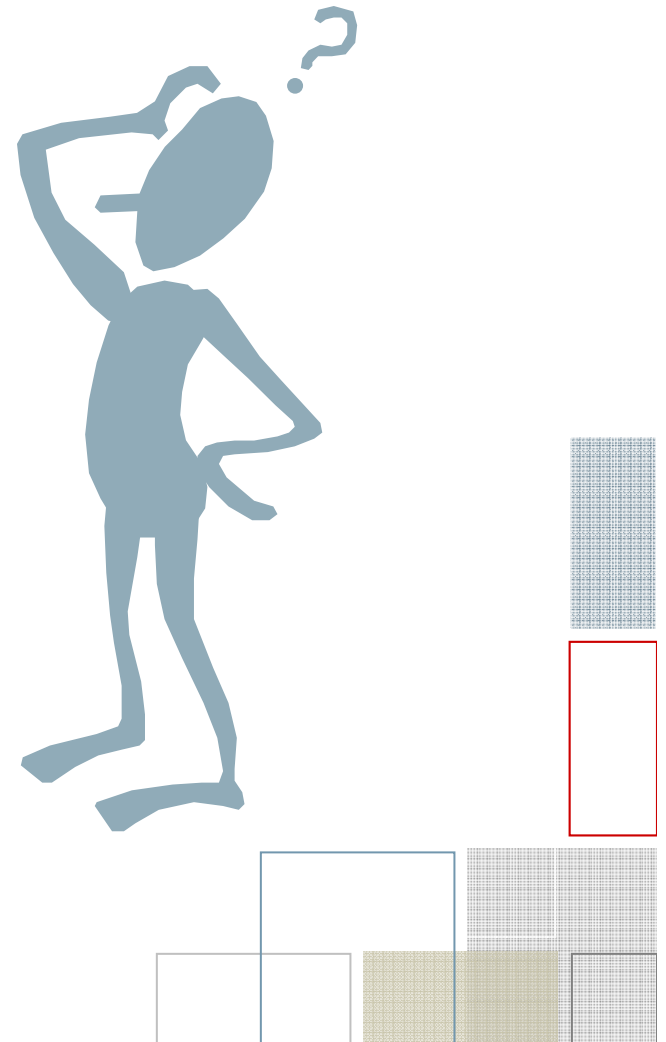
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> Research Challenges

What are some of the issues you are facing?
(Please select all that apply.)

- ☐ Cooperation rates
- ☐ Consistent quality
- ☐ Timeliness of results
- ☐ Process bottlenecks
- ☐ Accessibility of results
- ☐ ROI of research efforts
- ☐ Other (specify)
- ☐ **All the above**

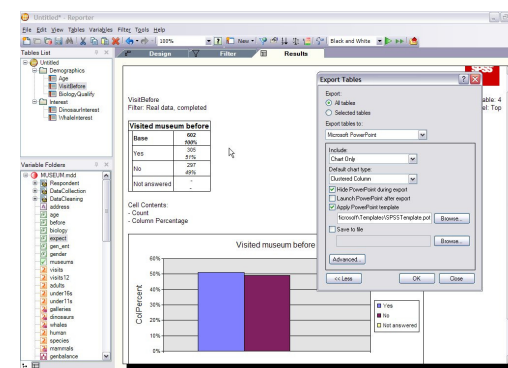
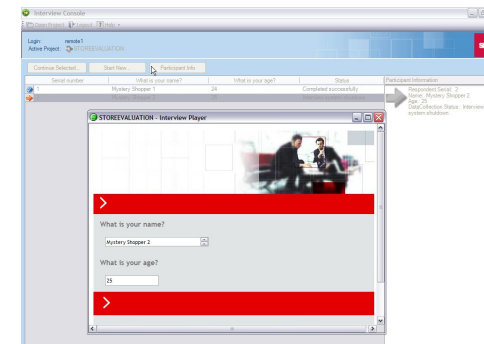


> Overcoming Research Challenges

SPSS Dimensions for Comprehensive Surveying

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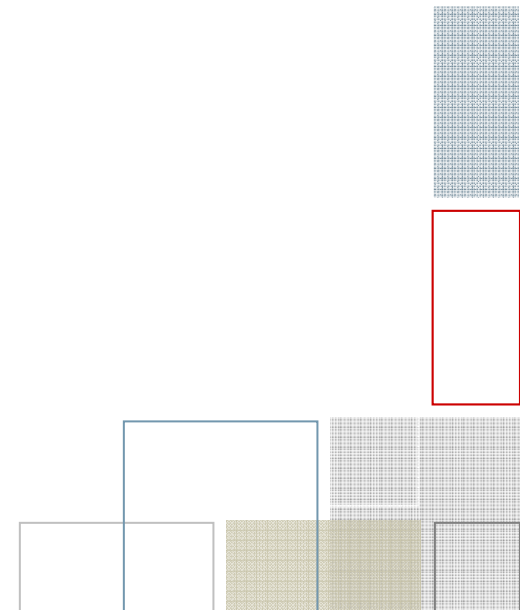
- Take control of your research
 - Create and conduct surveys fast
- Reach a broader audience, easier
 - Build surveys once, leverage in multiple ways, and in multiple languages
- Consolidate research efforts
 - Find and reuse questions and surveys
 - Share results quickly
 - Secure sensitive data
 - Leverage previous research



> Where is the Data

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- Accessing Dimensions data online
 - Analyze data as it is collected in real-time
 - Jump start your analysis
 - Secure access
- Accessing offline data
 - SPSS data
 - Triple-S
 - Quanvert
 - And others....



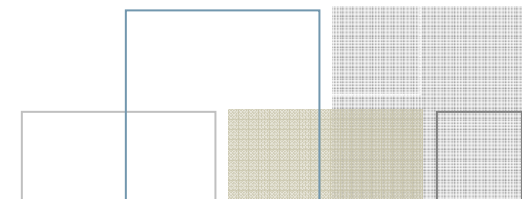
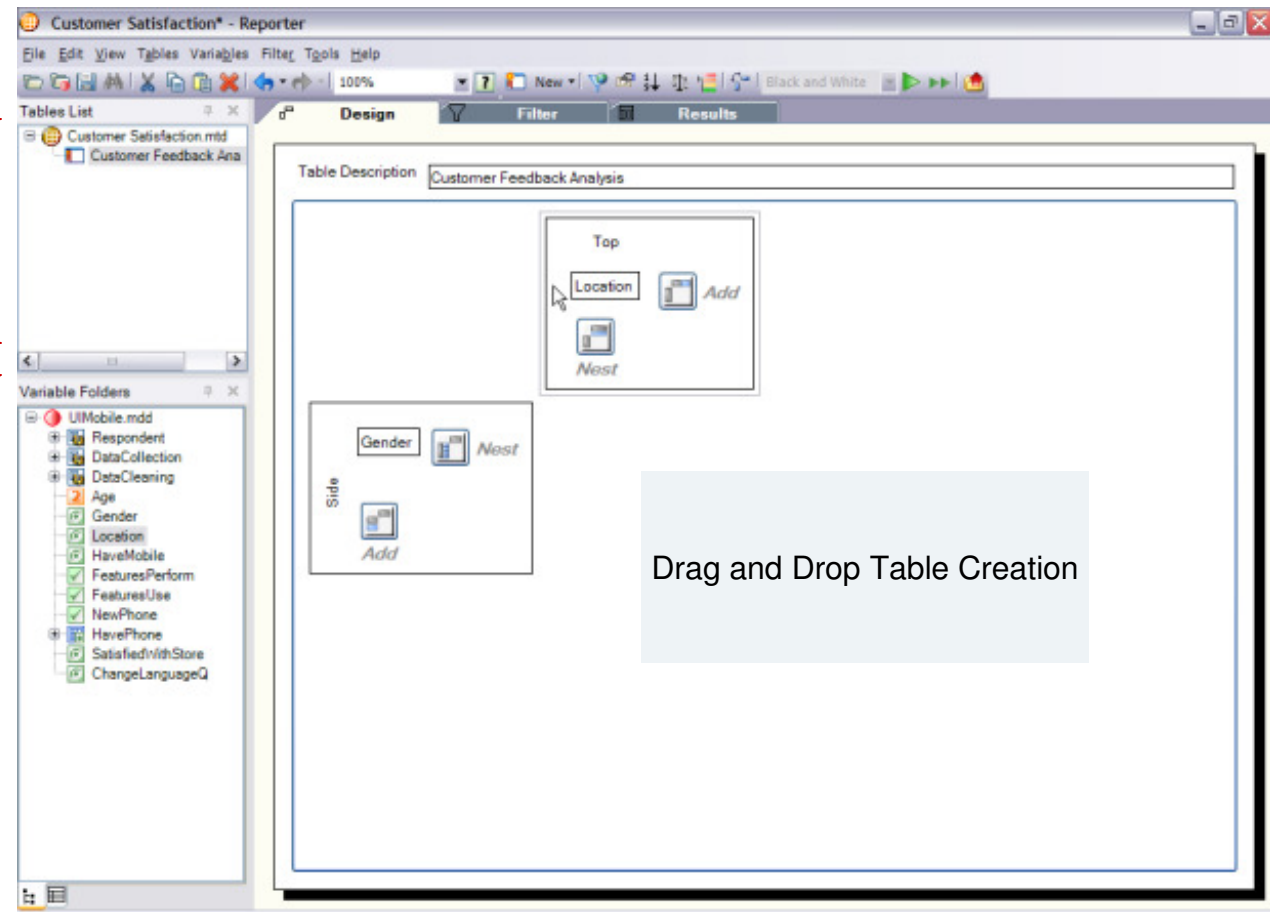
> Finding Meaning in Your Data

Drag, Drop and Organize

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Organize Your Analysis

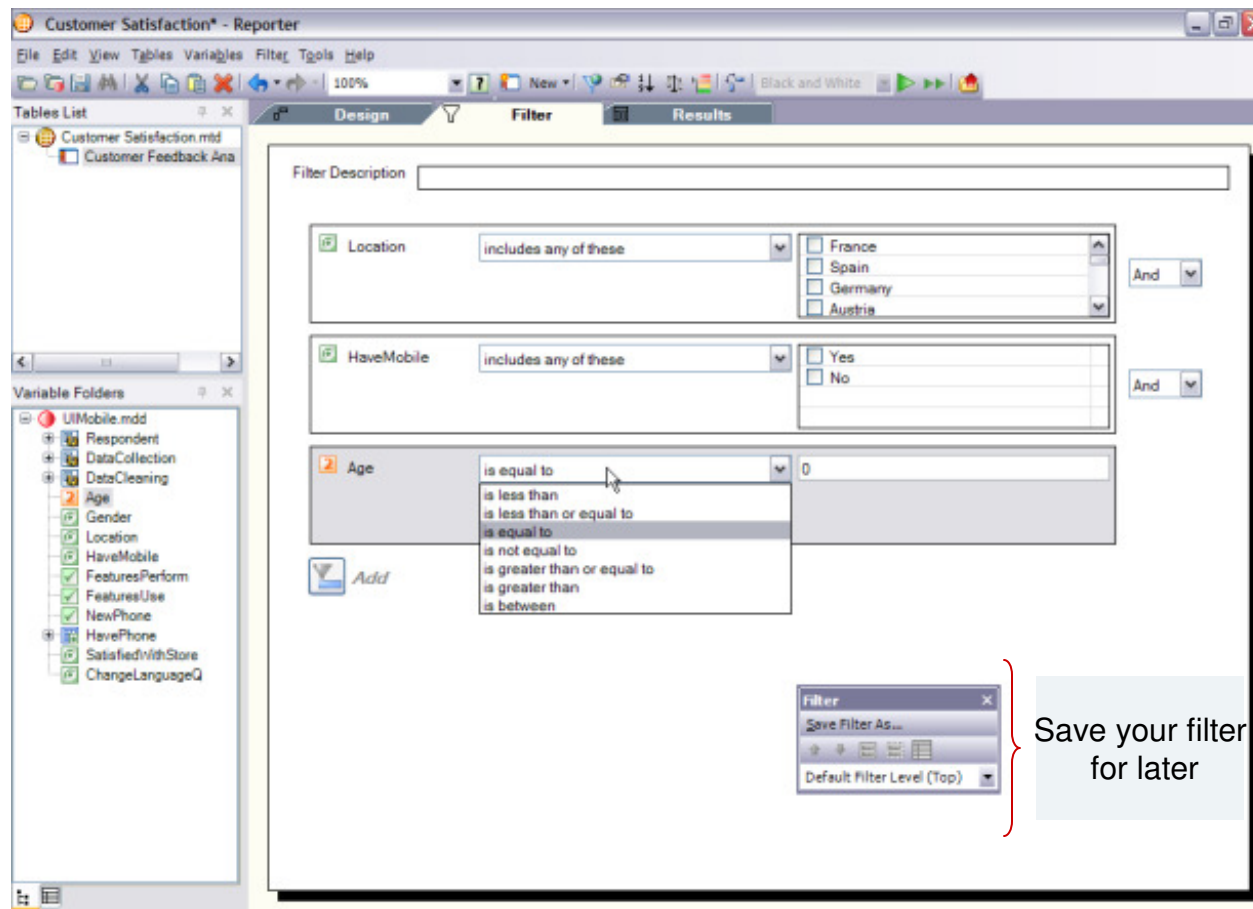
Organize Your Variables



> Finding The Right Data

Drag, Drop and Filter

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Create complicated filters easily

Save your filter for later

> Finding The Right Measure

Create, Modify or Combine Variables

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Automatically

Combine and Keep

Assign factors to categories

Edit Variable - Age

Name: Age
Description: How old are you?
Type: Integer

Insert Bands

Edit Variable - SatisfiedWithStore

Name: SatisfiedWithStore
Description: How satisfied are you with your store?
Type: Categorical

Add Factors

Assign constant numeric values (factors) to each category for use in statistical calculations - e.g. mean score in a rating question.

Categories to assign factors to:

- ☒ All
- ☐ Exclude 'special' categories ('Don't Know', 'No Answer', etc.)
- ☐ Selected categories

Factors to assign:

- ☒ Standard
- Format: 1,2,3 ...
- ☐ Custom factors
- Start value: Increment value:
- ☐ Increment factors

OK Cancel

No	Category Description	Count	Percent	Factor
1	Base			
2	0 - 9			
3	10 - 19			
12	Combine : (20 - 29, 30 - 39, 40 - 49)			
4	20 - 29			
5	30 - 39			
6	40 - 49			
7	50 - 59			
8	60 - 69			
9	70 - 79			
10	80 - 89			
11	90 - 99			

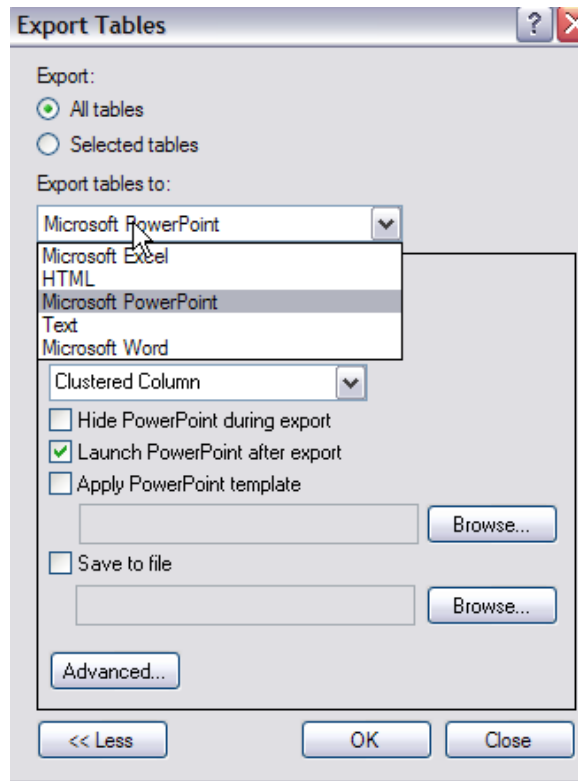
No	Category Description	Count	Percent	Factor
1	Base			
2	Very Happy			
3	Somewhat Happy			
4	Neutral			
5	Somewhat Unhappy			
6	Very Unhappy			

No	Category Description	Count	Percent	Factor
50			100%	
8			16%	
12			24%	
14			28%	
8			16%	
8			16%	

> Distributing Your Findings

Creating Presentation-Ready Results

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U&I Mobile Survey Results

Can your mobile phone perform any of the following?



	Gender		
	Base	Male	Female
Can your mobile phone perform any of the following?			
Base	150 100%	76 100%	74 100%
Connect to the Internet	80 53%	44 58%	36 49%
MMS	82 55%	39 51%	43 58%
SMS	88 59%	43 57%	45 61%
eMail	83 55%	44 58%	39 53%
Play Music	89 59%	46 61%	43 58%
Play Video	79 53%	42 55%	37 50%
Don't Know	77 51%	42 55%	35 47%

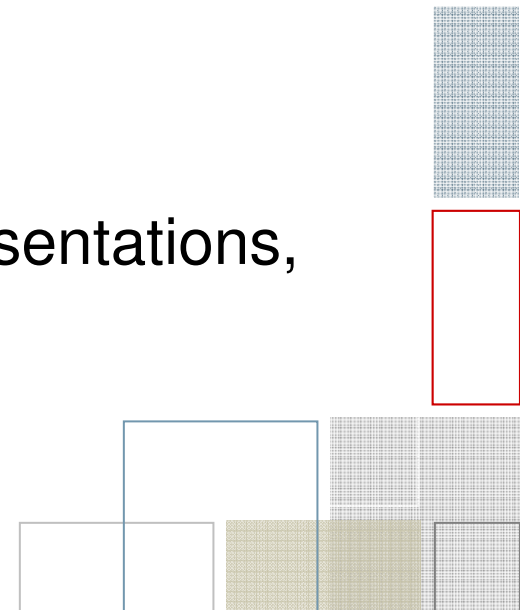
On Your Website

> Automation



Data Cleaning, Data Manipulation and Automated Reporting

- Data Management
 - Create weights
 - Integrate additional data from multiple sources
 - Validate and clean
 - Create new variables
- Automate Reporting
 - Run existing report specifications
 - Create new report specifications
 - Create table specification dynamically
 - Populate Microsoft Office documents, presentations, spreadsheets

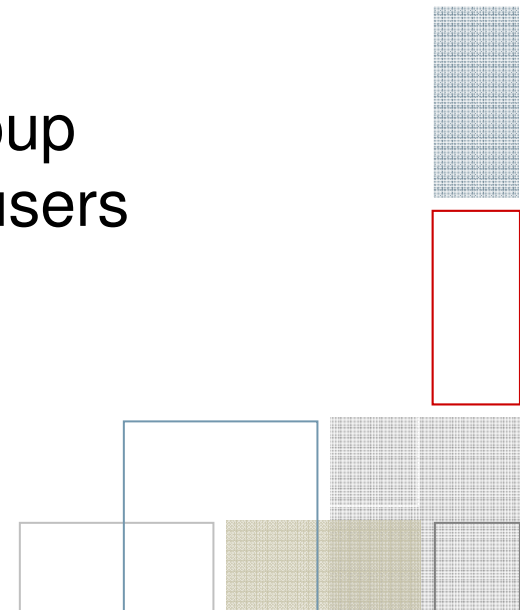


> Broaden Your Data's Reach

Web-Deployed, Secure Reporting

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- Security (Roles and Users)
 - Project-based
 - Feature-access
 - Maximum
 - Medium
 - Minimum
 - Data-based
- Sharing and Collaboration
 - Share reporting specifications within a group
 - Share reporting specifications with other users
 - Use reporting specifications developed



> Dimensions Demonstration

Gregory Crist
Sales Engineer
SPSS Inc.

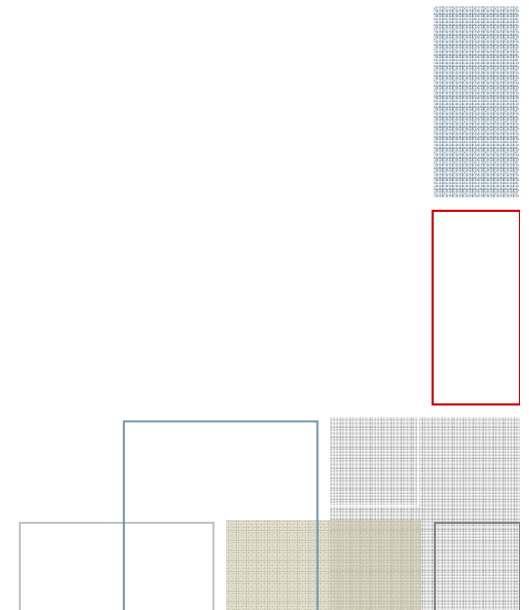


> Taking Your Analysis Further

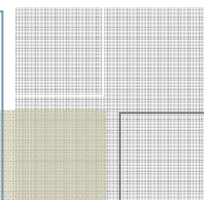
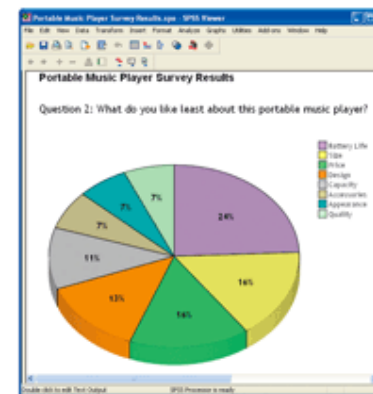
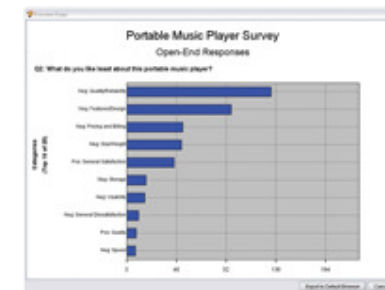
Find Structure in Unstructured Data



- Leverage Open-Ended Data
 - Identify major themes almost instantly
 - Improve coding reliability
 - Eliminates needs to pore through volumes of text word-for-word
 - Distinguish positive from negative comments
 - Visualize relationships between concepts



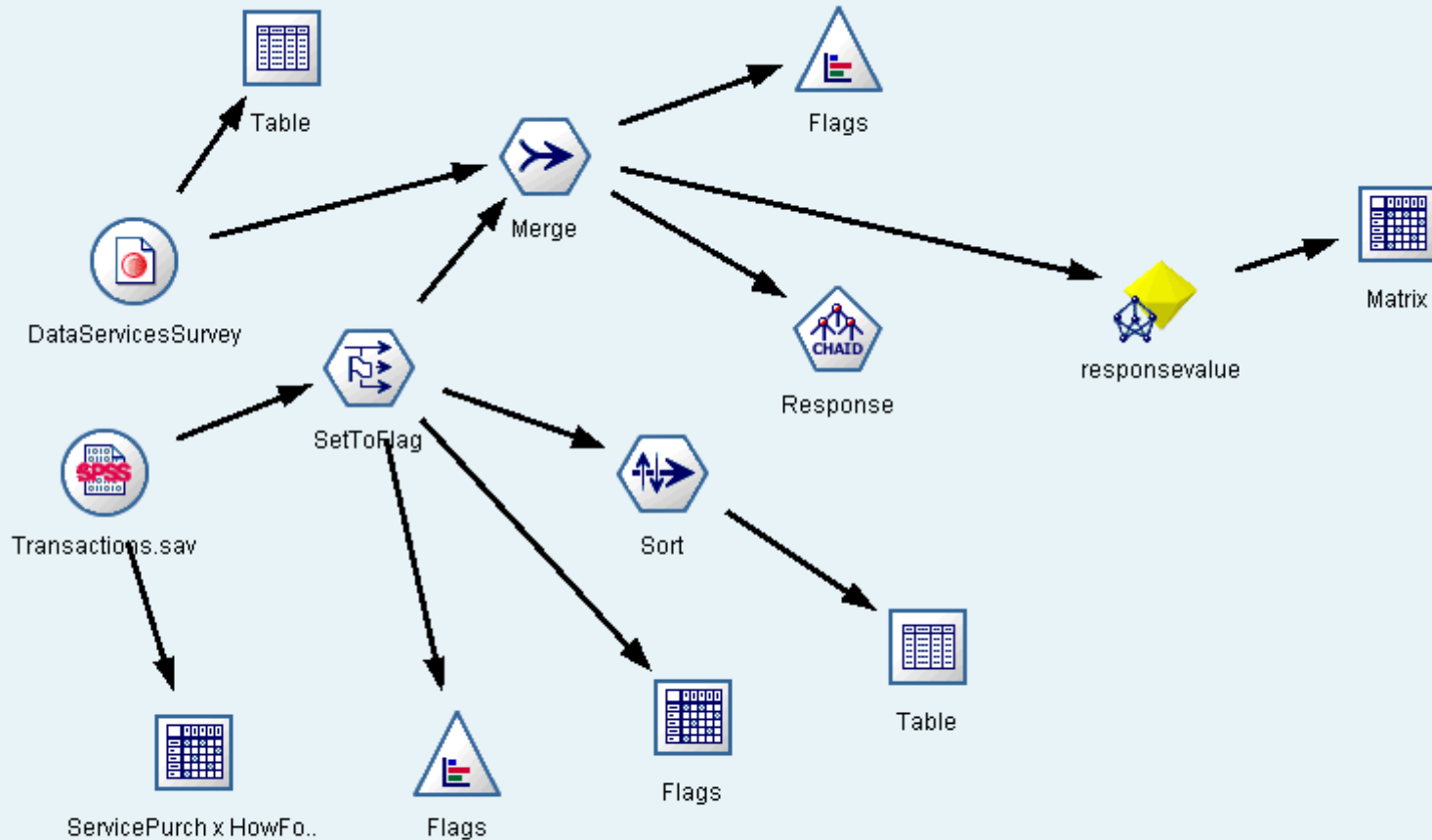
-
- The screenshot shows the NetLogo interface. On the left, the 'Monitor' area displays various statistics: 'Number of nodes' (100), 'Number of links' (100), 'Number of clusters' (10), 'Number of clusters with size > 10' (1), 'Number of clusters with size > 20' (0), 'Number of clusters with size > 30' (0), 'Number of clusters with size > 40' (0), 'Number of clusters with size > 50' (0), 'Number of clusters with size > 60' (0), 'Number of clusters with size > 70' (0), 'Number of clusters with size > 80' (0), 'Number of clusters with size > 90' (0), 'Number of clusters with size > 100' (0), 'Number of clusters with size > 110' (0), 'Number of clusters with size > 120' (0), 'Number of clusters with size > 130' (0), 'Number of clusters with size > 140' (0), 'Number of clusters with size > 150' (0), 'Number of clusters with size > 160' (0), 'Number of clusters with size > 170' (0), 'Number of clusters with size > 180' (0), 'Number of clusters with size > 190' (0), 'Number of clusters with size > 200' (0).
- The main area displays a network diagram with nodes and links. The nodes are represented by small circles, and the links are represented by lines connecting the nodes. The network is a complex, interconnected graph.
- At the bottom, there is a table with columns 'ID', 'Name', 'Age', 'Gender', 'Height', 'Weight', 'BMI', 'Blood Pressure', 'Heart Rate', 'Cholesterol', 'Glucose', 'Hemoglobin A1c', 'C-Reactive Protein', 'Fibrinogen', 'Interleukin-6', 'Tumor Necrosis Factor- α ', 'Cytokine Storm Score', 'Survival Status', and 'Time to Event'. The table contains data for various patients, with some rows highlighted in yellow.



> Taking Your Analysis Further

From Survey Analysis to Predictive Analytics

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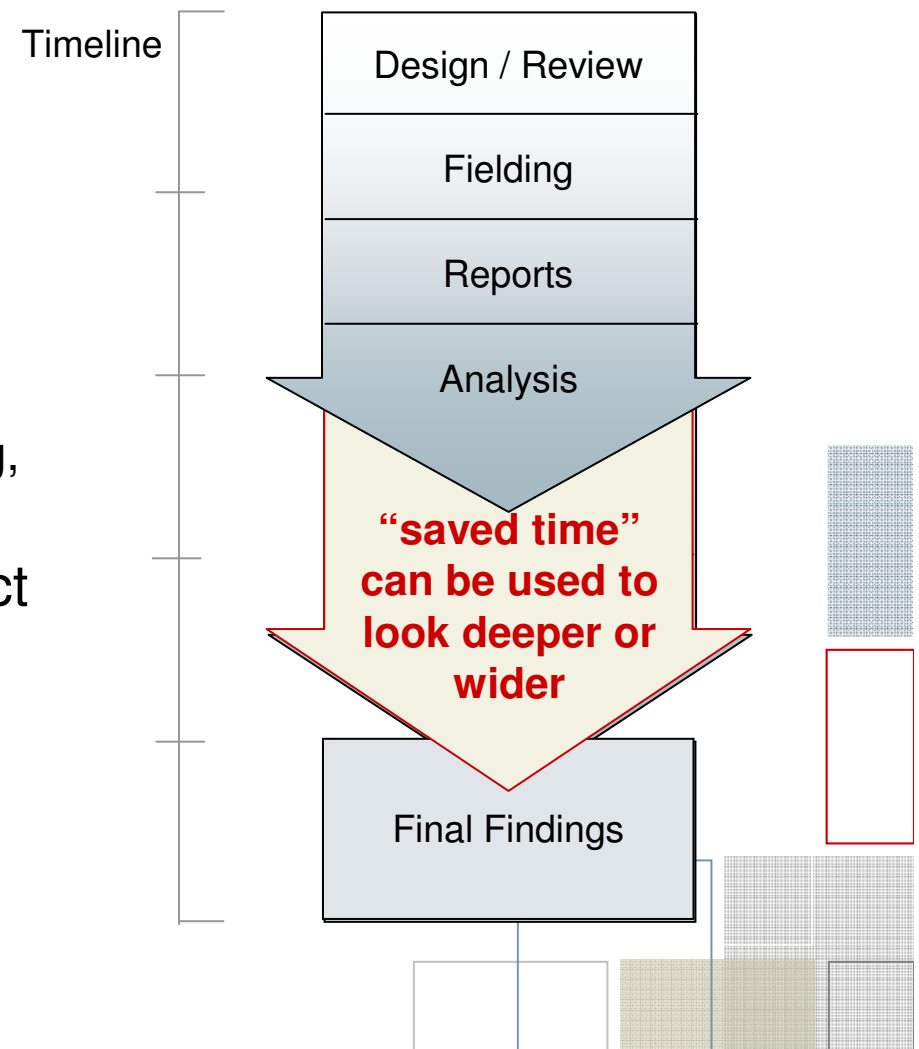


> Adding Value Through Efficiency



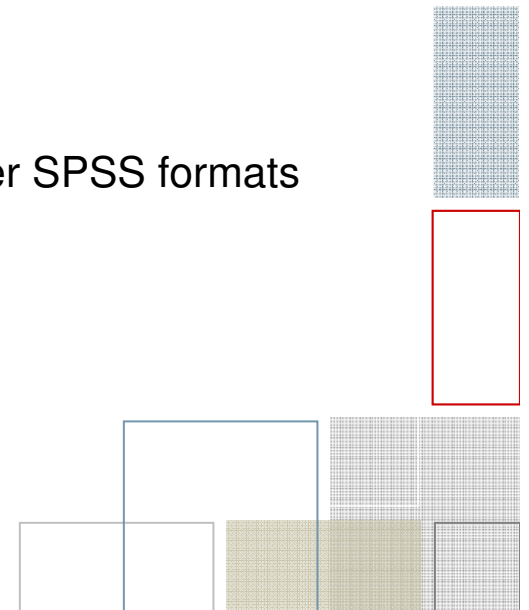
- Dramatically reduces the feedback lifecycle
 - Appropriate user interfaces for differing audiences
 - Automate repetitive tasks
 - On-demand documentation for questionnaire review/approvals
 - Saves hours and eliminates cutting, pasting and formatting
 - Clean data is a natural by-product
 - Access to real-time results
 - On-demand generation and delivery of reports in any format
 - Auto-create PPT files

With SPSS' Dimensions solution



The Reporting Process

- ✓ **Tables Reporting**
 - Web-based or Desktop-based
 - Interactive
- ✓ **Feature Rich**
 - Complex tables
 - Transformations
 - Flexible exports
- ✓ **Microsoft Office Integration**
 - PowerPoint
 - Excel
 - Word
- ✓ **Many Data Formats**
 - Real-time Dimensions surveys
 - SPSS
 - Quanvert
 - SurveyCraft
 - And many other SPSS formats
- ✓ **Built-in Security**
- ✓ **Integration with SPSS Analytics**
 - Text Analysis
 - Statistics and Data Mining



> We Can Help You Get There...

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- **Expert Training**

- Public Courses
- On-site Course
- Web-based Training

- **Professional Services**

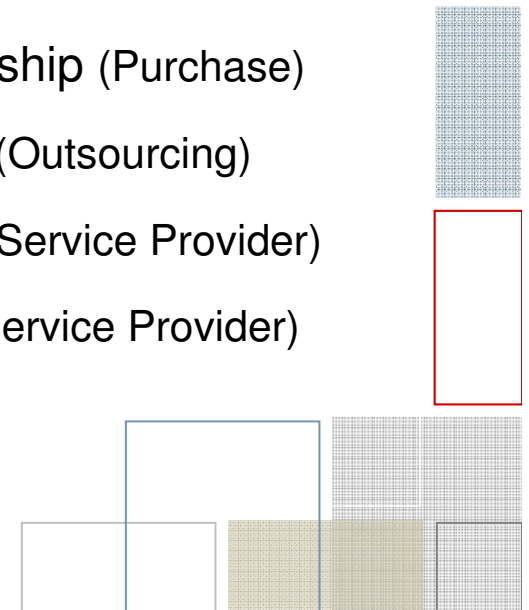
- Installation and Upgrade
- Operation and Administration
- Scripting Management
- Strategy Services

- **Technical Support**

- Troubleshooting
- Track Issues Online
- Worldwide Phone Roll-over

- **Flexible Engagement Models**

- Software Ownership (Purchase)
- Service Bureau (Outsourcing)
- ASP (Application Service Provider)
- MSP (Managed Service Provider)



> Questions and Answers

