

> PASW[®] Statistics 18: Improved Automation, Visualization and Performance

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August 2009



> Agenda

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Predictive Analytics Software Portfolio Snapshot

Overview of PASW Statistics 18 Themes

PASW Statistics 18 Feature Demonstrations

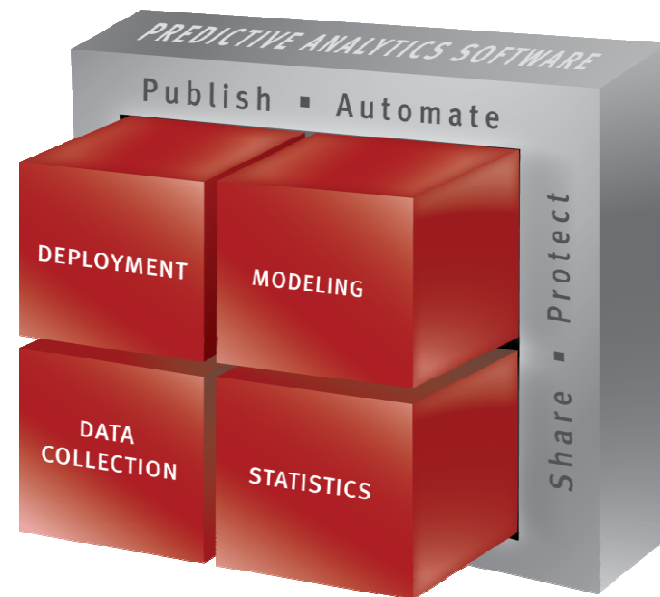
Questions

Summary

> Predictive Analytics Software



- Everything SPSS Inc. does is predictive analytics
- We group our products in four “families” and they are designed to work together as part of one platform
- To better reflect this unity of purpose, our products share the Predictive Analytics Software (PASW®) portfolio umbrella



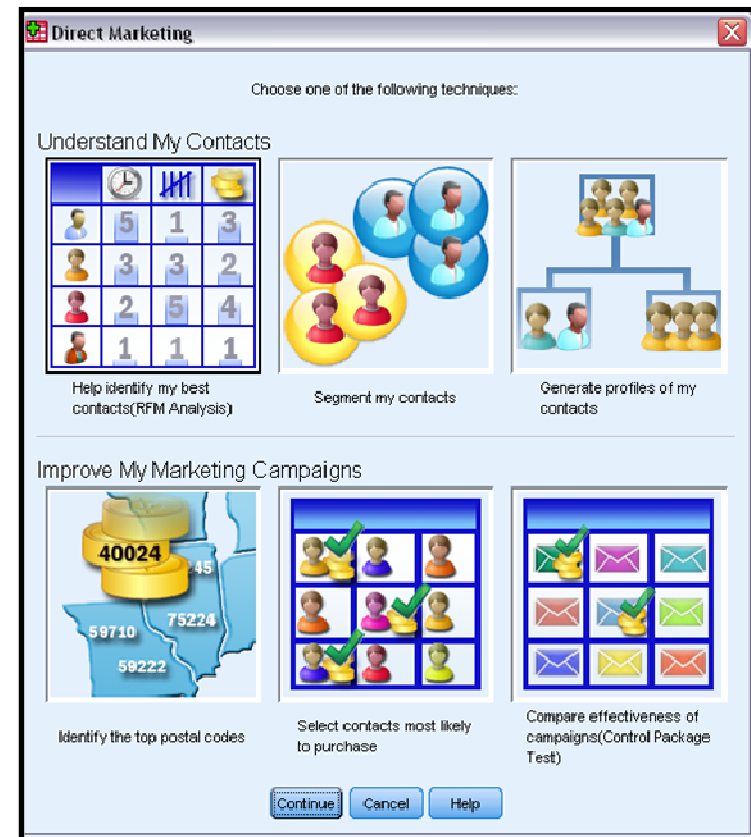
> PASW Statistics 18 Themes

- New Automation and Innovation
 - Applying innovation and automation to address traditionally manual, time consuming steps in the analytical process
- New Analysis and Reporting
 - Introducing new analytical and report creation functionality for statisticians and non-statisticians
- Improved Technology and Architecture
 - Improved performance, new platform availability, and changes behind the scenes to enhance usability by PASW Statistics broad user base

> New Automation & Innovation

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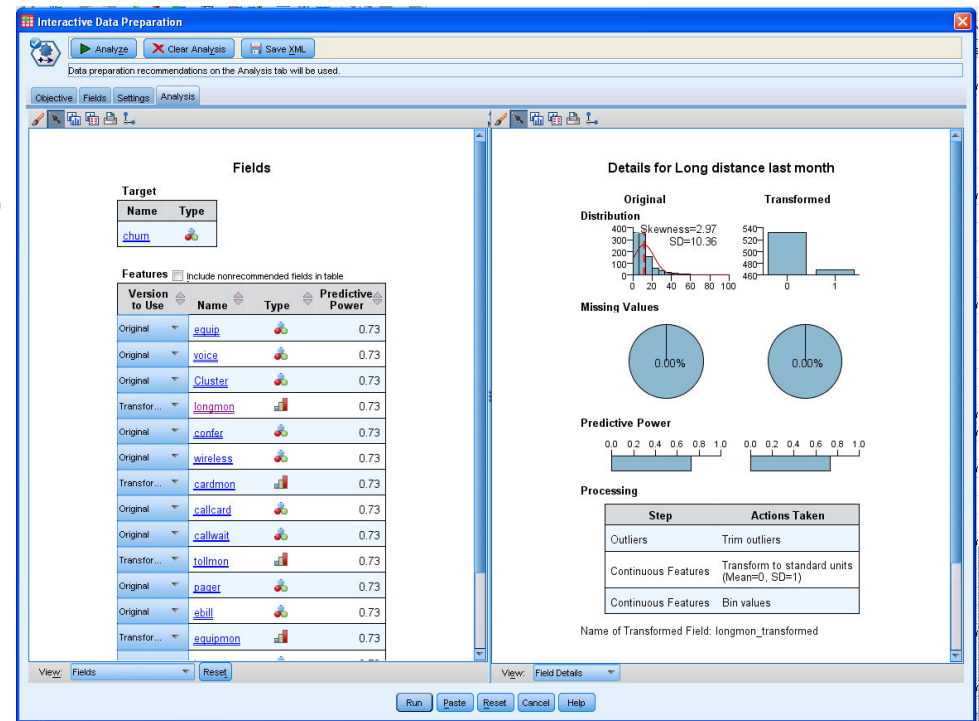
- Empowers Business Users & Marketers with the Power of Predictive Analytics
 - Identify with Confidence...
 - Which customers are most likely to purchase next
 - Best customer segments to target
 - Highest response rates by postal codes
 - Much more...
 - All Via Intuitive Visual Interface
 - Stay Tuned for Details on Upcoming Direct Marketing Webinar



> New Automation and Innovation

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- Automated Data Preparation
(**PASW Data Preparation**)
 - Automates tedious and repetitive data preparation tasks such as transforming data
 - Delivers recommendations
 - Allows advanced users to drill in for examination and customization of activity undertaken

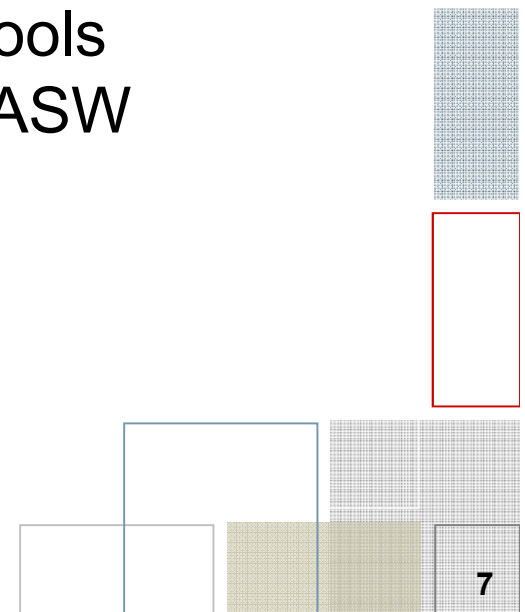


> New Automation and Innovation

- New Extensibility

- (**PASW Statistics Developer**)

- A new version of PASW Statistics for developers
 - Create customized functionality with programmability
 - Perfect for people working with R and Python
 - Features a basic set of analysis functionality
 - Features a robust set of data preparation tools
 - The complete set of reporting tools from PASW Statistics Base



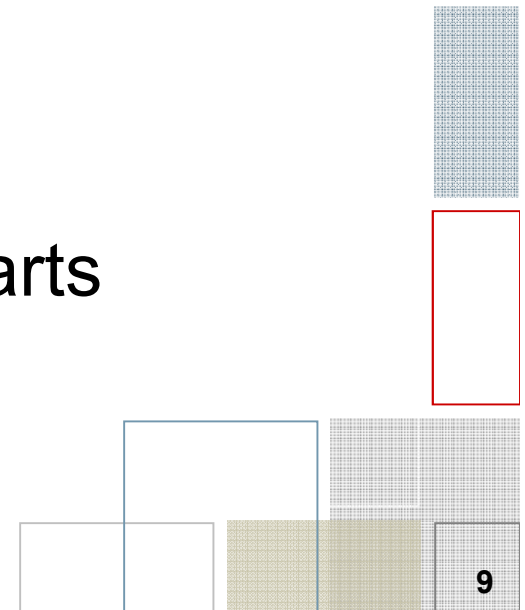
> New Analysis and Reporting

- Bootstrapping
(**PASW Bootstrapping**)
 - Estimates the sampling distribution of an estimator by re-sampling *with replacement*
 - Derives estimates of standard errors and confidence intervals of a population parameter like a mean, median, proportion, odds ratio, correlation/regression

Descriptive Statistics						
		Statistic	Bootstrap			
			Bias	Std. Error	95% Confidence Interval	
					Lower	Upper
Current Salary	N	474	0	0	474	474
	Minimum	\$15,750				
	Maximum	\$135,000				
	Mean	\$34,419.57	\$13.56	\$773.20	\$32,972.86	\$35,998.47
	Std. Deviation	\$17,075.661	\$-12.170	\$1,073.562	\$15,038.602	\$19,153.873
Beginning Salary	N	474	0	0	474	474
	Minimum	\$9,000				
	Maximum	\$79,980				
	Mean	\$17,016.09	\$-2.48	\$354.37	\$16,361.44	\$17,731.55
	Std. Deviation	\$7,870.638	\$-50.279	\$685.428	\$6,614.208	\$9,233.726
Months since Hire	N	474	0	0	474	474
	Minimum	63				
	Maximum	98				
	Mean	81.11	-.01	.46	80.18	81.96
	Std. Deviation	10.061	-.004	.215	9.623	10.459
Previous Experience (months)	N	474	0	0	474	474
	Minimum	0				
	Maximum	476				
	Mean	95.86	-.07	4.68	87.37	105.42
	Std. Deviation	104.586	-.458	4.439	95.406	112.756
Valid N (listwise)	N	474	0	0	474	474

> New Analysis and Reporting

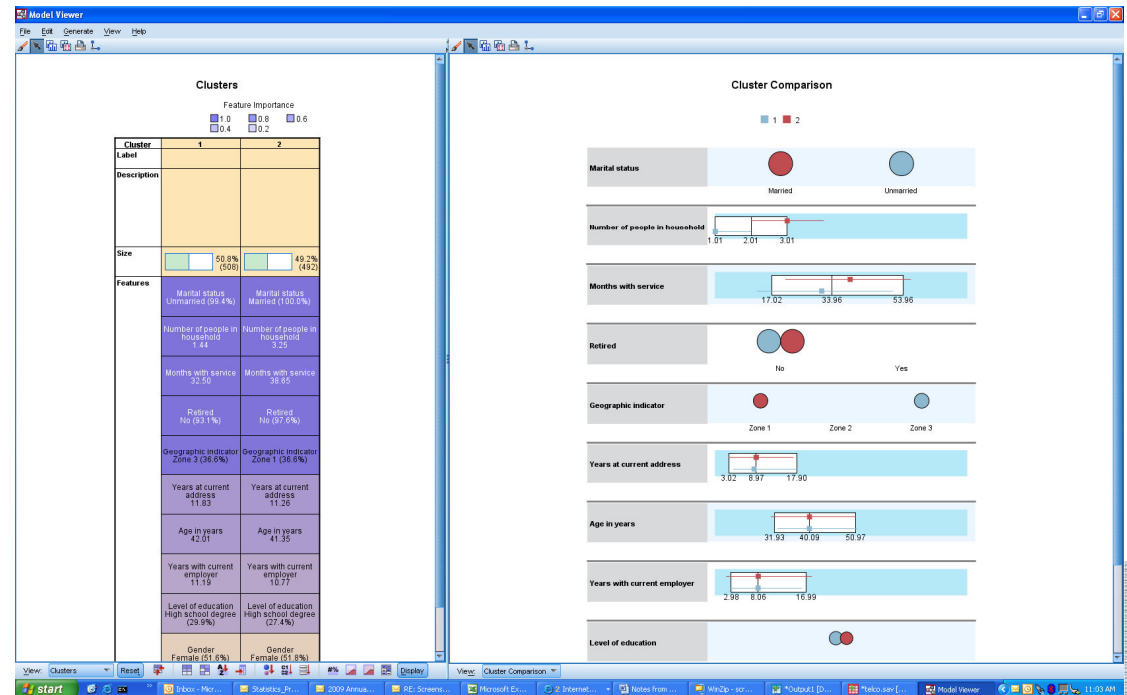
- New Nonparametric Tests
(**PASW Statistics Base**)
 - Multiple comparison post-hoc tests
 - Interactive output that explains the results
 - Enhanced algorithms to handle larger datasets
- Post-computed Categories in Tables
(**PASW Custom Tables**)
- Significance Tests in Tables
(**PASW Custom Tables**)
- Rule Checking in Secondary SPC Charts
(**PASW Statistics Base**)



> Improved Technology and Architecture

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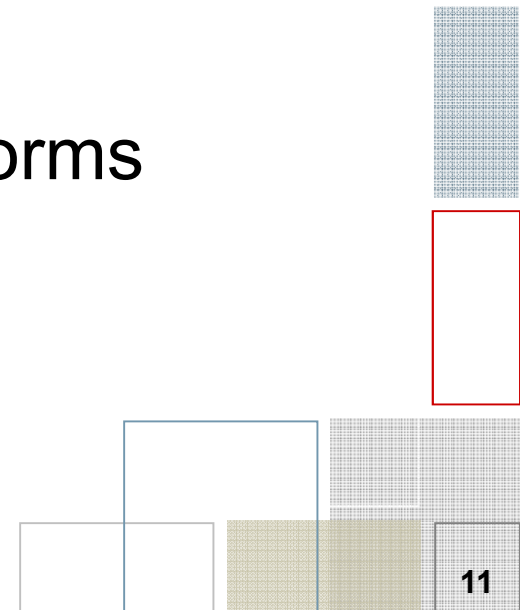
- Enhanced Model Viewer (PASW Statistics Base)
 - Interactive visualizations for Two-Step Cluster
 - Viewers for Automated Data Preparation results
 - Viewers for Nonparametric Statistics



> Improved Technology and Architecture

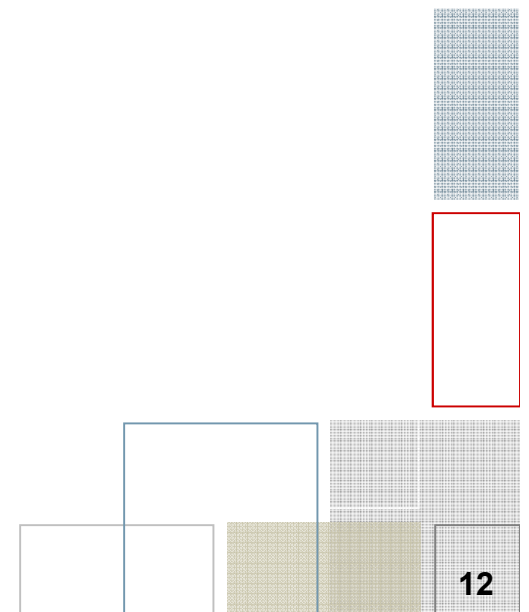


- Improved performance for commonly used procedures in PASW Statistics Server Base
 - Frequencies
 - Crosstabs
 - Descriptive Statistics
- Support for additional Windows platforms
 - 64-bit desktop
- Support for additional Mac OS X platforms
 - 64-bit desktop
 - Snow Leopard (OS X version 10.6)



> Feature Demonstrations

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> Welcome to Adjuvant Insurance Company

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- Large supplemental insurance firm
- Direct marketing team members:



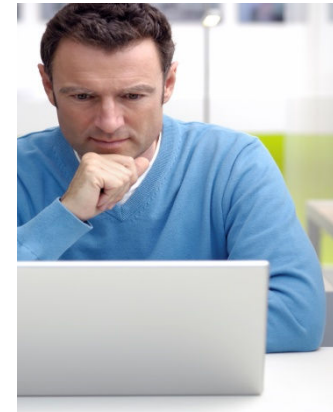
Mark, Manager

New User



Amy, Analyst

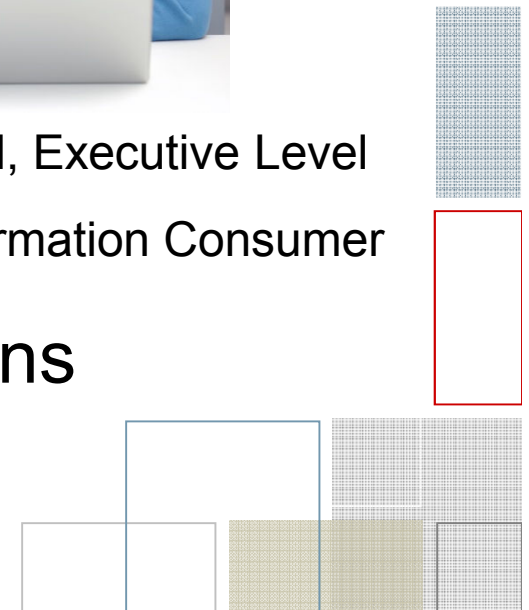
Traditional User



Paul, Executive Level

Information Consumer

- Current focus on pricing and promotions



> Questions

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> Summary

- PASW Statistics 18 New Features Provide:
 - Increased Productivity
 - Tools for New Users
 - Faster & More Intuitive Results
 - Improved Stability & Performance
 - Greater Flexibility
- To Learn More About PASW Statistics 18 Visit Us at <http://www.spss.com/software/statistics/> or call: 1-800-543-2185

