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▪



AMA Marketing Effectiveness Online Seminar Series

Anna Carbonara

American Marketing Association

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Participants (US & Canada, Toll Free): 800 734 8507
Participants (international): +1 212 231 2901

Check out the AMA website

The screenshot displays the marketingpower website with a dark header. The header includes the AMA logo, navigation links (RESOURCE LIBRARY, CALENDAR, CAREER MANAGEMENT, COMMUNITY), and links for ABOUT THE AMA, SEARCH, and LOGIN. The main content area features a large banner with a pedestrian crossing sign and the text "Fresh, original insights lead the way for real-world strategies". Below the banner is a "WEEKLY POLL" about mobile coupon campaigns and a "2008 MEDIA KIT" section. The left sidebar lists "UPCOMING EVENTS" such as "Managing Customer Loyalty" and "Marketing Boot Camp". The right sidebar promotes "ektron CMS 400.net" with a "7.5 Version" badge. The footer contains a navigation menu and a copyright notice for 2008 MarketingPower, Inc.

American Marketing Association
marketingpower

RESOURCE LIBRARY CALENDAR CAREER MANAGEMENT COMMUNITY

ABOUT THE AMA SEARCH LOGIN

Fresh, original insights lead the way for real-world strategies

Read **Marketing Management** to stay in step with today's hottest topics

+ learn more about the AMA

WEEKLY POLL

What is your primary objective for using mobile coupon campaigns?

☐ introduce new products

☐ promote sell-throughs

☐ build a database

☐ drive bulk purchases

SUBMIT

GROW YOUR BUSINESS WITH AMA!

IN PRINT... ONLINE... IN PERSON...

2008 MEDIA KIT

UPCOMING EVENTS

Managing Customer Loyalty: Seattle, WA

Marketing Boot Camp: Cleveland, OH

ART Forum: Ashville, NC

TechnoMarketing: Philadelphia, PA

+ View More

Academic & Doctoral Students

Explore resources and opportunities to drive new marketing thinking.

Learn More

College Students

Access industry knowledge and insights to begin your career.

Learn More

Marketers & Researchers

Explore resources and opportunities to achieve better marketing results.

Learn More

Maximize Your Online Experience!

Confirm Here

Please confirm your website registration or membership and create a new password. Click the button to begin.

ektron CMS 400.net

Maximize your message

Integrate your Web site completely into your overall marketing strategy

ektron

What do you want your website to do?

7.5 Version

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Version 1.0.805.2303

Commonly Asked Questions

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?

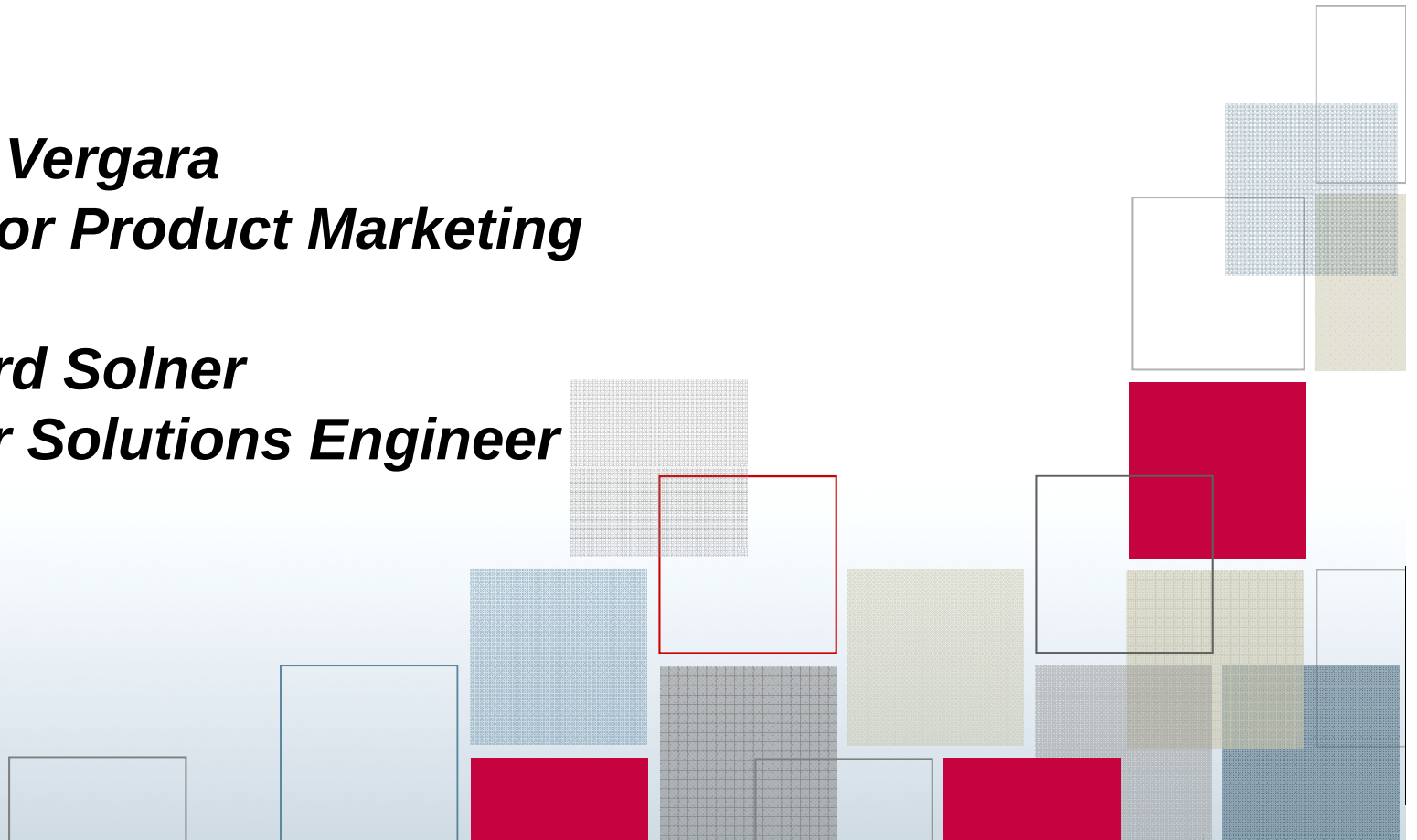
Yes

Continue the Conversation on Twitter: [@spssglobal](https://twitter.com/spssglobal)

> Predictive Advantage: Taking Research to the Next Level

David Vergara
Director Product Marketing

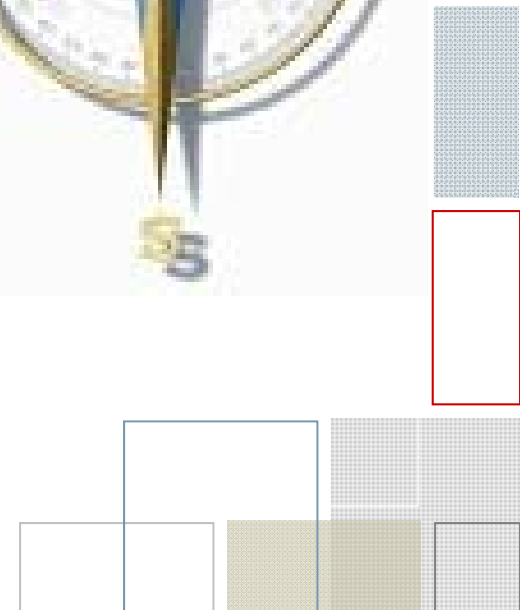
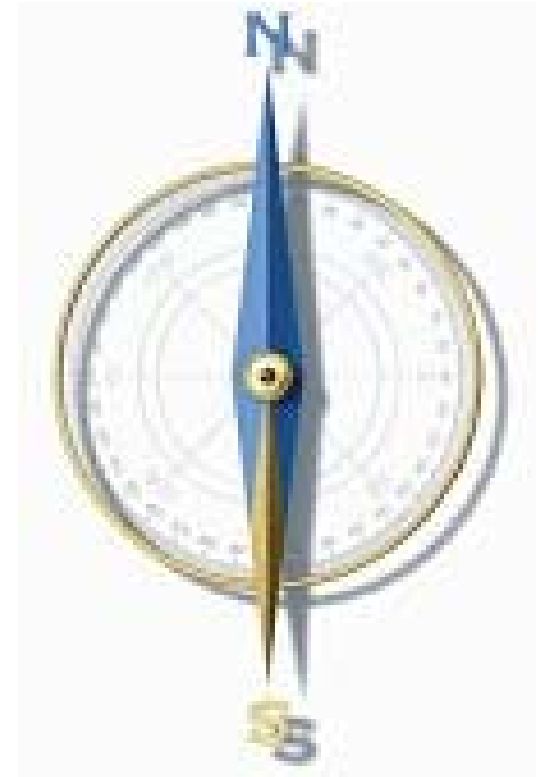
Richard Solner
Senior Solutions Engineer



> Topics

SPSS

- Significance to Market Researchers
- Quick Intro-Data Mining
- Market Research Issues & Trends
- Data Mining Applications
- Application Examples
- Wrap Up



> Significance to Market Researchers

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- Improve partnership with customers
 - Capitalize on new market trends
 - Leverage comprehensive workbench
- Maximize efficiencies throughout research process

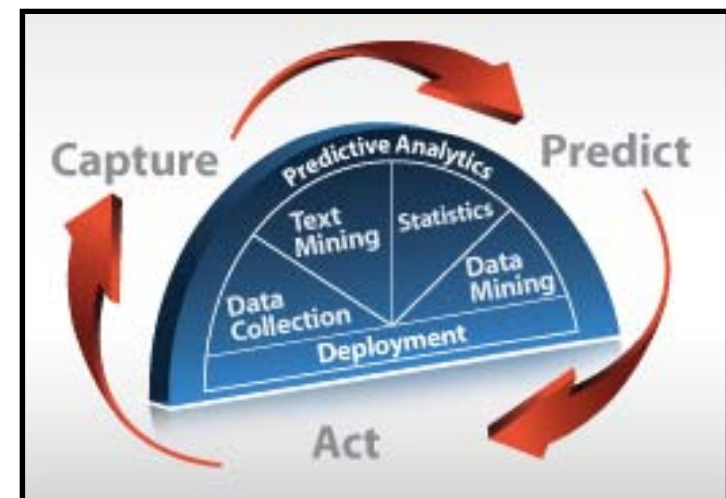


> A Complete Predictive Analytics Offering

Key Aspects Of The Process

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- Capture information
 - Customers
 - Employees
 - Constituents
- Predict behavior and preferences
 - Statistics for hypothesis testing
 - Data Mining for research foresight
 - Text Analytics for unstructured insight
- Act on results
 - Efficiently deploy results
 - Dramatically improve business processes across your operations



> The Power of Predictive Analytics- Data Mining

There's analytics...and *analytics*

- Core analytics/business intelligence
 - Measure. Compare. Report. Study.
 - “Rear-view mirror”
 - Manually query your data
- Predictive analytics/data mining
 - Algorithms automatically “learn” significant patterns
 - Models make predictions for current/new cases
 - Insight delivered to drive better business decisions

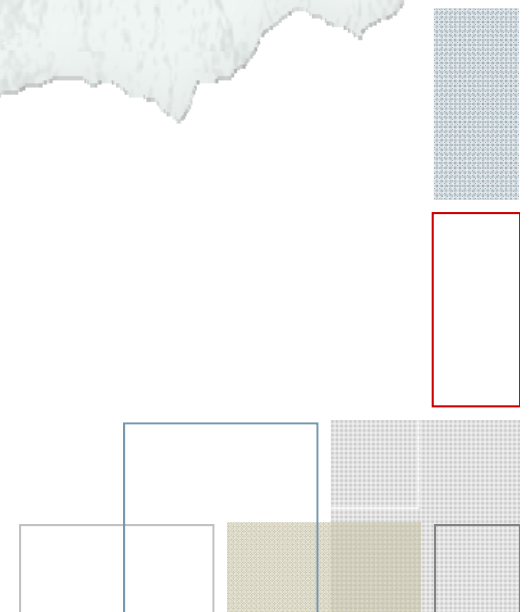


> Data Mining – Fact or Fiction?

“Predictive Analytics doesn’t have a whole lot to do with Market Research”

“Predictive Analytics is really no different than BI... they’re both based on a look in the rear view mirror”

“Data mining would add little perceived value to MR customers... so why add another tool to the toolbox”



> Data Mining - Dispelling Myths

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- Predictive Analytics and Market Research

- ▶ The right data mining product streamlines and simplifies data management, preparation and reporting

- Predictive Analytics vs. Business Intelligence

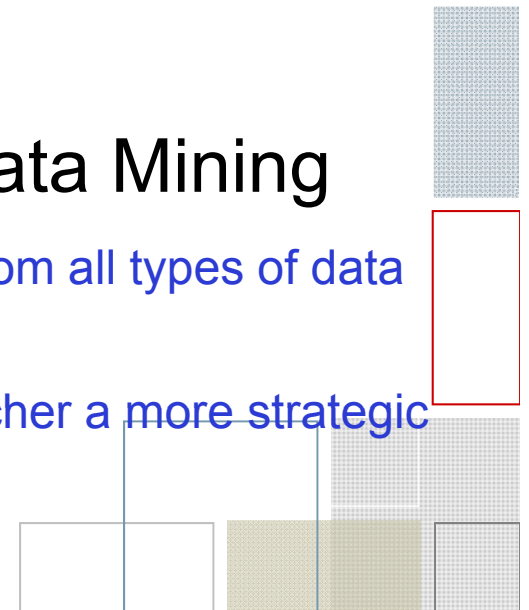
- ▶ BI simply reports on data up to the time it's pulled

- ▶ Predictive Analytics uses an extensive pool of algorithms to predict what will happen next

- Creating Value & Differentiating with Data Mining

- ▶ Customers increasingly want more actionable insight from all types of data to help them solve business issues better

- ▶ Meeting this customer need makes the Market Researcher a more strategic business partner



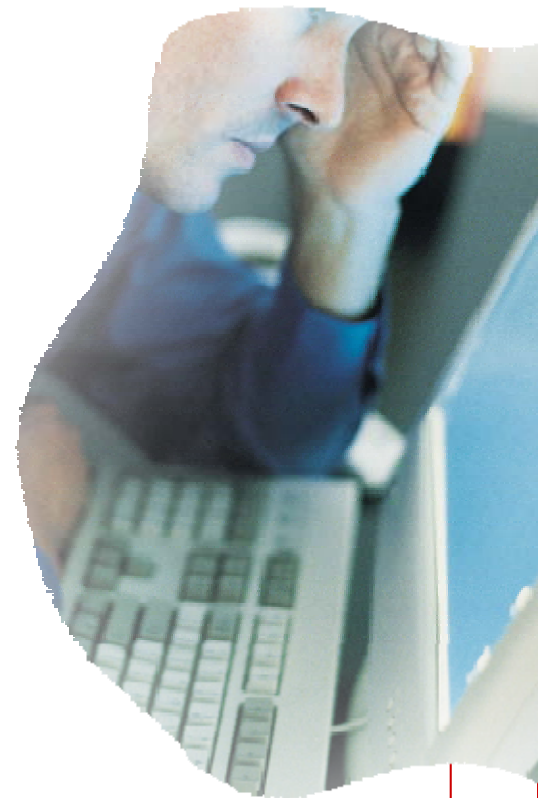
> Market Research – Current Issues

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**REPORTING & DATA
MANAGEMENT**

DATA QUALITY

**INTEGRATING
UNSTRUCTURED DATA**

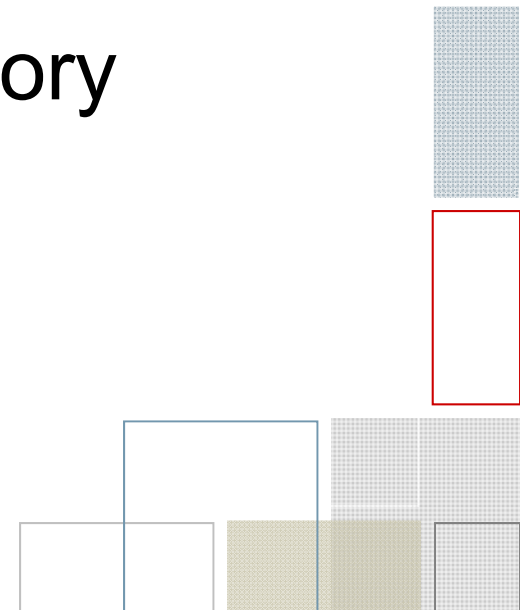


> Reporting & Data Management

Data Mining with Collaboration & Deployment Services



- Customer portal to facilitate quick access to all data
- Dashboard visualization of data
- Analytical tools available through the portal-post results back to repository
- Collaborate with other analysts; Share data/results



> Sample Customer Portal

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Rental Car Online Custom Portal - Login - Windows Internet Explorer

http://spssdemo:8080/RentalCarPortal/

File Edit View Favorites Tools Help

Share Browser WebEx

WebEx Client Entry Net Promoter Score Compo... SPSS DimensionNet SPSSnet Home Predictive Analytics with Da... Predictive analytics - Wikip... Festival Preview Your first ...

Rental Car Online Custom Portal - Login

What is she going to say?

Login to the Rental Car Online Statistical Portal

Username:

Password:

Provider: Local User Repository

Login Cancel

Done Local intranet 100%

> Data Analysis - Portal

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> Data Preview - Portal

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Deployment Portal - IpsosOpenEnds.rptdesign - Windows Internet Explorer

http://spssdemo:8080/peb/view?id=c0a8e283ac0b646e00000122edb5cec7825d&username=user1&password=spss&provider=Native&fragment=true&outputtype=

File Edit View Favorites Tools Help

Share Browser WebEx

Favorites WebEx Client Entry Net Promoter Score Compo... SPSS DimensionNet SPSSNet Home Predictive Analytics with Da... Predictive analytics - Wikip... Festival Preview Your first ...

Rental Car Online Statistical ... Deployment Portal - Ipso...

BIRT Report Viewer

Showing page 1 of 1

Go to page:

Comments by Pos: Service: Knowledge

Category	Comments
Pos: Service: Knowledge	Everyone was very helpful. The car was ready for me on time and I didnt have to wait a long time at the counter.
Pos: Service: Knowledge	They were helpful and accommodating when I wanted to change the color of the car.
Pos: Service: Knowledge	The representatives were helpful and considerate; the only problem encountered was finding the rental car in the parking lot. I really would have appreciated it if an employee had gone out to get the car and drive it up to the front. I feel that would h
Pos: Service: Knowledge	Excellent response dealing with child seat.
Pos: Service: Knowledge	Very satisfactory. Employees were very helpful in providing directions.
Pos: Service: Knowledge	Friendly and very well informed
Pos: Service: Knowledge	I was happy that we arrived very late and there was still a live person to help us get our rental. We had no problems with the car, and returned it easily.
Pos: Service: Knowledge	I would like the reps be knowledgeable about the immediate area around the rental agency and or have maps for the area available free of charge.
Pos: Service: Knowledge	customer service was very good and very professional, energetic
Pos: Service: Knowledge	we used AVIS. they provided the best service thus far. They are very friendly and helpful. I have rented from other companies before both cheaper and more expensive.
Pos: Service: Knowledge	they were extremely helpful and did whatever they could to help us.
Pos: Service: Knowledge	States have different rules and regulations pertaining to speed, radar detectors, even when light should be on. Customer services reps should have a handout or be knowledgeable of particular states laws.

Done

Local intranet 100%

> Data Export - Portal

SPSS

Deployment Portal - IpsosOpenEnds.rptdesign - Windows Internet Explorer

http://spssdemo:8080/peb/view?id=c0a8e283ac0b646e00000122edb5cec7825d&username=user1&password=spss&provider=Native&fragment=true&outputtype=

File Edit View Favorites Tools Help

Share Browser WebEx

Favorites WebEx Client Entry Net Promoter Score Compo... SPSS DimensionNet SPSSnet Home Predictive Analytics with Da... Predictive analytics - Wikip... Festival Preview Your first ...

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Export Report

Export Format: doc

☒ All pages ☐ Current page ☐ Pages:

(Enter page number(s) and/or page range(s). For example: 1-6 or 1,3,6)

☒ Auto ☐ Actual size ☐ Fit to whole page

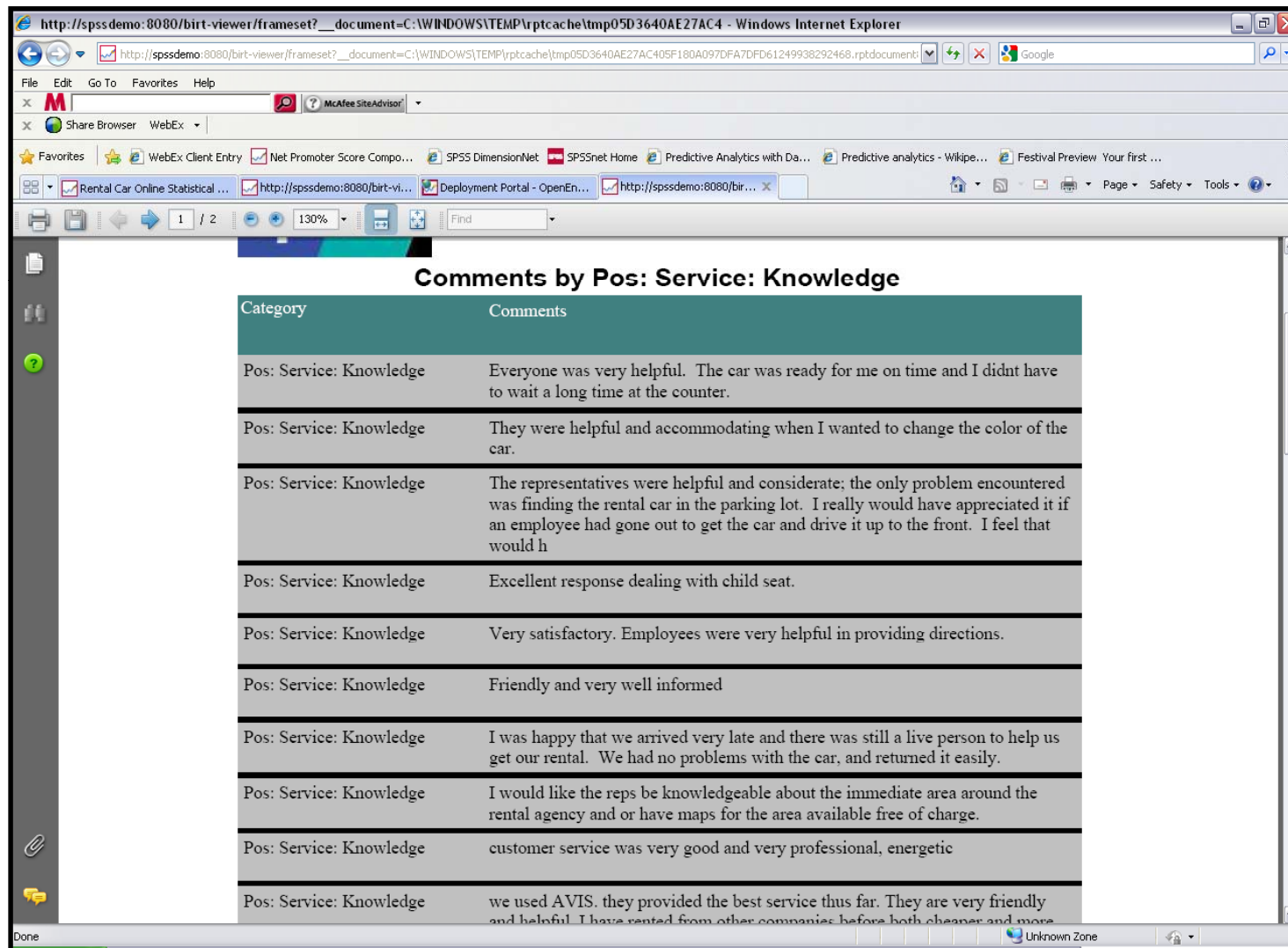
OK Cancel

Done

Local intranet 100% 2:26 PM

> Data Export Sample

SPSS

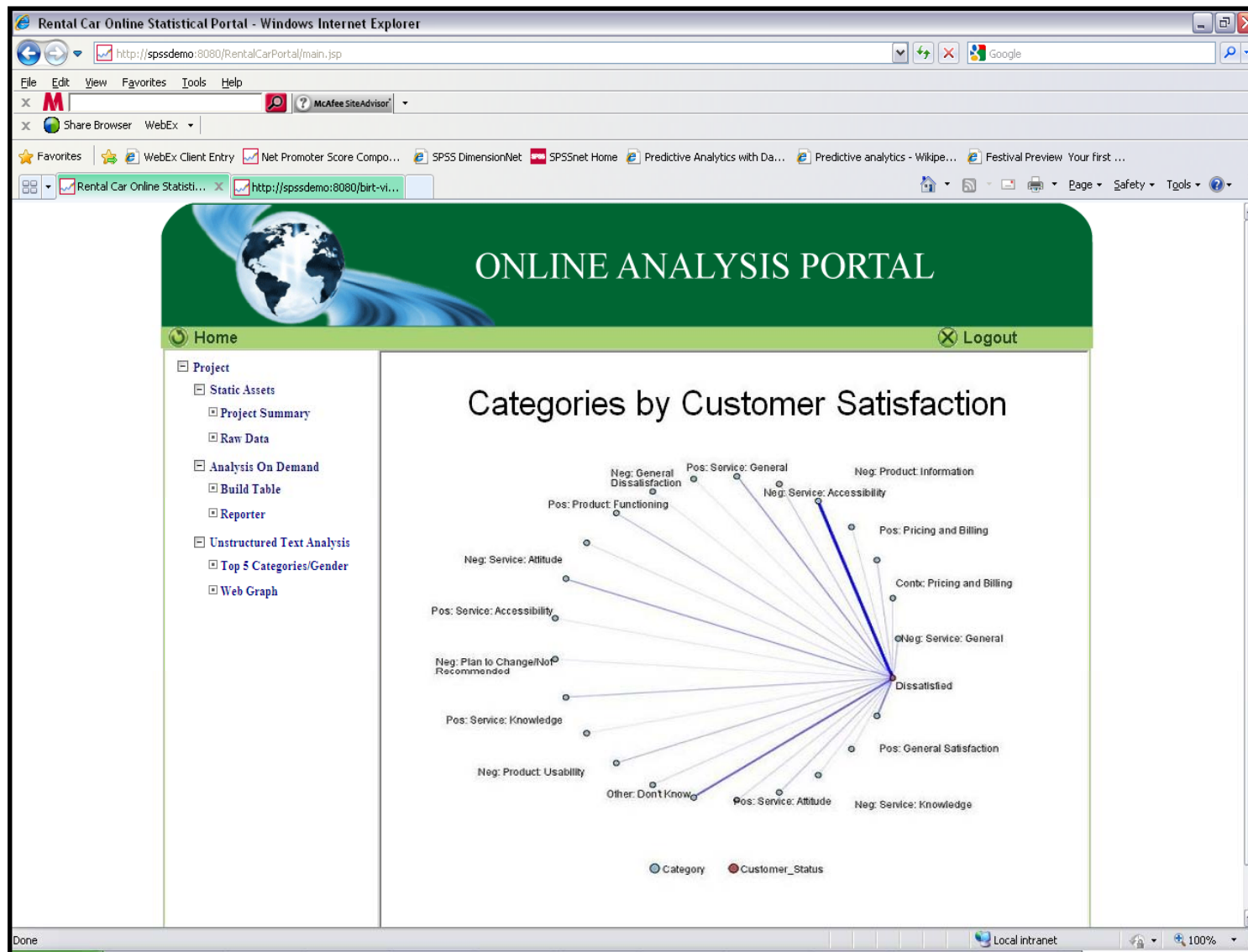


Comments by Pos: Service: Knowledge

Category	Comments
Pos: Service: Knowledge	Everyone was very helpful. The car was ready for me on time and I didnt have to wait a long time at the counter.
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Pos: Service: Knowledge	we used AVIS. they provided the best service thus far. They are very friendly and helpful. I have rented from other companies before both cheaper and more

> Data Analysis - Portal

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> Data Quality

Leveraging a Single Workbench

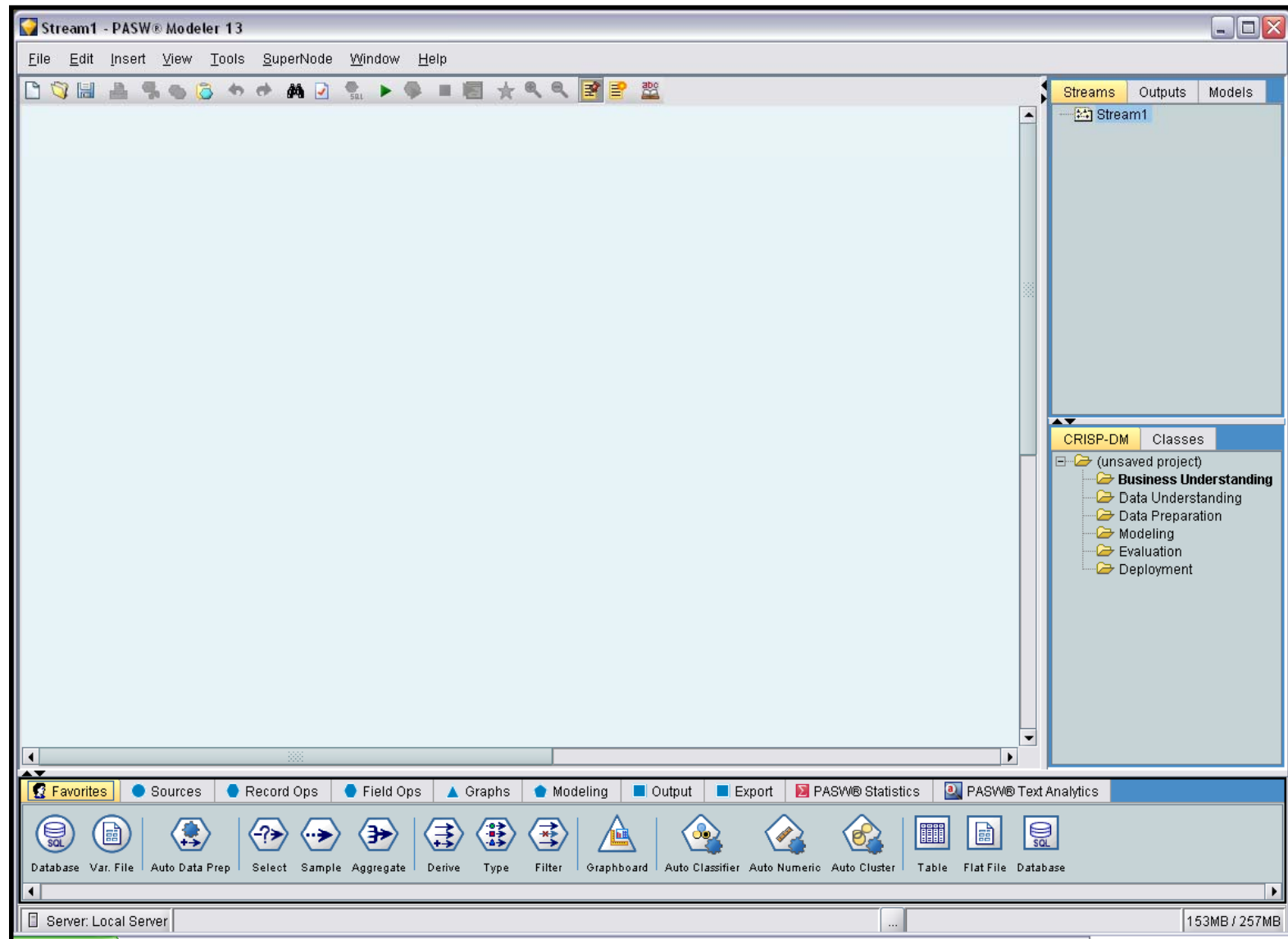
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- Comprehensive data mining applications work with all data sources
- Contain the necessary tools to extract, transform/merge and analyze disparate data sets
- Identify data quality issues and automate fixes



> Complete Workbench

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> Data Sources & Preview

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The screenshot displays the PASW Modeler 13 interface. The main workspace shows two data sources: 'Customer.sav' and 'CustomerStatus.xls'. Two preview windows are open, showing data from these sources.

Preview from Customer.sav Node (6 fields, 25 records)

	ID	Gender	Status	Children	Age	Car...
1	11.000	Male	S	2.000	56.473	No
2	18.000	Male	M	1.000	64.800	No
3	36.000	Fem...	S	1.000	62.787	Yes
4	45.000	Male	S	2.000	53.280	No
5	74.000	Male	M	1.000	26.260	No
6	83.000	Fem...	M	2.000	48.853	Yes
7	140.000	Fem...	S	0.000	36.920	No
8	191.000	Male	M	0.000	45.513	Yes
9	239.000	Male	M	1.000	46.000	Yes
10	247.000	Male	M	0.000	44.000	No

Preview from CustomerStatus.xls Node (2 fields, 25 records)

	ID	Customer_Status
1	11.0...	Satisfied
2	18.0...	Satisfied
3	36.0...	Dissatisfied
4	45.0...	Dissatisfied
5	74.0...	Satisfied
6	83.0...	Dissatisfied
7	140...	Dissatisfied
8	191...	Dissatisfied
9	239...	Dissatisfied
10	247...	Dissatisfied
11	375...	Satisfied
12	222...	Dissatisfied

The interface also shows a 'Streams' panel on the right with 'Stream1' and a 'CRISP-DM' panel with a project structure including Business Understanding, Data Understanding, Data Preparation, Modeling, Evaluation, and Deployment. The bottom status bar shows 'Server: Local Server' and '171 MB / 283 MB'.

> Data Merge & Preview

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The screenshot displays the PASW Modeler 13 interface. In the main workspace, a diagram shows two input files, 'Customer.sav' and 'CustomerStatus.xls', being merged into a single stream. A 'Merge' node is connected to the output of this process. A 'Preview from Merge Node (7 fields, 25 records)' dialog box is open, showing a table of data. The table has columns: ID, Customer_Status, Gend..., Status, Children, Age, and Car.... The data is organized into 25 rows, with the first row highlighted. The right sidebar shows the 'Streams' tab with 'Stream1' listed. Below it, the 'CRISP-DM' tab is active, showing a project structure with folders for Business Understanding, Data Understanding, Data Preparation, Modeling, Evaluation, and Deployment. The bottom status bar indicates the server is 'Local Server' and the file size is '171 MB / 283 MB'.

Stream1* - PASW® Modeler 13

File Edit Insert View Tools SuperNode Window Help

Customer.sav

CustomerStatus.xls

Merge

Preview from Merge Node (7 fields, 25 records)

	ID	Customer_Status	Gend...	Status	Children	Age	Car...
1	11.0...	Satisfied	Male	S	2.000	56.473	No
2	18.0...	Satisfied	Male	M	1.000	64.800	No
3	36.0...	Dissatisfied	Fem...	S	1.000	62.787	Yes
4	45.0...	Dissatisfied	Male	S	2.000	63.290	No
5	74.0...	Satisfied	Male	M	1.000	26.260	No
6	83.0...	Dissatisfied	Fem...	M	2.000	48.853	Yes
7	140...	Dissatisfied	Fem...	S	0.000	36.920	No
8	191...	Dissatisfied	Male	M	0.000	45.513	Yes
9	239...	Dissatisfied	Male	M	1.000	46.000	Yes
10	247...	Dissatisfied	Male	M	0.000	44.000	No
11	375...	Satisfied	Fem...	M	2.000	49.047	Yes
12	398...	Dissatisfied	Fem...	S	1.000	57.547	No
13	414...	Satisfied	Male	M	2.000	35.653	No
14	418...	Satisfied	Male	M	2.000	16.700	No
15	442...	Dissatisfied	Fem...	S	0.000	20.000	No
16	473...	Satisfied	Male	M	2.000	52.873	No
17	488...	Satisfied	Fem...	S	2.000	55.000	No
18	530...	Satisfied	Male	M	0.000	64.800	No
19	560...	Dissatisfied	Fem...	S	1.000	39.427	No
20	587...	Satisfied	Fem...	D	1.000	42.393	No

Table Annotations

OK

Streams Outputs Models

Stream1

CRISP-DM Classes

(unsaved project)

- Business Understanding
- Data Understanding
- Data Preparation
- Modeling
- Evaluation
- Deployment

Server: Local Server

171 MB / 283 MB

start

Stream1* - PASW® ...

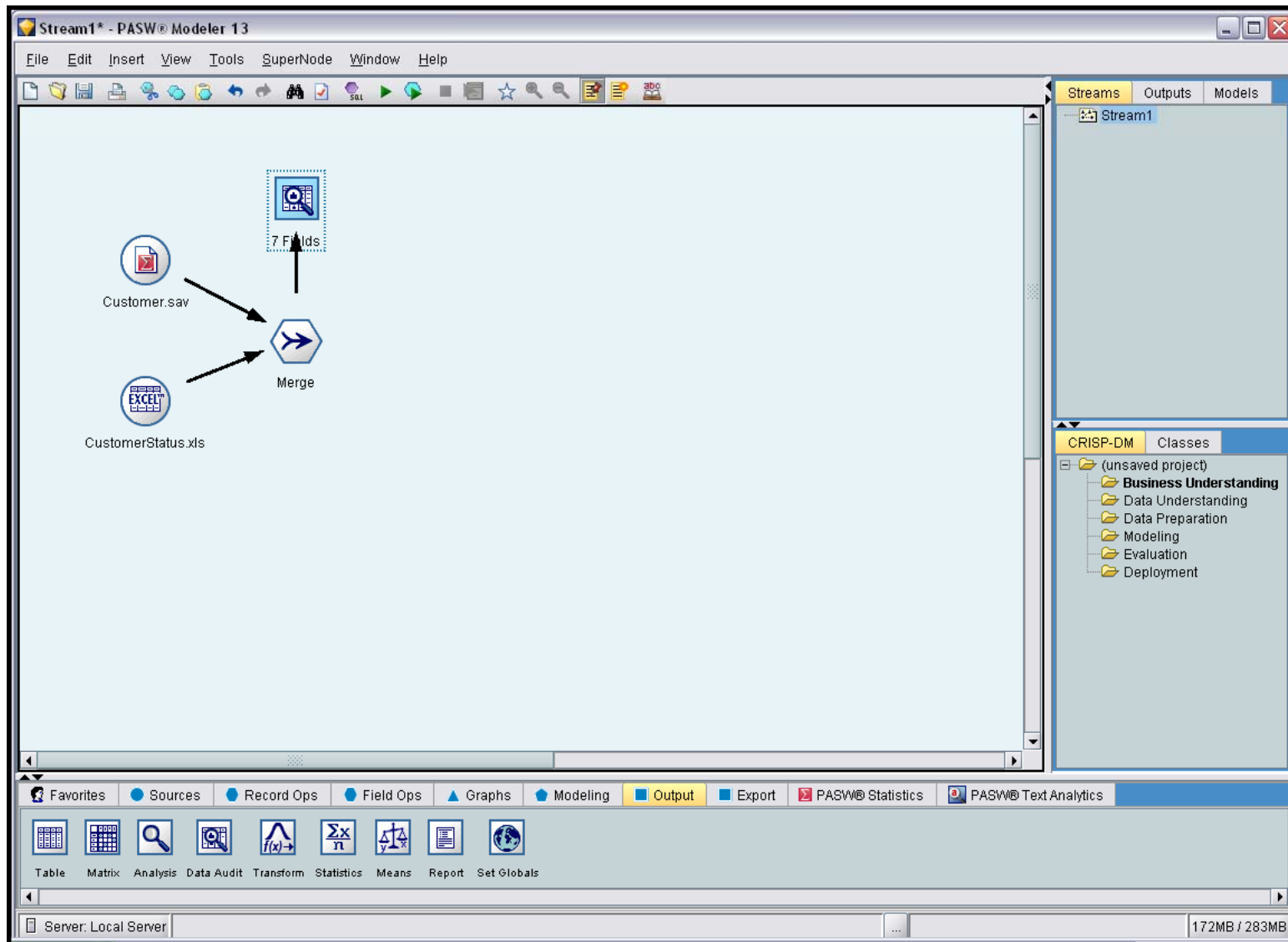
Preview from Merge ...

Microsoft PowerPoint ...

11:22 AM

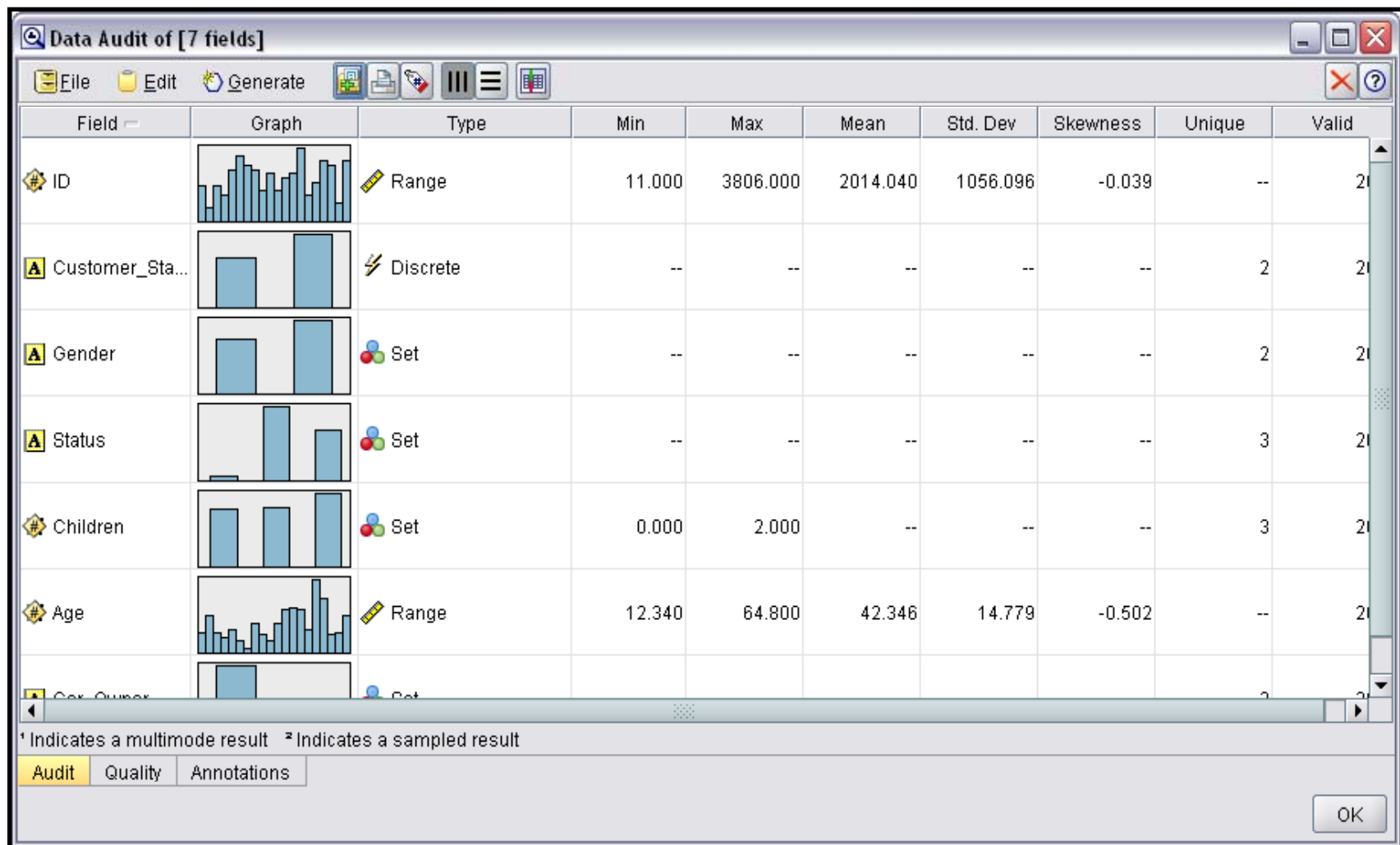
> Data Merge - Fields

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> Data Audit

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> Data Quality

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Data Audit of [7 fields] #2

Complete fields (%): 1.0 Complete records (%): 1.0

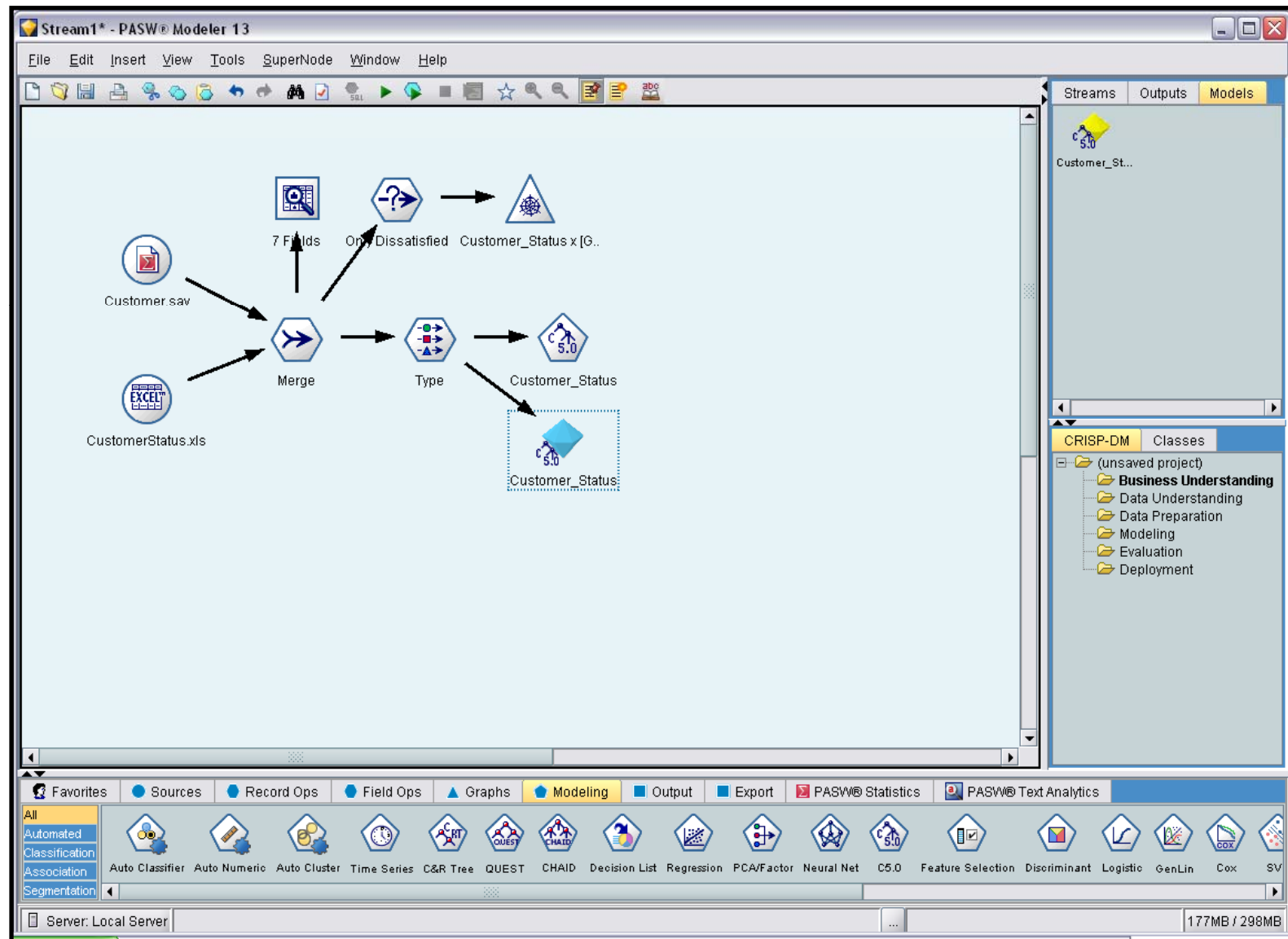
Field	Type	Outliers	Extremes	Action	Impute Missing	Method	% Complete	Valid Records	Null Value	Empty String	White Space	Blank Value
ID	Range	0	0	None	Never	Fixed	100	200	0	0	0	0
Customer_St...	Discrete	--	--	--	Never	Fixed	100	200	0	0	0	0
Gender	Set	--	--	--	Never	Fixed	100	200	0	0	0	0
Status	Set	--	--	--	Never	Fixed	100	200	0	0	0	0
Children	Set	--	--	--	Never	Fixed	100	200	0	0	0	0
Age	Range	0	0	None	Never	Fixed	100	200	0	0	0	0
Car_Owner	Set	--	--	--	Never	Fixed	100	200	0	0	0	0

Audit Quality Annotations

OK

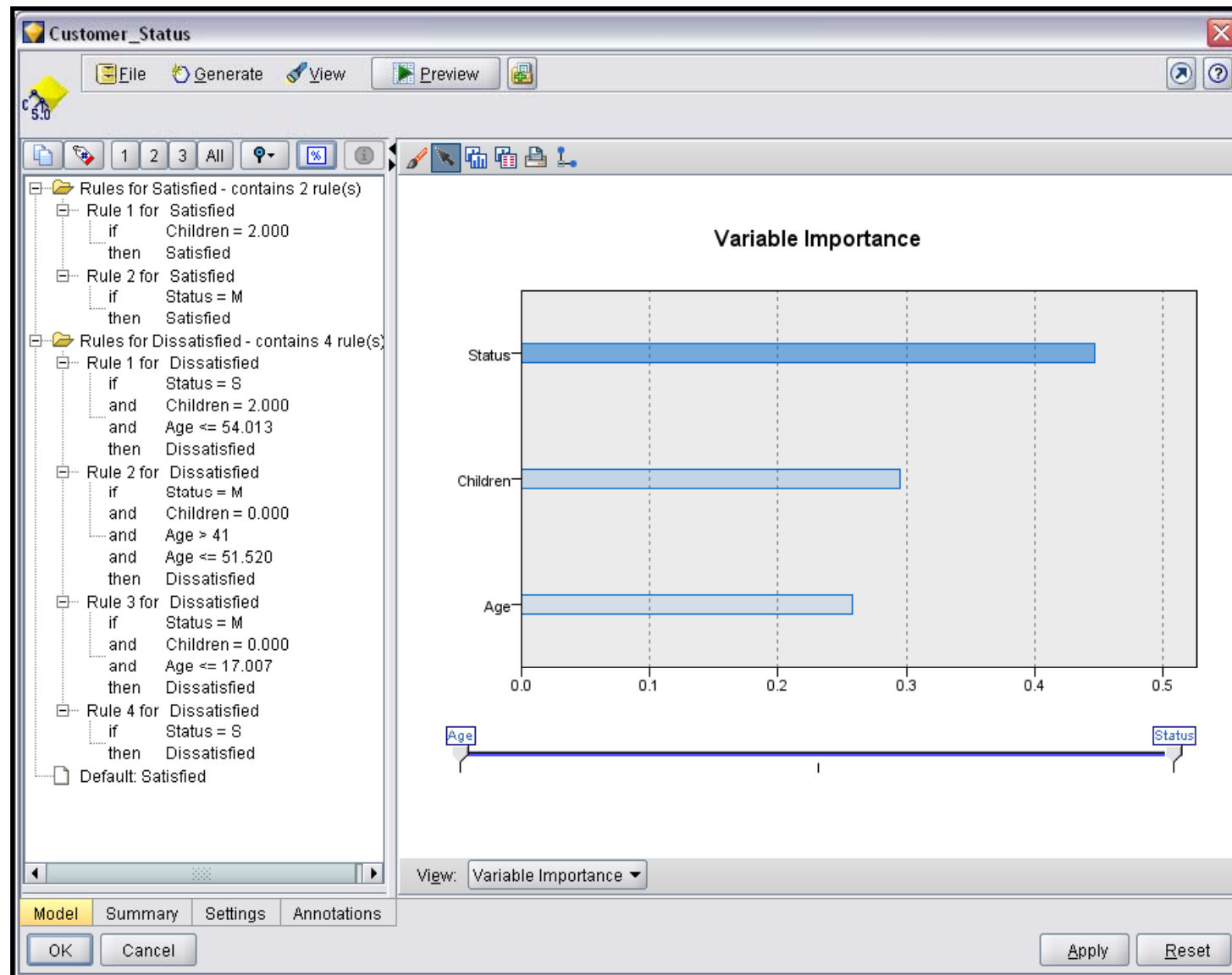
> Data Analysis & Modeling

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> Data – Variable Importance

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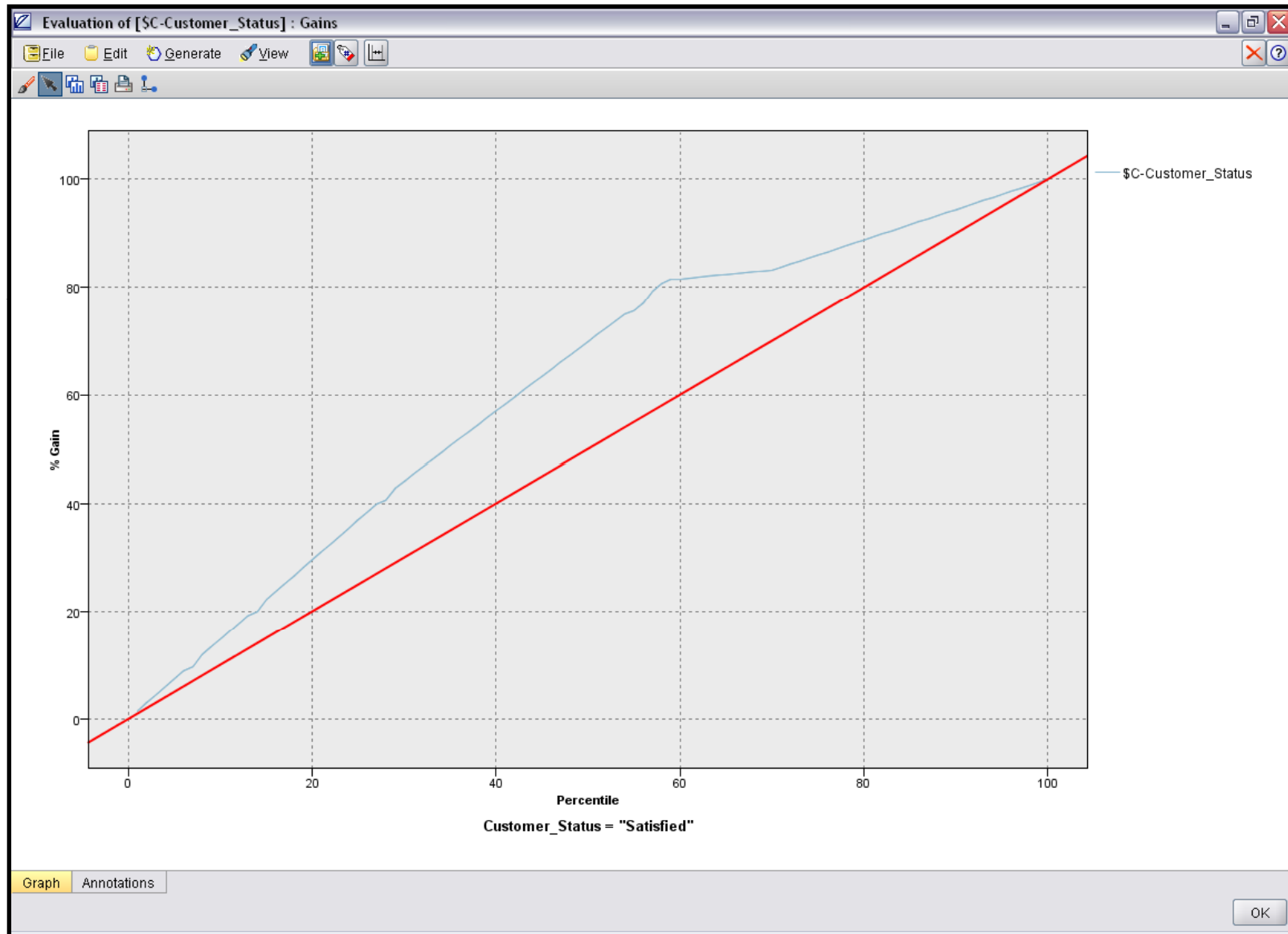
> Data Analysis

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> Predictive Model - Gains

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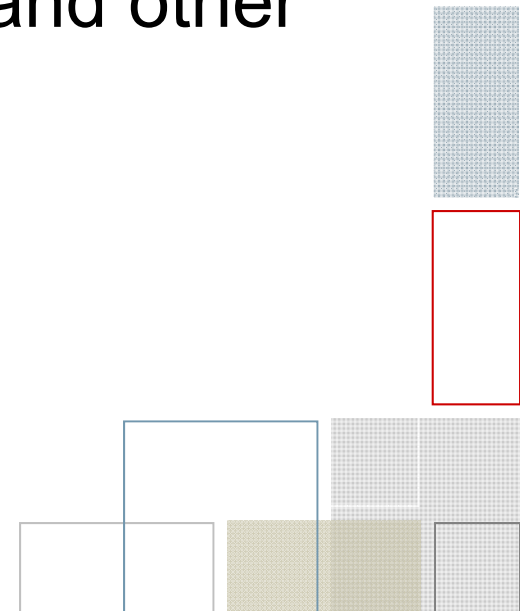


> Integrating Unstructured Data

Comprehensive Data Mining Workbench

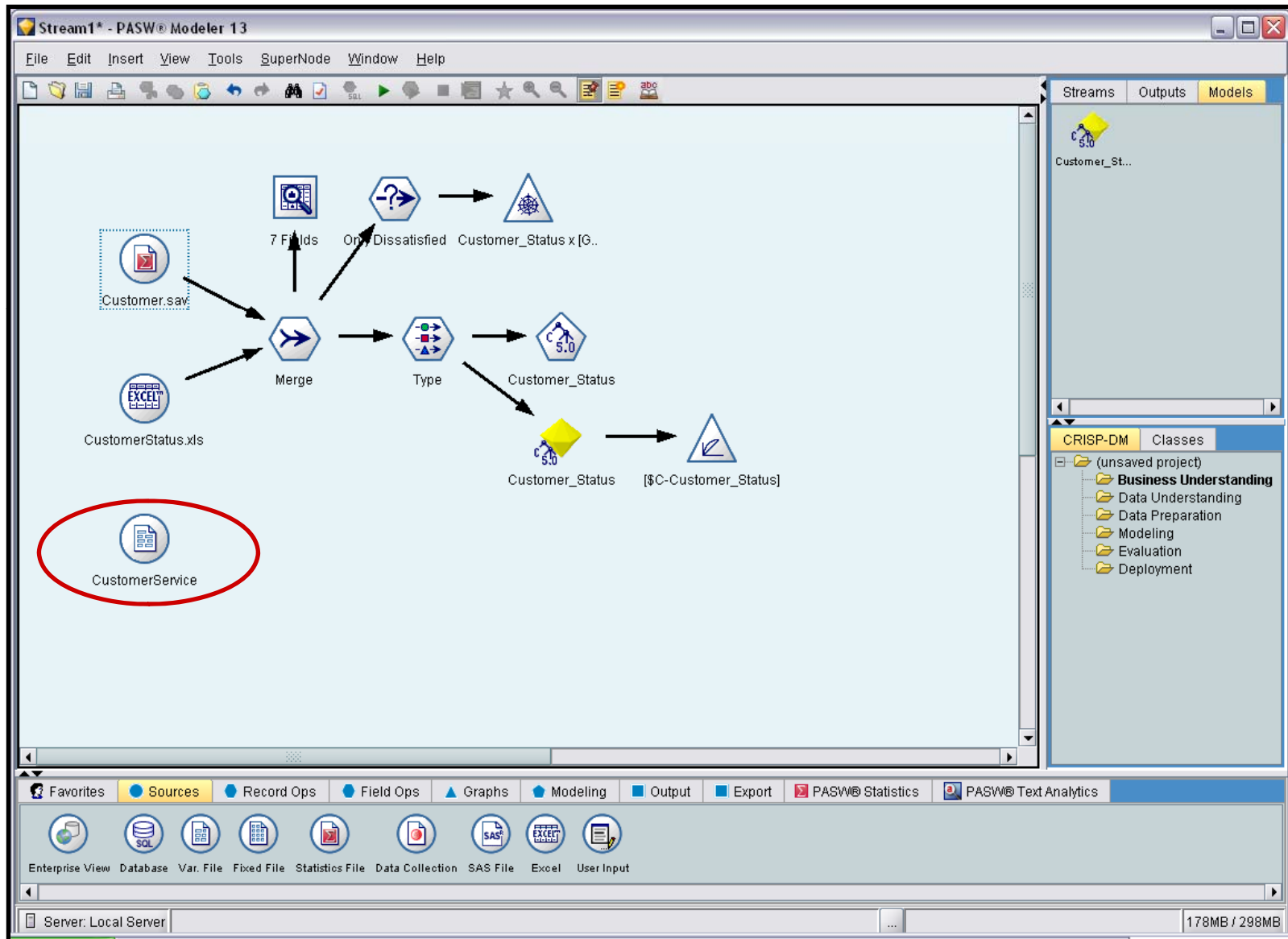


- Data mining workbench with integrated text mining capabilities provides more complete data and a substantial lift in model accuracy
- Sets foundation for future in market research; Collecting data from websites, blogs, and other Web 2.0
- Substantial lift in model accuracy



> Introduce Unstructured Data

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> Data – Customer Response Preview

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Preview from CustomerService Node (2 fields, 25 records) #1

File Edit Generate

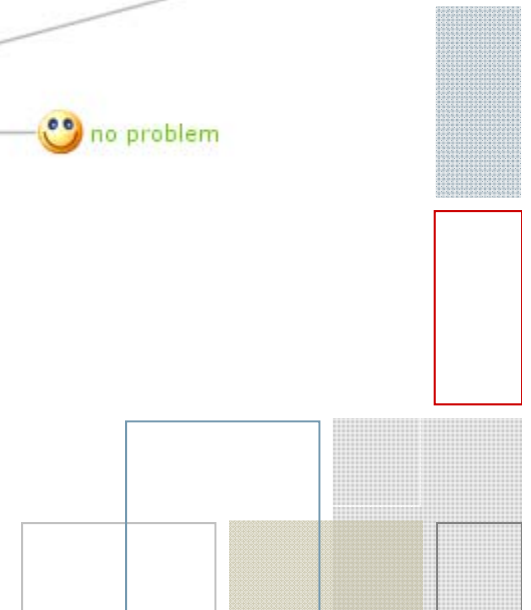
	ID	Customer_Service
1	11.0...	If there was not a desired vehicle available the reps explored all options including competitors to assist in finding an available vehicle. This level of...
2	18.0...	The rental car guy was cute.
3	36.0...	They were idiots. The car had problems and they were unable to fix them or provide a replacement without a lot of hassle.
4	45.0...	It was good, got the car we wanted without much of a wait in picking up and dropping off
5	74.0...	no wait for pick up and drop off was great, help with luggage, face to face directions to hotel, recommended entertainment for area.
6	83.0...	I thought the representative handled the initial situation badly. The company was out of cars, with none coming in that day. Then the representativ...
7	140....	Everyone was very helpful. The car was ready for me on time and I didnt have to wait a long time at the counter.
8	191....	what customer service
9	239....	Budget. did not have the car I wanted. upgraded me to a car I did not like and did not want. it also got 1/2 the mileage as the car I had reserved, fo...
10	247....	delayed shuttle, almost missed flight, bad customer service
11	375....	adequate
12	398....	sorely lacking
13	414....	Person very friendly but only person working counter
14	418....	Avis, Houston, provided good service. It was easy to make on-line reservations, the airport bus took me directly and quickly to the car, gas tank fill...
15	442....	They moved me in and out quickly. The shuttle driver drove like a maniac.
16	473....	We dealt very little with customer service, because we had Hertz preferred customer card, and we only walked to the car assigned for us, and drive ...
17	488....	The car rental company that I went with had very good customer service. They were out of a certain car I reserved and gave me a upgrade and apol...
18	530....	Experience was fine, usually try to get you to upgrade.
19	560....	In Los Angeles check in took quite women time, about 45 minutes to an hour. Several attendants but the line was about 20-25 deep. Check out w...
20	587....	I would like them to be more speedy. Also I would like the rental company to check the car for previous damage while I am standing there.

Table Annotations

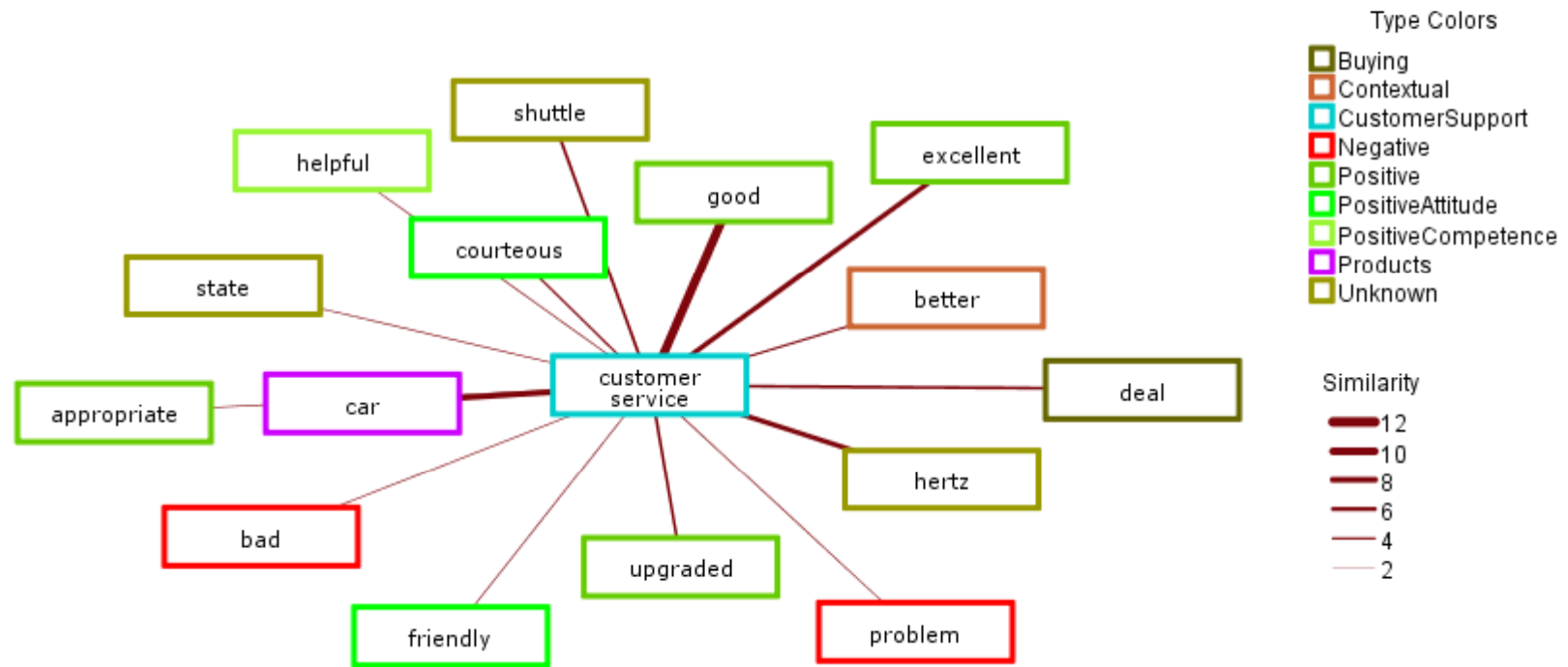
OK



> Visualization of Relationships

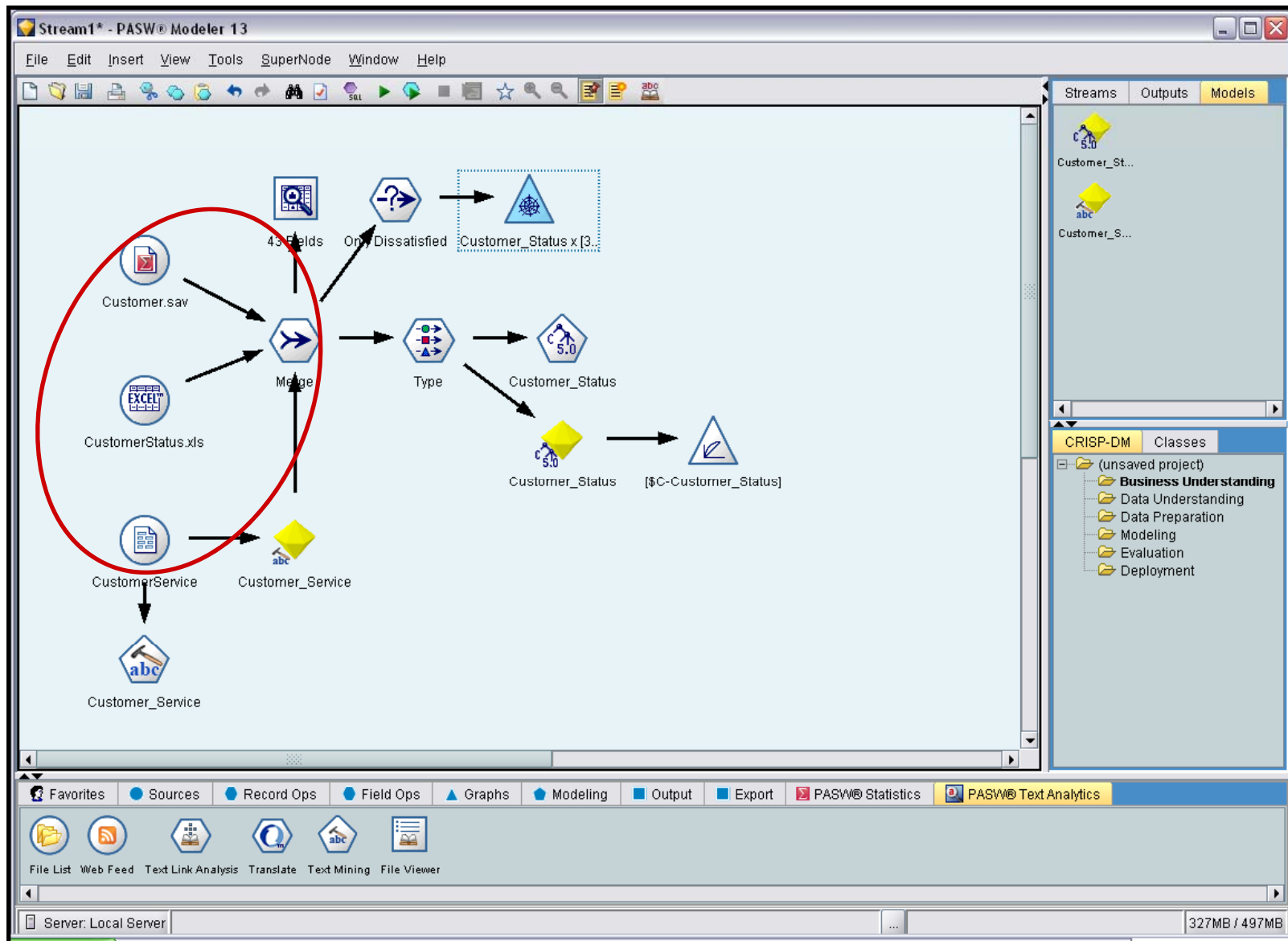


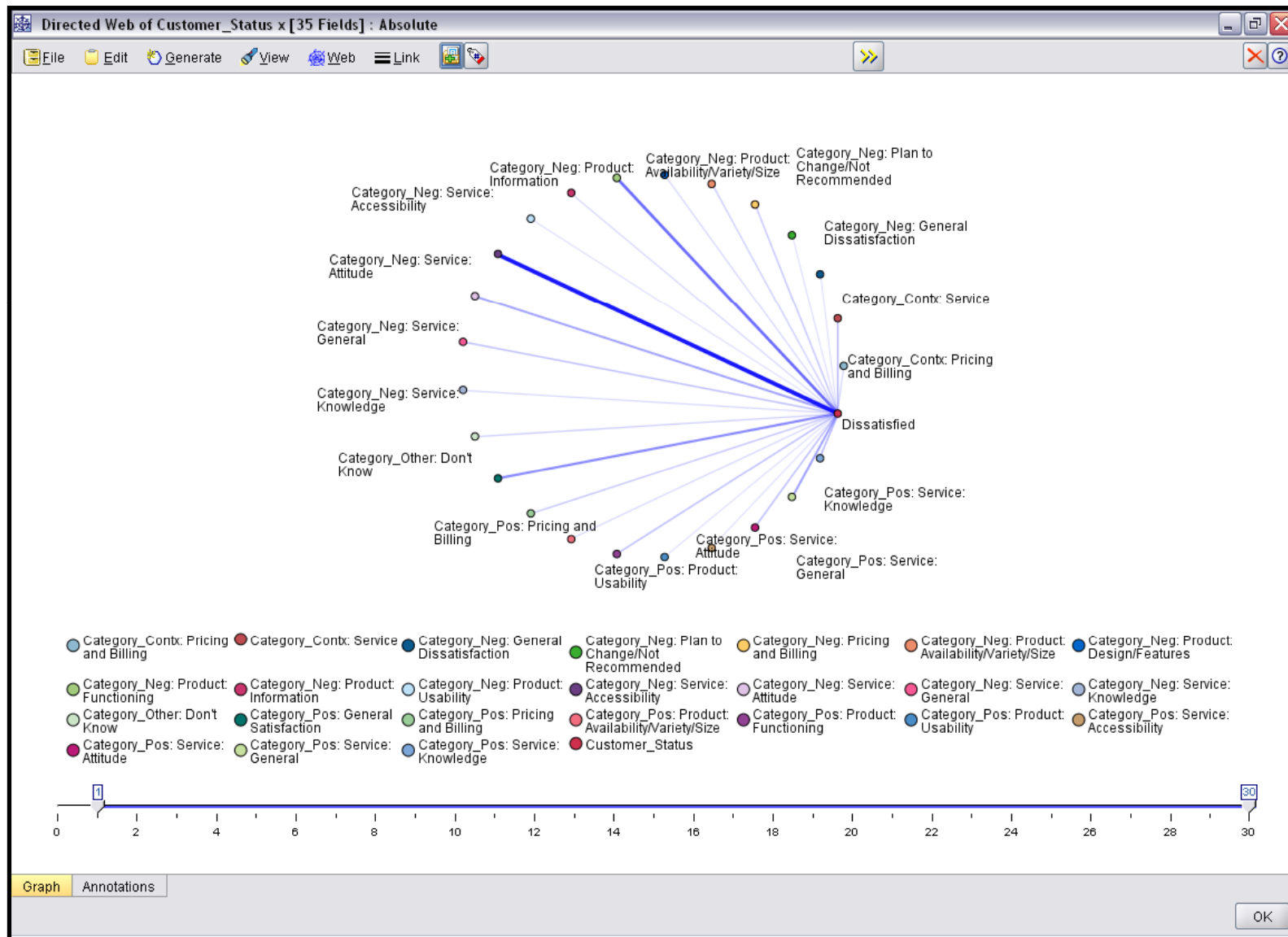
> Visualization of Relationships



> Combine Structured & Unstructured Data

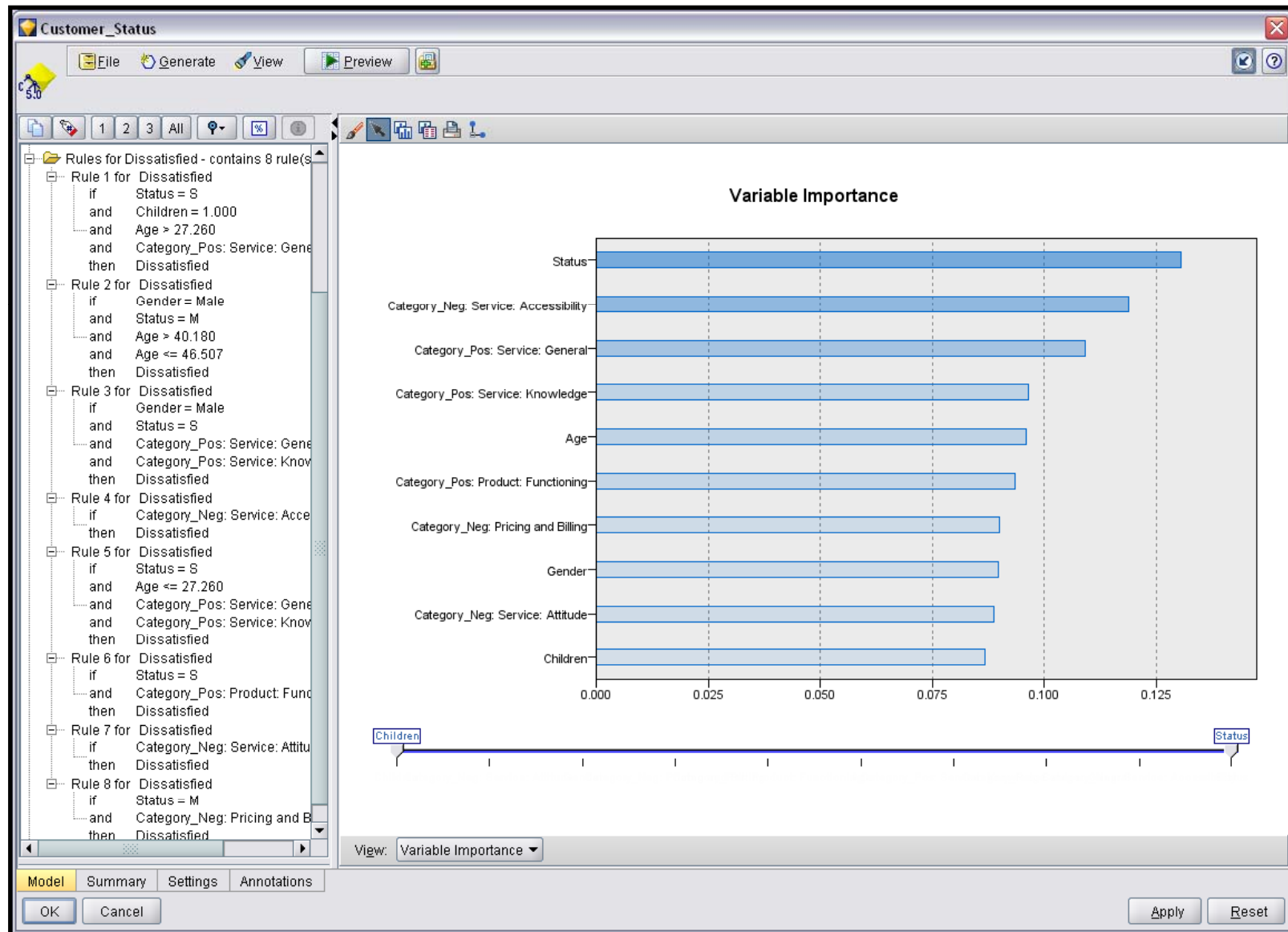
SPSS





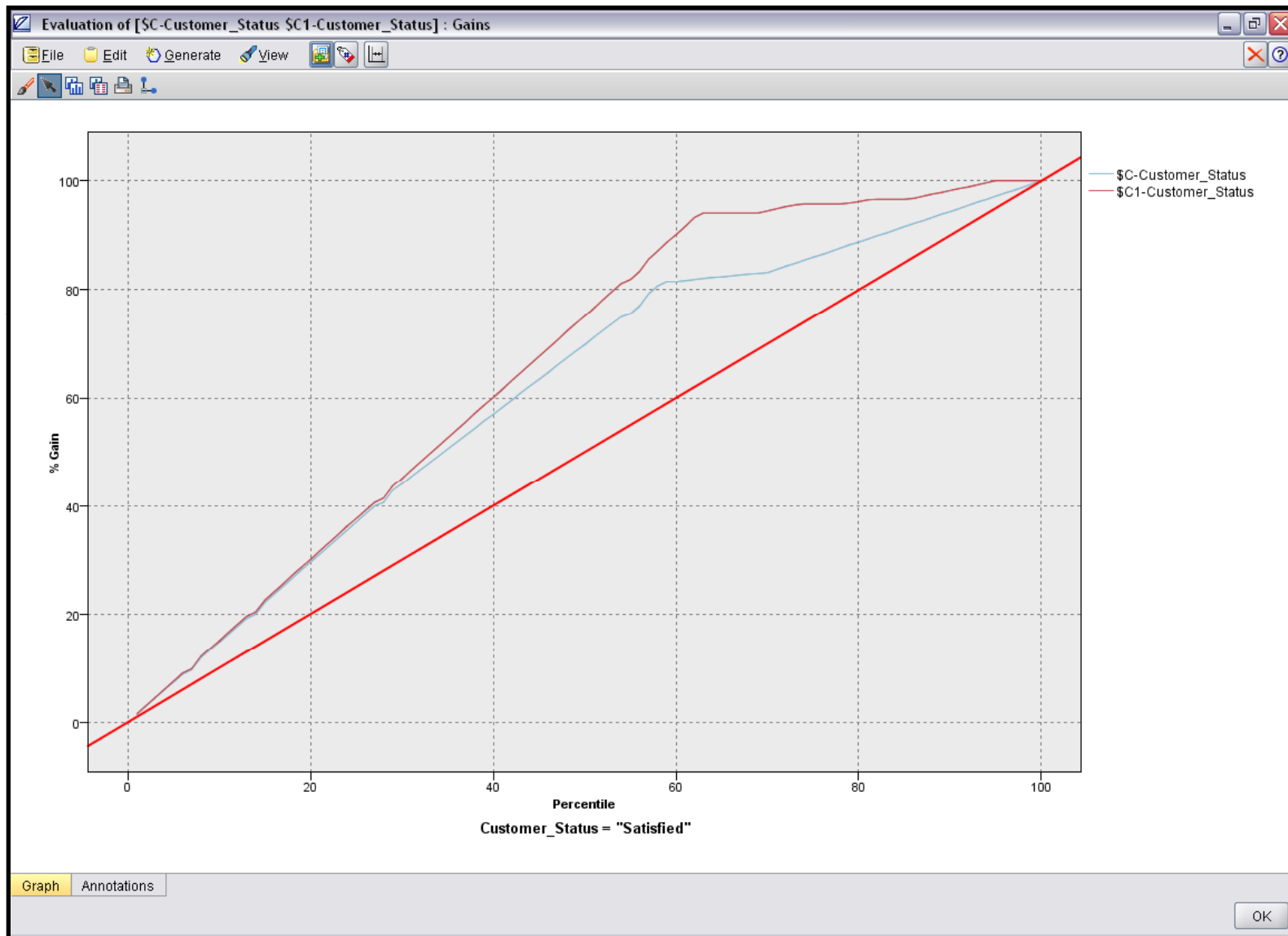
> Data – More Complete Variables

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> Further Lift in Model Accuracy

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> Market Research Trends

Addressing Today's Issues & Tomorrows Requirements

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Today:

- Comprehensive, Automated Workbench for Data Management, Preparation and Reporting

Tomorrow:

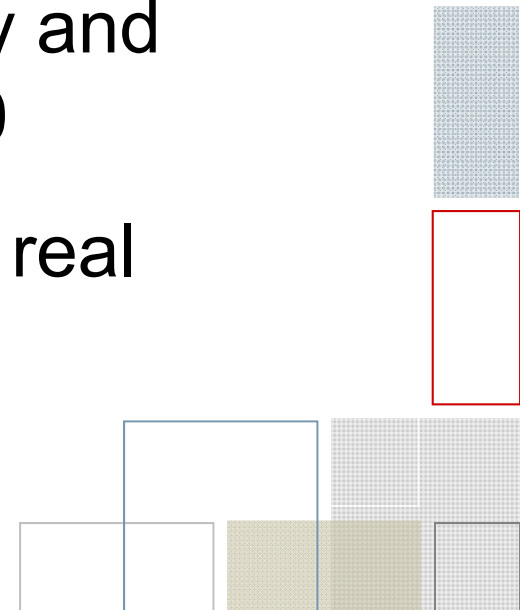
- Leverage Web 2.0 / Unstructured Data; Utilize Predictive Analytics as a differentiator; Drive improved partnership with customers



> Summary

SPSS

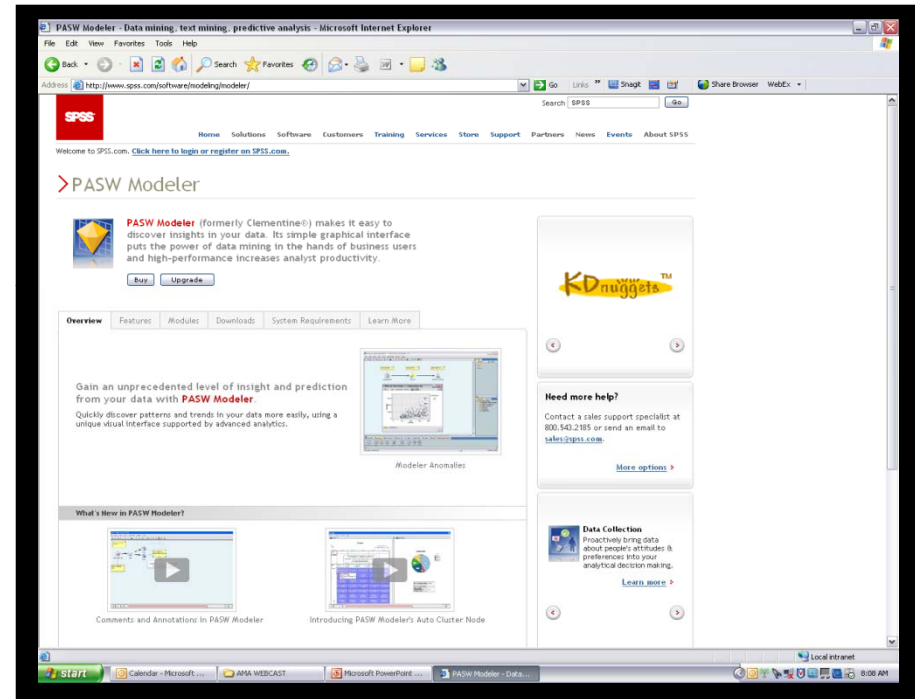
- Complete Data Mining workbench streamlines and automates data management and preparation process; Better quality data, faster with predictive differentiator
- Integration of unstructured data provides more complete view, a lift in model accuracy and means to effectively leverage Web 2.0
- Predictive Analytics/Data Mining adds real value to Market Researchers!



> More Information

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- Data Mining:
PASW Modeler
[http://www.spss.com/
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