

What is new in IBM SPSS Statistics 19?



Frequently asked questions

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

YES

- Can I ask questions during this event?

YES

Agenda

- What is new in IBM SPSS Statistics 19 - Themes
- Demonstration
- Summary
- Q & A

What's new in IBM SPSS Statistics 19? - Themes

- Performance, Scalability and Security

Enhanced performance, new platform availability, usability improvements

- New Markets, new users

Innovation and automation in the analytical process

- Analytic Expertise

New analytical and reporting capabilities

Performance, Scalability and Security

- New Platform: IBM SPSS Statistics Server on Linux for System Z
- Faster results when leightweighting tables
- Improved performance of data transformations (IBM SPSS Statistics Server)
- Improved Modeler and Collaboration and Deployment Services integration
- Support of new version of PMML 4.0

New markets and new users

Automatic Linear Models (ALM) : Build linear models automatically to predict numerical outcomes

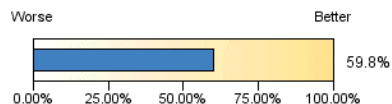
power with automated data preparation

- Improve model stability with bagging
- accuracy with boosting
- Interactive and intuitive output
- New algorithms such as best subsets
- Improved performance when building models on very large datasets (server edition)

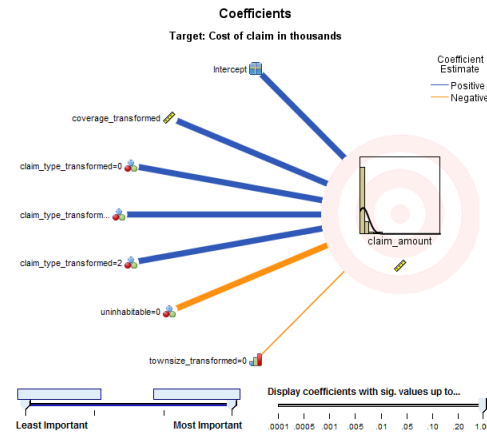
Model Summary

Target	Cost of claim in thousands
Automatic Data Preparation	On
Model Selection Method	Forward Stepwise
Information Criterion	39,889.155

The information criterion is used to compare to models. Models with smaller information criterion values fit better.



Accuracy



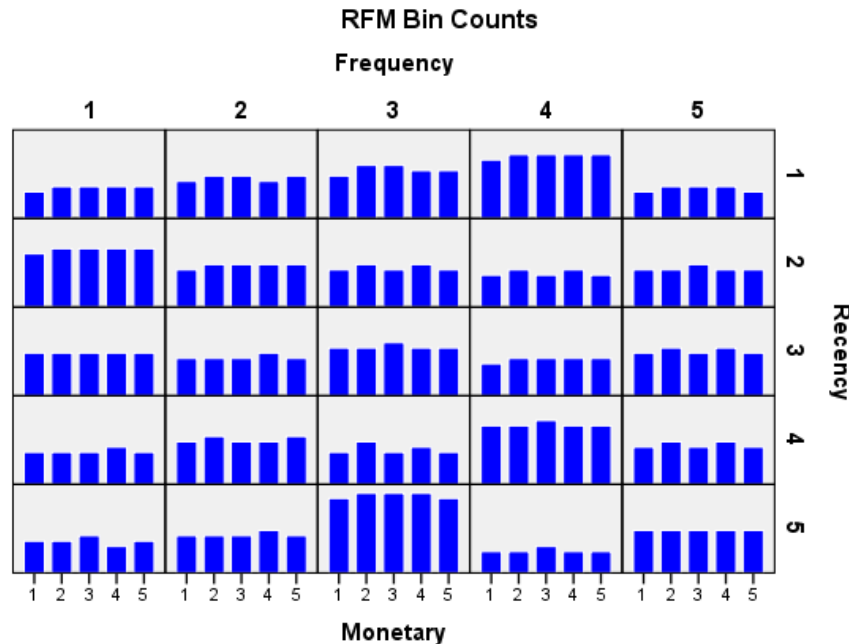
New markets and new users

Improved **default measurement level** algorithm: automatically assign the best measurement level as soon as the datafile is opened

	Name	Type	Width	Decimals	Label	Values	Missing	Columns	Align	Measure	Role
1	SalesforceID	String	18	0		None	None	18	Left	Nominal	Input
2	ContractID	String	9	0		None	None	9	Left	Nominal	Input
3	First	String	15	0		None	None	15	Left	Nominal	Input
4	Last	String	19	0		None	None	19	Left	Nominal	Input
5	DoNotCall	String	3	0	Do Not Call	None	None	3	Left	Nominal	Input
6	Phone	String	20	0		None	None	20	Left	Nominal	Input
7	email	String	64	0		None	None	50	Left	Nominal	Input
8	Department	String	133	0		None	None	50	Left	Nominal	Input
9	title	String	45	0		None	None	45	Left	Nominal	Input
10	Organization	String	71	0		None	None	50	Left	Nominal	Input
11	Country	String	14	0		None	None	14	Left	Nominal	Input
12	Sector	String	27	0		None	None	27	Left	Nominal	Input
13	Vertical	String	44	0		None	None	44	Left	Nominal	Input
14	Address1	String	58	0	Address 1	None	None	50	Left	Nominal	Input
15	City	String	40	0		None	None	40	Left	Nominal	Input
16	Zip	String	10	0		None	None	10	Left	Nominal	Input
17	State	String	21	0		None	None	21	Left	Nominal	Input
18	LicenseMethod	String	2	0		None	None	2	Left	Nominal	Input
19	VersionMain	Numeric	12	0		None	None	12	Right	Scale	Input
20	ServiceContractStatus	String	9	0		None	None	9	Left	Nominal	Input
21	StatisticsBase	Numeric	12	0	Statistics Base	None	None	12	Right	Scale	Input
22	Categories	Numeric	12	0		None	None	12	Right	Nominal	Input
23	ComplexSamples	Numeric	12	0	Complex Samp...	None	None	12	Right	Nominal	Input
24	Forecasting	Numeric	12	0	Forecasting	None	None	12	Right	Nominal	Input
25	MissingValues	Numeric	12	0	Missing Values	None	None	12	Right	Nominal	Input
26	NeuralNetworks	Numeric	12	0	Neural Networks	None	None	12	Right	Nominal	Input
27	EZRFM	Numeric	12	0	EZ RFM	None	None	12	Right	Nominal	Input
28	AdvancedStatistics	Numeric	12	0	Advanced Stati...	None	None	12	Right	Scale	Input
29	Conjoint	Numeric	12	0		None	None	12	Right	Nominal	Input

New markets and new users

“Smart output” in the add-on module IBM SPSS Direct Marketing explaining the statistics behind the results

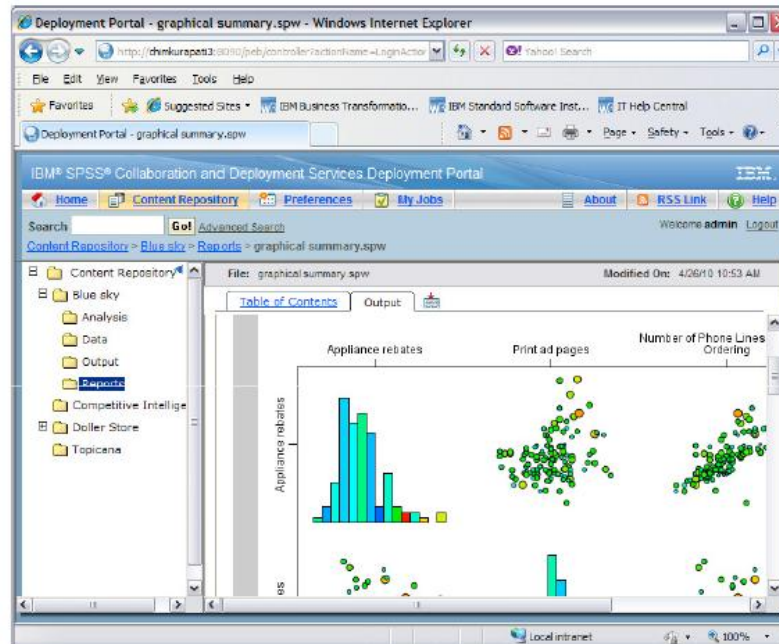


→ The chart of bin counts displays the bin distribution for the selected binning method. Each bar represents the number of customers that will be assigned each combined RFM score. Although you typically want a fairly even distribution, with all (or most) bars of roughly the same height, a certain amount of variance should be expected when using the default binning method that assigns tied values to the same bin. Extreme fluctuations in bin distribution and/or many empty bins may indicate that you should try another binning method (fewer bins and/or random assignment of ties) or reconsider the suitability of RFM analysis.

New markets and new users

Statistics Portal: allows the users (internal and external) to have interactive online access to the analysis

- Various access levels of the users
- It requires IBM SPSS Statistics Server and IBM SPSS Collaboration and Deployment Services
- Users can run analysis procedures without installing IBM SPSS Statistics



New markets and new users

- New Scoring Wizard
- Integration with salesforce.com
- Compatibility with Microsoft Office Excel 2010 datafiles

Analytic Expertise

Generalized Linear Mixed Models (GLMM)

- Extension to linear mixed models:
 - the target is linearly related to the factors and covariates through a specified link function
 - the target can have a non-normal distribution
 - the observations can be correlated
- Easy-to- use dialog boxes
- Canvas to build the data structure
- Interactive visualizations
- Available in the add-on module IBM SPSS Advanced Statistics

Analytic Expertise

Enhanced crosstabulations

- Interactive tables
- Proportions test, which can test which pairs of columns are significantly different

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Stress at Work * Amount of Work * Work Pattern	343	98.0%	7	2.0%	350	100.0%

Stress at Work * Amount of Work * Work Pattern Crosstabulation

Work Pattern Total

Statistics

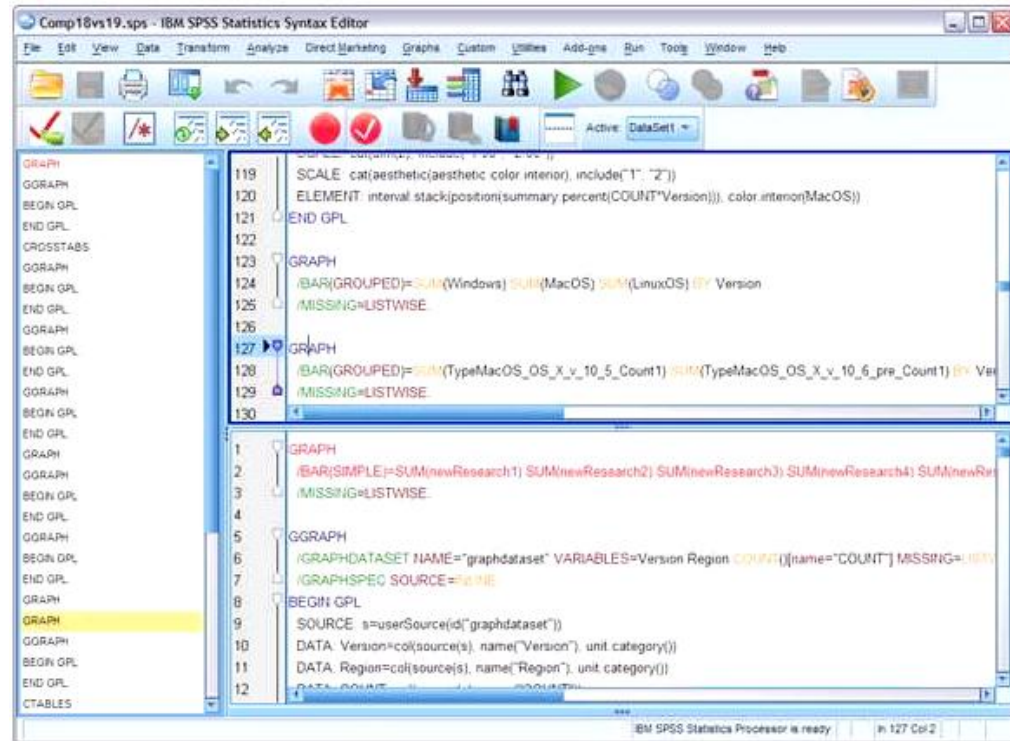
- Job share
- Part-time
- Full-time
- Shift work
- Total

		Amount of Work				Total
		I have too much work to do	I have about the right amount of work to do	I could do more work without too much effort	Don't know/No opinion	
Stress at Work	Low	5	21	10	0	36
	Average	32	66	16	2	116
	High	139	43	8	1	191
Total		176	130	34	3	343

Analytic Expertise

Improved Syntax Editor

- Split the Editor Screen
- Indentation tools
- Navigation to errors
- Commenting
- New Paste option



Analytic Expertise

- Suppress the contents in cells with low counts to help protect sensitive information in Crosstabs, OLAP Cubes and Custom Tables.
- The add-on module IBM SPSS Exact Tests is now running on Linux and Mac operating systems.

Demonstration

Where are the new capabilities available?

Performance, Scalability and Security		
	IBM SPSS Statistics Base Client	IBM SPSS Statistics Base Server
Linux for System Z		✓
Lightweight tables	✓	✓
Compiled data transformations		✓
Modeler and Collaboration and Deployment integration		✓
PMML 4.0	✓	✓

Where are the new capabilities available?

New markets and new users			
	IBM SPSS Statistics Base Client	IBM SPSS Statistics Base Server	IBM SPSS Direct Marketing
Automatic Linear Models (ALM)	✓	✓	
Automatic default measurement level	✓	✓	
“Smart Output”			✓
Statistics Portal (it requires Collaboration and Deployment)		✓	
Scoring Wizard	✓	✓	✓
Integration with salesforce.com	✓	✓	
Microsoft Office Excel 2010	✓	✓	

Where are the new capabilities available?

Analytic Expertise			
	IBM SPSS Statistics Base Client	IBM SPSS Statistics Base Server	IBM SPSS Advanced Statistics
Generalized Linear Mixed Models (GLMM)			✓
Enhanced Crosstabulations	✓	✓	
Improved Syntax Editor	✓	✓	

Q & A

Questions

➤ Contact sales:

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➤ For more details visit the website:

<http://www-01.ibm.com/software/analytics/spss/products/statistics/>