

IBM Performance 2011

Smarter Decisions. Better Results.



What's new in IBM SPSS Statistics 20

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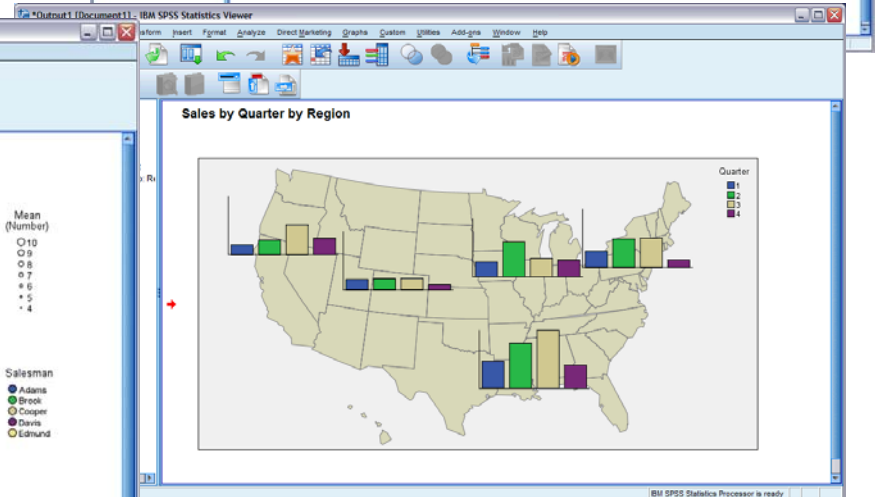
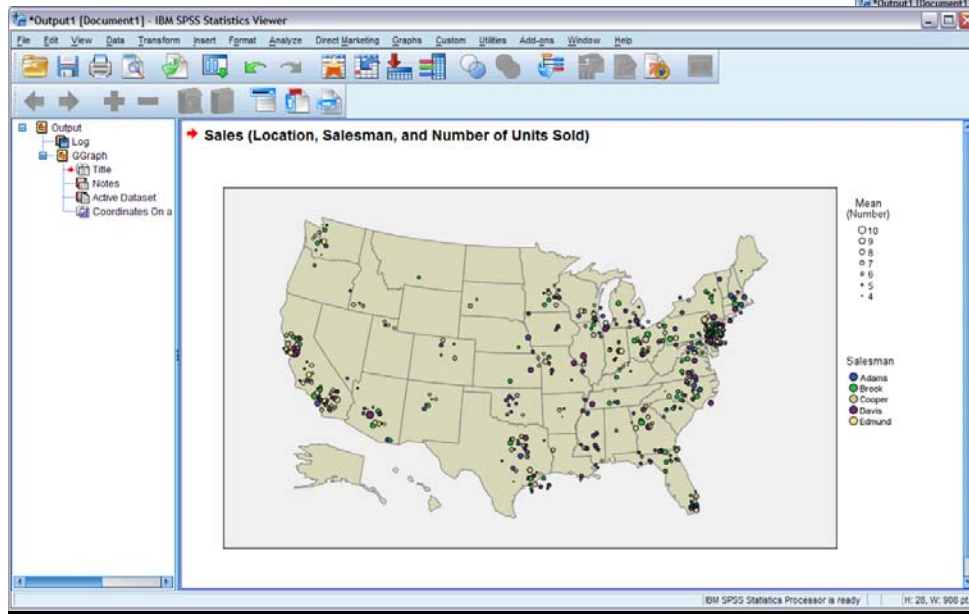
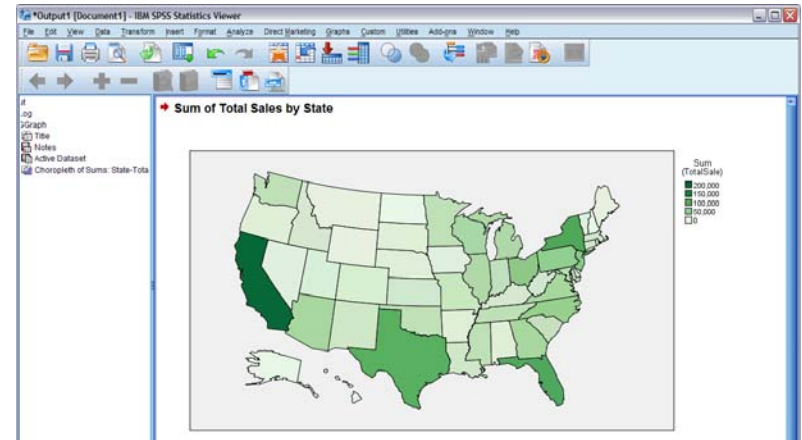


Themes of IBM SPSS Statistics 20

- Mapping Visualization
 - Adding geographic dimensions to analysis and reporting capabilities to gain better insight into data
- Improved Analytics
 - Improvements to existing analytics, gives users more options to improve the accuracy of their analysis
- Increased Productivity and Architecture
 - Faster output and flexible technology allow users to increase production and not be restricted by software limitations

Mapping Visualization

Plot analysis results on geographic maps (IBM SPSS Statistics Base)



Improved Analytics

Generalized linear mixed models for ordinal targets (IBM SPSS Advanced Statistics)

Combination of *Generalized Linear (GENLIN)* and *Linear Mixed (MIXED)* models

- Simplified user interface (For subjects repeated measures, effects)
- Role use (for targets and fixed effects)
- New kinds of visualizations in output

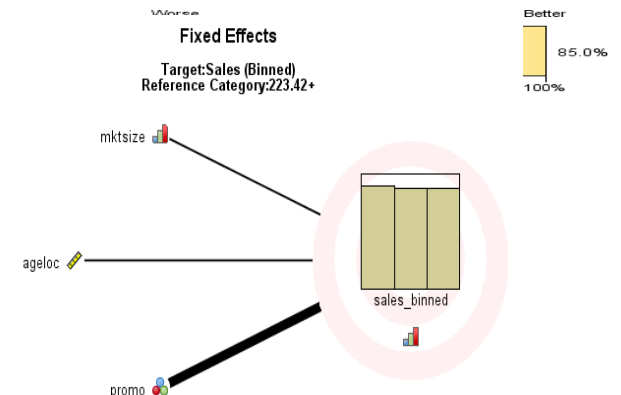
Classification
Target:Sales (Binned)
Overall Percent Correct =85.0%

Observed	Predicted			Row Percent
	<= 185.52	185.53 - 223.41	223.42+	
<= 185.52	86.7%	13.3%	0.0%	
185.53 - 223.41	18.2%	75.0%	6.8%	
223.42+				

Model Summary
Target: Sales (Binned)

Target	Sales (Binned)	
Probability Distribution	Multinomial	
Link Function	Cumulative logit	
Information Criterion	Akaike Corrected	1,808.135
	Bayesian	1,810.939

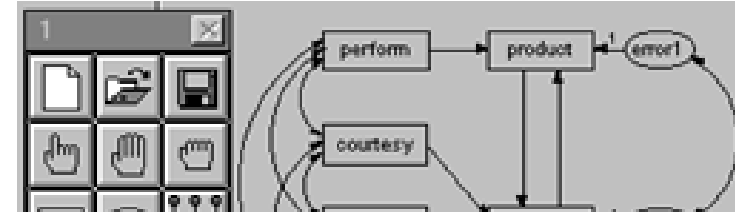
Information criteria are based on the -2 log pseudo likelihood (1,806.102) and are used to compare models. Models with smaller information criterion values fit better. When comparing models using pseudo likelihood values, caution should be used because different data transformations may be used across the models.



Improved Analytics

Non-graphical method of model specification in IBM SPSS Amos

- Improves accessibility
- Useful for large, complicated models
- Helpful if you need to generate a lot of similar models that differ only in some details.



```

C:\Program Files\IBM\SPSS\Amos\20\Plugins\Ex37a-plugin.vb
File Edit Format Help
[Icons]
[Header]
Public Class CustomCode
  Implements AmosGraphics.IPlugin

  Public Function Name() As String Implements AmosGraphics.IPlugin.Name
    Return "Example 37a"
  End Function

  Public Function Description() As String Implements AmosGraphics.IPlugin.Description
    Return "Example 37 from the Amos User's Guide"
  End Function

  Public Function Mainsub() As Integer Implements AmosGraphics.IPlugin.Mainsub
    pd.UndoToHere

    pd.SetDataFile(1, MiscAmosTypes.cDatabaseFormat.mmSPSS, _
      "C:\Program Files\IBM\SPSS\Amos\20\Examples\English\gmt_fem.sav", "", "", "")

    pd.GetCheckBox("AnalysisPropertiesForm", "StandardizedCheck").Checked = True

    pd.Observed("visperc")
    pd.Observed("cubes")
    pd.Observed("lozenges")
    pd.Observed("paragrap")
    pd.Observed("sentence")
    pd.Observed("wordmean")

    pd.Unobserved("err_v")
    pd.Unobserved("err_c")
  End Function
End Class
  
```

Description	Line

Compile errors

Compile Close

Improved Analytics

SPSS Text Analytics for Surveys 4.0.1:
Categorize open text to produce additional categories (new variables)

Support for hierarchical categories

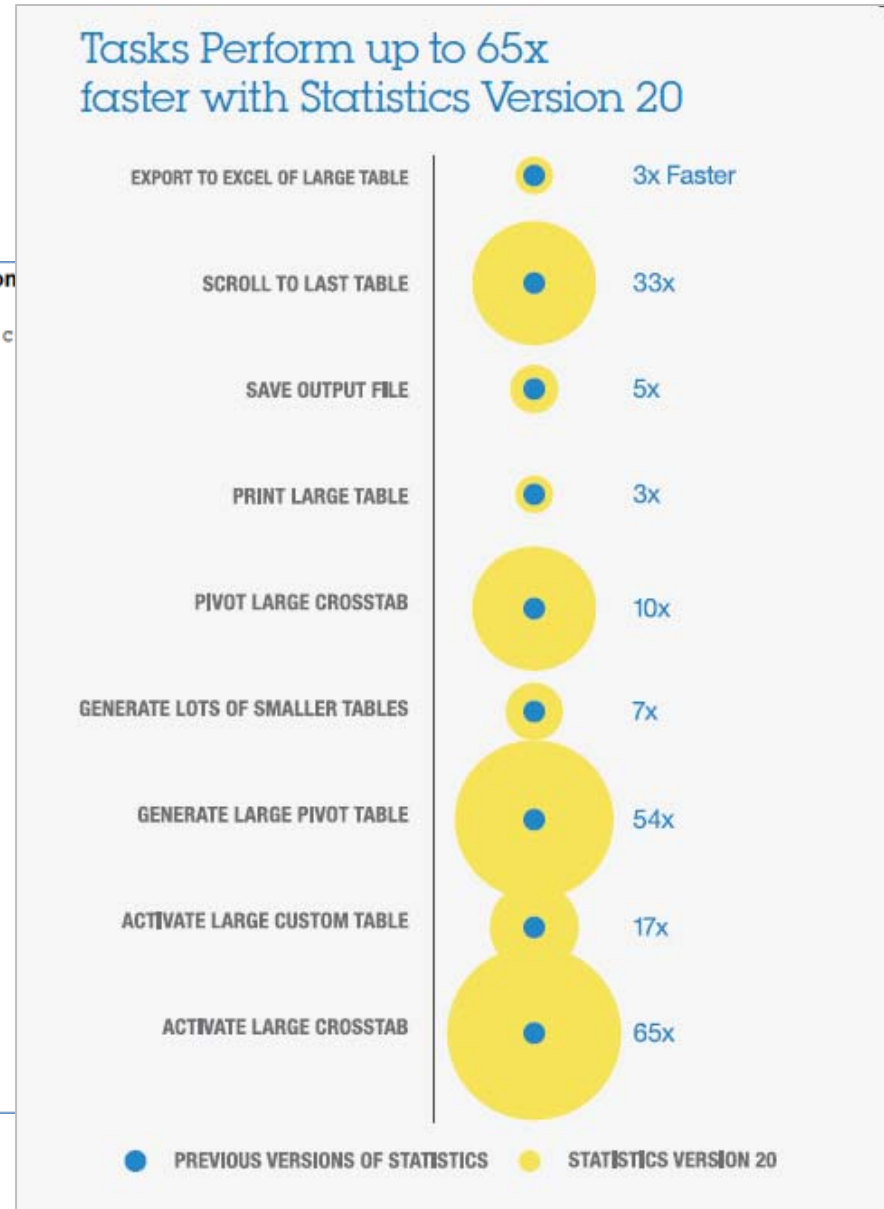


Category	#Descrip...	#Respon...
All Records	-	405
Uncategorized	-	140
No concepts extracted	-	4
Comfort	19	201
Ease of Use	5	58
Portability	4	51
Size	7	101
Weight	3	26
Technical Features	17	97
Battery	3	23
Sound Quality	3	37
Storage Capacity	11	46
amount of memory		1
amount of music files		1
amount of tunes		1
capacity		12
disk space		2
hard drive		2
memory		3
memory card		3
storage		9
storage capacity		8
store		6

Increase Productivity

Faster tables output (All Statistics Modules)

- Tables are instant, interactive and fully editable
- No longer have to wait while the output table renders
- How much faster?
Up to 7x faster than existing tabular generation

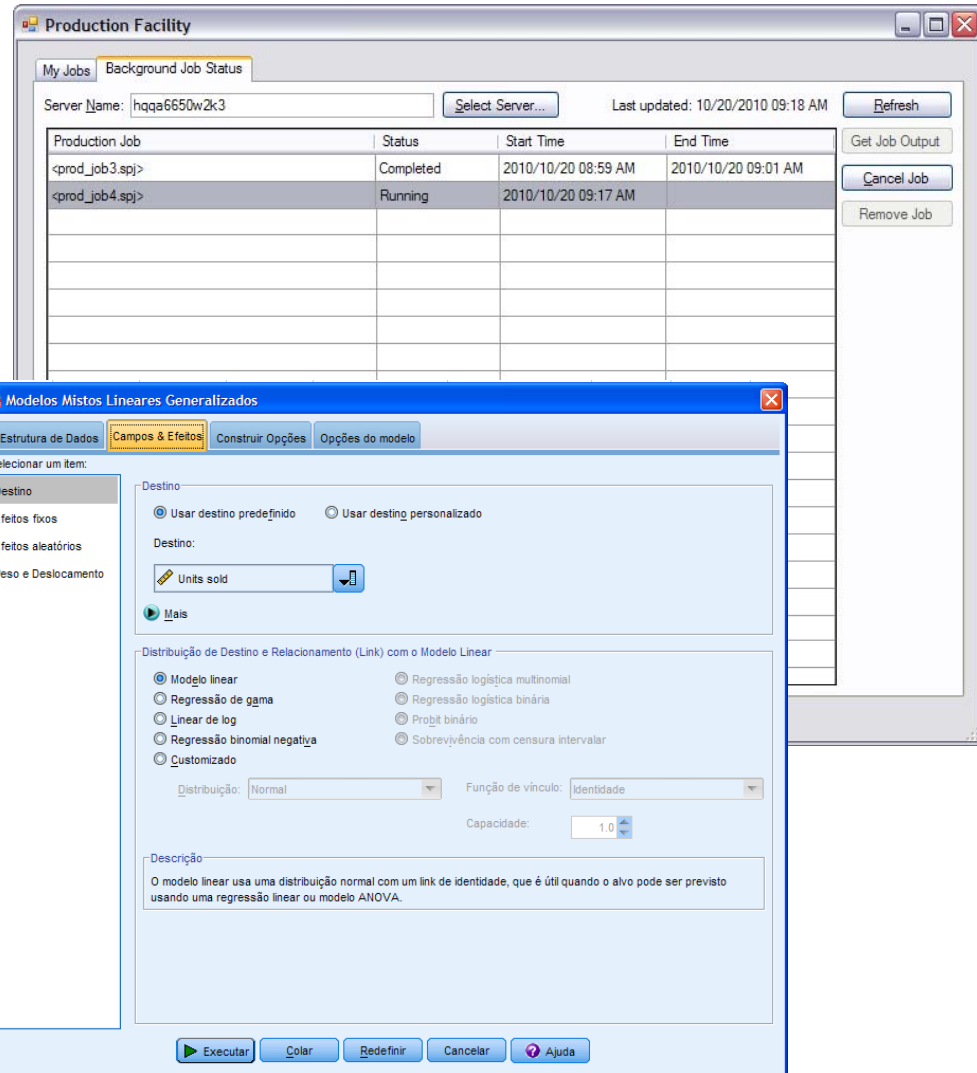


Increased Productivity

Running server jobs
disconnected
(IBM SPSS Statistics Server)

Improved file saving and
sorting
(Client and Server)

Brazilian Portuguese user
interface



Questions