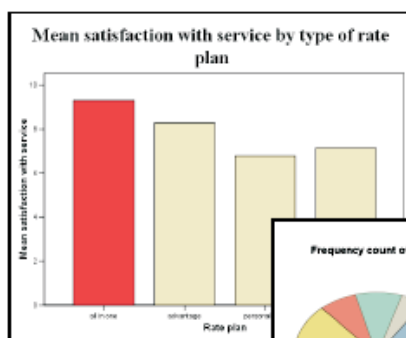
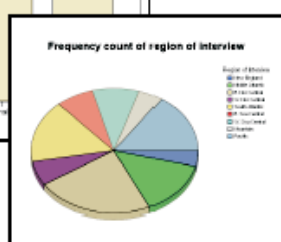


➤ Make better decisions with high-value data preparation and analytical reporting



These screenshots, created in the presentation graphics system, show several chart features that help you produce more professional-looking graphs. For example, you can change the color of individual bars within a series in a bar chart (shown left), create 3-D effects (shown in the pie chart, center) or set binning by color in scatterplots (shown bottom right).



Powerful analytical techniques in SPSS for Windows help you make more informed decisions that can positively impact your organization's bottom line

Solve business and research problems using SPSS for Windows, a statistical and data management package for analysts and researchers. Unlike other data analysis packages, SPSS is easier to use, has a correspondingly lower total cost of ownership and comprehensively addresses the entire analytical process. SPSS Base is an integral part of this process, providing functionality for data access, data management and preparation, data analysis and reporting. It allows you to work confidently with add-on modules and other products in the SPSS family, which provide capabilities for planning, data collection and deployment, and additional functionality for data management and preparation, data analysis, and reporting. The following sections describe SPSS Base highlights, and list the statistics, procedures and features that make SPSS Base the leading desktop statistical software. Other products in the SPSS family are summarized on the next page.

Access and analyze massive datasets quickly

SPSS for Windows makes it easy for you to quickly access, manage and analyze any kind of massive dataset, including corporate databases or data downloaded from the Web. Make your analysis as fast as possible - let your server do the heavy computation work. Just combine SPSS for Windows with the optional SPSS Server.

Prepare your data for analysis quickly and easily

Before you can analyze your data, you need to prepare it for analysis. Numerous techniques and features built into SPSS Base provide for easy data preparation. Unlike other statistical software, there's no need to purchase additional products to help you complete this important pre-analysis step. And if you use SPSS Data Entry™ software for data collection, you can bypass this step and go straight to analysis, because data collected in SPSS Data Entry are already prepared for analysis.

With SPSS Base, you can easily set up data dictionary information (for example, value labels and variable types) and prepare your data for analysis more quickly using the Define Variable Properties tool. SPSS presents a list of values and counts of those values so you can add the information. Once the data dictionary is set up, you can apply it using the Copy Data Properties tool. The data dictionary acts as a template, so you can apply it to other data files and to other variables within the same file.

You can also restructure your data files to prepare them for analysis. For example, take a data file that has multiple cases per subject and restructure the data to put all data for each subject into a single record. SPSS provides you with the flexibility to complete the reverse action - you can take a data file that has a single case per subject and spread the data across multiple cases.

Analyze data with comprehensive techniques

Go beyond summary statistics and row-and-column math. SPSS gives you a wide range of statistical procedures for basic analysis, including aggregate, counts, crosstabs, cluster, descriptives, factor analysis, regression, and cluster analysis. Once you complete your analysis, you can write data back to your database with ease - longer variable names are allowed since SPSS 12.0, so you can maintain variable names from your databases or spreadsheets. For even more analytical power, use SPSS Base with a variety of add-on modules, such as SPSS Regression Models™ and SPSS Advanced Models™, that focus on data analysis (details on the next page).

See results more clearly with presentation graphics

Produce more professional-looking graphs in SPSS using presentation graphics system. The graphics system contains all of the chart types and provides you with features that make it easier to create the graph you want and produce more readable graph

Win new business

TwoStep Cluster analysis automatically identifies segments in large databases so you can more effectively identify new product and service opportunities.

Increase customer loyalty

Refine your message to customers by using discriminant analysis to compare known customer groups (for example, won versus lost deals).

Increase cross-selling

Identify the "major issues" underlying a set of product/service attribute ratings using factor analysis.

Detect fraud

Predict the extent of fraud using demographic data and linear regression.

output. The presentation graphics system also provides you with more control at both creation and edit time, which eases your workload in a production setting. You can create a chart or graph once, and then use your specifications to create hundreds more just like it.

Present your best results with report OLAP

OLAP technology transforms the way you create and share information. Report OLAP in SPSS provides you with a fast, flexible way to create, distribute and manipulate information for ad hoc decision making. Create tables, graphs and report cubes that feature unique, award-

winning pivoting technology and empowers you to discover new insights into your data. Swap rows, columns and layers of report cubes - or quickly change information and statistics in graphs - for new levels of understanding. You can even convert a table to a graph with just a few mouseclicks.

System requirements

- Microsoft Windows 98, Me, Nt® 4.0, 2000, or XP
- Pentium®-class processor
- 200MB hard drive space
- 128MB RAM minimum
- SVGA monitor

SPSS Server product

SPSS Server

SPSS Server empowers SPSS users in your organization to work with large data files for better decision making. The client/server version combines SPSS for Windows with SPSS Server and a wide range of add-on modules to deliver enterprise-strength scalability and enhanced performance.

SPSS Family

Not only is SPSS powerful, but it is also a flexible system that adapts to your evolving needs. Add more analytical power, as you need it, with optional modules from the SPSS family. Choose a system to fit your needs now and have room to grow as your needs change.

SPSS Regression Models™

Predict behavior or events when your data go beyond the assumptions of linear regression techniques. Perform multinomial or binary logistic regression and nonlinear regression, weighted least squares, two-stage least squares, and probit analysis.

SPSS Advanced Models™

SPSS Advanced Models' powerful multivariate techniques include: Mixed Level Models, General Linear Modeling (GLM), Variance Component Estimation, MANOVA, Kaplan-Meier estimation, Cox Regression, Hiloglinear, Loglinear, Survival Analysis, and Polytomous Universal Models (PLUM; for ordinal outcomes).

SPSS Tables™

Use the recently enhanced SPSS Tables to present survey, customer satisfaction, polling results and compliance reporting in a tabular format. Features, such as a table builder preview, included inferential statistics and improved data management capabilities, make it easy to clearly communicate your results with clients, decision makers and other report readers.

SPSS Exact Tests™

SPSS Exact Tests always provide you with correct p-values, regardless of your data structure, even if you have a small number of cases, have subset your data into fine breakdowns or have variables where 80 percent or more of the responses are in one category.

SPSS Categories™

SPSS Categories performs optimal scaling, including correspondence analysis and the CATPCA procedure (Principal Components Analysis via alternating least squares). To find hidden structure in your data, it offers PROXSCAL, a multi-dimensional scaling procedure.

SPSS Trends™

Improve forecasting with complete time-series analyses: multiple curve-fitting and smoothing models and methods for estimating autoregressive functions.

SPSS Conjoint™

SPSS Conjoint helps market researchers develop successful products. By performing conjoint analysis, you learn what product attributes are important in the consumer's mind, what the most preferred attribute levels are, and can perform pricing studies and brand equity studies.

SPSS Missing Value Analysis™

If values are missing from your data, this procedure may find some relationship between the missing values and other variables. In addition, the missing values procedure can estimate what the value would be if data weren't missing. It can estimate the mean, covariance matrix, and correlation matrix through regression or the expectation maximization (EM) algorithm.

SPSS Maps™

Add powerful mapping analysis procedures that are integrated seamlessly with SPSS. Create high-quality maps and perform demographic analysis directly from SPSS data.

SPSS Complex Samples™

Incorporate complex sample designs into data analysis for more accurate analysis of complex sample data. SPSS Complex Samples, with specialized planning tools and statistics, reduces the risk of reaching incorrect or misleading inferences for stratified, clustered or multistage sampling.

SPSS Data Entry products

SPSS Inc. offers a variety of data collection tools, which provide the fastest, most flexible route to data analysis. Whether you plan to collect data from paper-based forms, telephone/personal interviews or the Web, SPSS Data Entry software creates your database as you design your survey instrument. As with the optional analytical modules, all SPSS Data Entry Products are fully integrated with SPSS Base.

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