



Training Services

More than 20 years of successful training programmes delivering business value

SPSS Analytics Partner is part of Version 1

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1. Overview of Training

With more than 20 years of highly successful training programmes, SPSS Analytics Partner Training Services offers you a wide range of options for learning how to optimise your use of IBM SPSS Software and achieve better results.

Our training approach

- ▲ Our training is delivered by experienced analysts who will provide you with insider knowledge on all aspects of SPSS, with topics ranging from statistical analysis and survey research to data mining and predictive analytics.
- ▲ Our delivery approach is based on practical learning cases that will enable you to practice what you learn throughout our courses
- ▲ All levels of expertise are catered for in our Tailored Training sessions designed specifically for you.
- ▲ Choose the method of delivery that best fits your needs:
 - Public courses taught at our training facilities in Ireland and the UK.
 - Private training customised to meet your organisation's requirements.
 - On-site training at your location.
 - One-to-one, in-person training.
 - Fast track to the expertise you need with 'Tailored Training' Services

2. Training Options

At SPSS Analytics Partner, we believe that it is our responsibility to provide our customers with the ability to make better decisions using IBM SPSS Software. To accommodate your potential requirements, we have devised a variety of training options for you. We look forward to demonstrating how to use IBM SPSS Software to your advantage.

Public Training

We offer a range of training courses on topics from statistical analysis and survey research to data mining and predictive analytics. Our public courses run in our facilities in the UK and Ireland. We schedule public courses to suit attendees' availability, please [contact us](#) if you want information on upcoming courses or have a preferred start date. We can also organize any of our public courses at your location, contact us for more information. [More information on page 4](#).

Tailored Training

If you cannot find a training course that matches your exact needs, we can customise our courses to fit your requirements. We can also create entirely new courses specifically for you and your organisation. This enables you to optimise your time ensuring maximum productivity and complete knowledge transfer. Our trainers can even come to you, for even greater convenience. [More information on page 14](#).

Mentoring Services

For experienced users, we provide coaching sessions to review and enhance your existing work. With years of industry experience and advanced technical skills, we partner with organisations to achieve their data analysis objectives. At SPSS Analytics Partner, our mission is to advance and modernise your analytics applications and optimise existing business processes. We help organisations maximise return on investment and minimise costs and effort. [More information on page 16](#).

3. Public Courses

SPSS Analytics Partner offer a range of training courses on topics from statistical analysis and survey research to data mining and predictive analytics. Our public courses are classroom based with a maximum of 6 attendees.

Public courses run in our facilities in the UK and Ireland and we schedule them to suit attendees' availability. Please [contact us](#) if you want information on upcoming courses or have a preferred start date.

We can also organize any of our public courses at your location, [contact us](#) for more information.

Our most popular courses

- Statistical Analysis with IBM SPSS Statistics (Introduction to IBM SPSS & Statistics).
- Applied Basic & Intermediate Statistics with IBM SPSS Statistics
- Advanced Statistical Analysis with IBM SPSS Statistics
- Introduction to Predictive analytics with IBM SPSS Modeler (Data Mining)
- Introduction to Automation (SPSS Syntax)

Detailed course descriptions in the following pages.

Statistical Analysis with IBM SPSS Statistics

Duration: 3 days

Introduction

This course introduces you to the power and functionality of IBM SPSS Statistics as a data analysis tool and covers standard exploratory statistical analysis of data. The course will cover:

- Accessing data entry and import from other media, such as Excel
- Manipulating data to create new data fields
- Presenting data. Tabular and graphical output for analysis and reporting
- Exploratory data analysis
- Assessing whether significant differences exist between groups
- Assessing whether significant associations/correlations exist between data fields
- Basic trend analysis

On completing this course, you should be confident in leveraging the power of IBM SPSS Statistics. You will be able to access data and create bespoke, high quality reports and output for monitoring data and enabling decision support. This includes the ability to draw conclusions from the data based on powerful statistical analysis.

Target Audience

This course is designed for those wishing to learn how to enter, modify, analyse and present data using IBM SPSS Statistics.

Prerequisites

Attendees are requested to be computer literate. Experience of working in the Windows environment and an understanding of the key Windows features is assumed.

“Course was excellently presented with a clear overview of research and statistics principles and the IBP SPSS Statistics software package. I found it challenging but very informative and a useful introduction to IBM SPSS Statistics”

- Mr. Paul Sheehan,
Cork Simon Community

Course Content

Day 1: Introduction to the Course.

- Introduction to Statistical Analysis & Introduction to IBM SPSS Statistics.
- Entering and Editing Data
- Reading Data & Manipulating Data Sources
- Summarizing Individual Variables

Day 2: Variable Relationships, Visualizations & EDA.

- Recode & Compute
- Describing Multiple Variable Relationships
- Select Cases & Charts
- Exploratory Data Analysis: Scale Data

Day 3: Probabilities, T-Tests, Correlations, Regression.

- Probability and Inferential Statistics
- Comparing Categorical Variables
- T-Tests & Bivariate Plots and Correlations
- Introduction to Regression

Applied Basic & Intermediate Statistics

Duration: 2 days

Introduction

This course will introduce you to the statistical analysis and reporting that is appropriate to addressing research objectives. It will cover how to determine statistically significant relationships in data and how to draw evidence-based conclusions based on data analysis. The course covers:

- Analysis of relationships in data
- Statistical reports and graphs
- Drawing conclusions based on statistical analysis

On completion you will be equipped with the tools to test hypotheses about your data and draw conclusions with confidence arising from a thorough understanding of statistical analysis.

Target Audience

Anyone with an understanding of basic statistical concepts, who may need to use inferential statistics in their work environment.

Additionally, the course is an appropriate refresher for those whose main statistical experience was gained many years ago.

Prerequisites

Attendees are requested to have a basic familiarity with IBM SPSS Statistics Base e.g. data/ file handling and command building.

“The course was very informative, and I could see throughout the course where I could apply the techniques within my own work”

- Jennifer Dunne,
An Garda Siochana

Course Content

Day 1: Introduction to the Course, Categories & Groups, EDA.

- Introduction: Statistical Terms
- Influence of Sample Size
- Data Checking
- Describing Categorical Data
- Comparing Groups: Chi-Square
- Exploratory Data Analysis: Scale Data

Day 2: T-Tests, ANOVA, Correlation, Regression.

- Mean Differences 1: T-Tests
- Mean Differences 2: 1 Factor ANOVA
- Mean Differences 3: 2 Factor ANOVA
- Bivariate Plots and Correlations
- Introduction to Regression

Advanced Statistics with IBM SPSS Statistics

Duration: 2 days

Introduction

You will be introduced to a range of advanced statistical modelling techniques during this course. It covers all the major statistical models including how and when they are used. This will enable you to make an informed choice as to the best mode of analysis for your particular research question. The course covers:

- A broad range of statistical models
- What questions are best addressed by certain statistical techniques
- Data considerations for choice of optimal techniques
- Evidence based modelling and reporting

On completing this course, you will be in a position to determine how best to address a research question. This will be based on the type of data involved and choosing the optimal technique from a range of possibilities. You will also be versed in how to apply this understanding to data using the range of statistical techniques available in IBM SPSS.

Target Audience

Anyone who has worked with IBM SPSS Statistics and wants to become better versed in the more advanced statistical capabilities of IBM SPSS Statistics.

Anyone who has a solid understanding of statistics and wants to expand their knowledge of appropriate statistical procedures, and how to set them up, using IBM SPSS Statistics.

Prerequisites

On the job statistical experience or completion of the Statistical Analysis with IBM SPSS Statistics, and/or the Applied Basic and Intermediate Statistics courses.

“Since I had some knowledge of statistics and IBM SPSS, this course suited my needs. Having completed this course and having the training manual, I feel more confident in using statistical tests within my own work.”

- Denise McCarthy,
Health Service Executive (HSE) Midlands

Course Content

Day 1: Discriminants, Binary-Multinomial Regression, Kaplan-Meier.

- Introduction and Overview
- Discriminant Analysis
- Binary logistic regression
- Multinomial logistic regression
- Survival Analysis (Kaplan-Meier)

Day 2: Variable Reduction, MANOVA, Cluster Analysis.

- Cluster analysis
- Factor analysis
- Log linear Models
- Multivariate Analysis of Variance
- Repeated Measures ANOVA

Introduction to Automation with IBM SPSS Statistics

Duration: 1 day

Introduction

This course enables you to automate repetitive or periodic analysis & reporting using the IBM SPSS command language, Syntax. This course will enable you to perform an analysis or create reports; then by using IBM SPSS automation functionality you will be able to rerun these analyses or reports periodically. This course enables a massive increase in your productivity.

The course provides you with the essential skills and knowledge required to become an effective and productive user of IBM SPSS Syntax.

Target Audience

Anyone who wishes to automate their reports, run reports periodically and re-use data analysis.

Prerequisites

Attendees are requested to have experience with IBM SPSS Statistics.

“Excellent course showing the versatility of Syntax”

- Ms. Diane Eller,
Northern Ireland Housing Executive

Course Content

Day 1: Introduction to Syntax

- Intro to SPSS Syntax
- Creating and Running Syntax
- File Manipulation
- Transformations with Syntax
- Procedures with Syntax

Introduction to Predictive Analytics with IBM SPSS Modeler

Duration: 3 days

Introduction

This course provides you with an overview of data mining and the fundamentals of using IBM SPSS Modeler. The principles and practice of data mining are illustrated using the CRISP-DM methodology. The course structure follows the stages of a typical data mining project, from reading data, to data exploration, data transformation, modelling, and effective interpretation of results. The course provides training in the basics of how to read, explore, and manipulate data with Modeler, build & deploy successful models to achieve specific business goals.

At the end of the course the attendees should be proficient in using the IBM SPSS Modeler software and be able equipped with the skills necessary to deploy analytics solutions in their organisation.

Target Audience

Customers who have purchased IBM SPSS Modeler and wish to expand their in-house skills.

Organisations/customers with large volumes of data, who would like to use this data to support evidence-based decision making.

Prerequisites

Computer literate. Attendees will also benefit if they have an understanding of their organization's data.

“The training in Modeler was great – very hands on, very personal. There were so many opportunities to ask questions and afterwards I was in a position to dive right into my analysis of our wholesale data”

- Ms. Emily Brick,
Analyst Allied Irish Bank (AIB)

Course Content

Day 1: Data Understanding, Anomalies, Data Manipulation.

- Introduction to Data Mining
- The Basics of Using Modeler
- Reading Data Files
- Data Understanding
- Outliers and Anomalous Data
- Introduction to Data Manipulation

Day 2: Variable Relationships, Overview of Modelling techniques.

- Looking for Relationships in Data
- Combining Data Files
- Aggregating Data
- Selecting, Sampling and Partitioning Records
- Modelling Techniques in Modeler

Day 3: Automating models & tips and tricks for Modelling

- Rule Induction
- Automating Models for Binary Outcomes
- Automating Models for Numeric Outcomes
- Model Understanding
- Comparing and Combining Models
- Deploying and Using Models

4. Tailored Training

Every organisation holds the key to the ‘bank of data’ that they are trying to unlock. The challenge is ‘unlocking’ the insights from your data in a timely manner.

Our experienced consultants can use your data to help you gain valuable intelligence - fast. Whether you would like advice on how best to analyse your specific data, or if you would like to enrich your understanding of statistical questions as they arise, our tailored services can help.

Our tailored training service is designed precisely to meet your specific needs and is delivered when you need it most. Whether you require focused training, advice on survey design & reporting, advanced statistical techniques, or data mining – we can help. We cover all aspects of IBM SPSS Software to bring you to the highest level.

Why would I choose tailored training over a standard course?

- **Ultimately, you’ll save both time & money** –our promise to you is premium support that is focused and consultative to meet your project needs.
- **Speed** – get the expertise and support when you need it.
- **Confidence** – be certain that your results are accurate & can stand up to scrutiny.
- **Flexible to your needs** – a consultative training package can take place on-site or in our offices in London or Dublin, on a one to one basis or to a wider audience.
- Our consultants are IBM SPSS experts who have a minimum academic qualification of Masters Level & strictly adhere to industry best practice. We can show you how to make evidence-based decisions & target your budget spend for a more effective ROI. Now, you can be confident that when you need additional support, you’ve got it.
- You can be 100% confident in your analysis, results & decisions by working with our consultancy team and with over 40 years combined experience, you are in excellent hands.

Popular aspects to include in a tailored training session

▲ IBM SPSS Statistics

- **Syntax** for Automating processes.
- **Regression Analysis** to make predictions about the value of target variables.
- **Categorical Data Analysis** to rigorously evaluate relationships that exist between data fields making up a table report.
- **Decision Trees** to understand the key drivers associated with a specific data field and build predictive models for these data fields.
- **Cluster & Factor Analysis** to gain a solid understanding of data reduction techniques and understanding factors influencing behaviour.
- **ANOVA Techniques** to detect differences between groups on one or more key measures.
- **Time Series Analysis & Forecasting** to gain an understating of when, why and how to build models for time series data.
- **Survival Analysis** to understand the theory of Survival Analysis, special features of survival data, and build regression models for survival data.
- **Advanced Statistics** to determine how best to address a research question how to apply this understanding to data.
- **Biostatistics** to answer research questions in the biosciences through statistical data analysis.
- **Statistics for Sampling** to design an optimal sampling plan and carry out analysis, deriving the most information from your resource commitment.

▲ IBM SPSS Modeler

- **Advanced Data Preparation and Data Manipulation** using IBM SPSS Modeler in order to uncover hidden insights from raw or unstructured data and transform them into an appropriate format for advanced Modelling
- **Supervised Modelling** for Cross-Selling, Up-Selling, Churn and other Propensity and Classification Models, using widely used algorithms such as Rules Induction/Decision Trees and Logistic Regression
- **Unsupervised Modelling** for Segmentation purposes using Clustering Algorithms to identify natural groupings with similar characteristics within a common database
- **Association Rules** for Market Basket Analysis
- **Text Mining Analytics** to deliver high-quality information from text fields, such as communications with customers
- **Forecasting and Regression Analysis** using IBM SPSS Modeler in order to predict numeric values such as Sales or Demand
- **Model Performance and Evaluation**

5. Mentoring Services

Get the most out of your investment in Advanced Analytics

You have already invested in building your Analytics capability. You have spent time and money building predictive models to address clear business pain points and creating automated reports. Are you getting the best out of these capabilities? Are your models performing as well as they could? Can you improve your reports or saved analysis to get more insightful results?

It is critical for all analytical projects to be continuously monitored and re-evaluated over time. As technology rapidly advances and the economic climate becomes more volatile, it is essential that you re-align analytical applications and skills with the new technologies and the new market conditions.

At SPSS Analytics Partner, our mission is to advance and modernise your analytics applications and optimise existing business processes. We help organisations maximise return on investment and minimise costs and effort.

What we provide

- ▲ We conduct Assessment Sessions to identify optimisation opportunities:
 - Current Analytics and Statistics Environment and Performance
 - IT infrastructure and SW compatibility
 - Existing Processes, Data Flows and Predictive Applications or Statistical Analysis
 - Organizational structure, resources and skills available
- ▲ We Design a Roadmap to address:
 - Data Quality and Data Integrity issues
 - Optimization, Performance and Scalability of existing applications
 - Application Upgrades and Next Best Model Proposals and Advanced Statistical Models
 - Integration and Automation options
 - Skills and Competencies Development
- ▲ We Identify, Share and Transfer Knowledge to key participants (Training and Mentoring/Coaching Services)
- ▲ We Deploy and Visualize Insights to involved parties
- ▲ We Collaborate and Work closely with our customers to Implement Changes, Develop and Support Tailor-made Solutions

What you will get

- ▲ The means for scaling up Analytical solutions and Statistical Procedures.
- ▲ Access to the Latest Technologies and Innovative Analytical Applications.
- ▲ Improved Efficiency and Accuracy of existing implementations.
- ▲ Expertise in your team
- ▲ Leading to maximised return on investment and minimised costs and effort.

6. Course Delivery

- ▲ Our public training courses run in our facilities in the UK and Ireland (Dublin 1).
- ▲ Other dates and locations (worldwide) can be arranged for private teams or group sessions. Please contact us for more details.
- ▲ All courses are classroom based with a maximum of 6 attendees.
- ▲ The courses take place from 9:30am to 5pm on each day, with lunch from 1:00pm-2:00pm and coffee breaks.

7. Frequently Asked Questions

▲ Which training course should I do?

To meet your varied training needs, SPSS Analytics Partner offers training on every aspect of IBM SPSS Software, from generic public courses to focused tailored training. The right course for you is dependent on your SPSS experience, your role within your organisation and what you are trying to achieve.

If you need help determining what training course(s) are most suitable for you, please [contact us](#).

▲ Where and when do the SPSS Analytics Partner Training courses take place?

Courses run regularly in our training facilities in Dublin and the UK.

We schedule public courses to suit attendees' availability, please [contact us](#) if you want information on upcoming courses or have a preferred start date.

Other locations (worldwide) can be arranged for private teams and group sessions. Please [contact us](#) for more details.

▲ Do you offer courses outside your training facilities in Bracknell and Dublin?

Yes. We can also organise on-site training at your location in the case of tailored training or if you have more than 3 people for a Public Course.

▲ What is the cancellation policy for SPSS Analytics Partner training courses?

Cancellation fees (Inc. transfer & absence through sickness):

- More than 4 full weeks' notice..... Full refund*
- More than 2 full weeks' notice.....50% refund
- Less than 2 full weeks' notice..... No refund

* Please note: all cancellations must be made in writing and will take effect from date of receipt. Refunds are based on the amount originally invoiced.

▲ What is the cost of attending?

Cost will vary based on your requirements. Please [contact us](#) to discuss this in further detail.

▲ If I am working on a specific project can you build a training course exclusive to my needs?

Yes. We offer tailored training and consultative services to meet your project objectives.

Please [contact us](#) for further information.

▲ I have a once-off project and I am not planning to reuse the knowledge, can I get someone to do the project for me?

Yes. Our experienced consultants could give you the opportunity to use your data to gain valuable intelligence fast. Whether you would like advice on how best to analyse your specific data, or if you would like to enrich your understanding of statistical questions as they arise, our consultancy team has the answer. With years of industry experience and advanced technical skills, we partner with organisations to deliver their data analysis objectives.



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