

Universiti Kebangsaan Malaysia: IT Talk Data Analysis & Data Mining using SPSS

Agenda:

- ❖ Effective data analysis with **SPSS for Windows 15.0**
- ❖ Sharing of case study
- ❖ Q & A
- ❖ Predictive Analytics with **SPSS Clementine 11.0**
- ❖ Sharing of case study
- ❖ Q & A

SPSS for Windows is enterprise-strength statistical analysis software that offers a wealth of proven, scalable statistical techniques for analytical reporting and predictive modeling. It is different because it presents analysis in a way and using terms that appeal to statisticians. It has data access, preparation, graphics and statistical modeling functionality.

Clementine from SPSS Inc. is a powerful, versatile data mining solution. You can explore descriptive and behavioral data from a variety of sources including, text, Web behavior data, and surveys. You can then apply the insights and predictive capabilities gained with Clementine at both the strategic and tactical levels in a number of critical business areas. These include:

- | Customer relationship management
- | Fraud detection and prevention
- | Risk management
- | Healthcare management and scientific research
- | Public safety and homeland security