

IBM SPSS Statistics Editions

Get the analytical power you need for better decision making



Why use IBM SPSS Statistics?

IBM SPSS Statistics is a leading statistical software. It enables you to quickly dig deeper into your data, making it a much more effective tool than spreadsheets, databases or standard multi-dimensional tools for analysts. SPSS Statistics excels at making sense of complex patterns and associations enabling users to draw conclusions and make predictions. And it's fast, handling tasks like data manipulation and statistical procedures in a third of the time of many non-statistical programs.

IBM® SPSS Statistics¹ delivers a powerful set of statistical features that enable your organisation to make the most of the valuable information your data provides. By digging deeper into your data, you can discover information to improve decision making, ultimately expanding markets, improving research outcomes, ensuring regulatory compliance, managing risk and maximising Return On Investment (ROI) to name a few.

SPSS Statistics features robust and sophisticated functionality and procedures that address the entire analysis lifecycle:

- It includes procedures to account for missing data that otherwise could negatively impact the validity of your results
- It supports all common data sources used by enterprise organisations
- Statistical functions and procedures are kept apart from the data, reducing the risk of errors
- Open technologies allow for the use of external programming languages, so you can add or customise additional functionalities
- Various modular offerings support different types of analyses.

IBM SPSS Statistics comes in two deployment options to meet the varying analysis requirements of your organisation:

- **IBM SPSS Statistics Subscription**
- **IBM SPSS Statistics Perpetual**



Features and functionality	IBM SPSS Statistics Subscription and Add-ons				IBM SPSS Statistics Perpetual		
	Subscription Base	Custom Tables and Advanced Statistics	Complex Sampling and Testing	Forecasting and Decision Trees	Standard	Professional	Premium
Linear models	X				X	X	X
Simulation modelling	X				X	X	X
Geospatial analytics	X				X	X	X
Bayesian statistics		X			X	X	X
Non-linear models		X			X	X	X
Custom tables		X			X	X	X
Data preparation	X					X	X
Missing values and data validity			X			X	X
Categorical and numeric data			X			X	X
Decision trees				X		X	X
Forecasting				X		X	X
Bootstrapping	X						X
Direct marketing and product decision making procedures				X			X
Neural networks				X			X
Complex sampling			X				X
Exact tests			X				X
Conjoint analysis			X				X
Structural equation modelling							X

IBM SPSS Statistics Subscription

IBM SPSS Statistics Subscription delivers the power of SPSS Statistics predictive analytics capabilities with a flexible subscription payment option, including an easier purchasing, management and licensing experience. With the introduction of SPSS Statistics Subscription, organisations, groups and individuals can take advantage of predictive analytics capabilities to deliver the maximum amount of value to the user. The simplicity of SPSS Statistics resonates throughout the user experience making it easier to do everything from downloading to updating your software.

Additional features of SPSS Statistics Subscription include:

- Three add-ons that extend the capabilities of the license to meet the needs of users at all skill levels
- A monthly payment option that offers the flexibility to use SPSS Statistics when needed
- Highly secured and easily scalable software with a simplified renewal process.

SPSS Subscription Base

Base Edition provides a wide variety of analytics capabilities, including descriptive statistics, linear regression and presentation quality graphing and reporting. You can access multiple data formats without any size constraints. Advanced data preparation capabilities enable you to eliminate labor-intensive manual checks. You can leverage bivariate statistics procedures, factor and cluster analysis, as well as bootstrapping. Additionally, you can extend your capabilities with R or Python.

Custom Tables and Advanced Statistics Add-on

Custom Tables and Advanced Statistics Add-on provides easy-to-use drag-and-drop interactive tables exportable to Microsoft or PDF formats. You can access a variety of additional techniques, such as: non-linear, logistic, 2-stage least squares regression, generalised linear modelling and survival analysis.

Complex Sampling and Testing Add-on

Complex Sampling and Testing Add-on provides functionality for small sample sizes, missing data and complex sampling. You can access regression with optimal scaling including lasso and elastic net. Additional features include categorical principal components analysis, multidimensional scaling and unfolding and multiple correspondence analysis.

Forecasting and Decision Trees Add-on

Forecasting and Decision Trees Add-on provides AutoRegressive Integrated Moving Average (ARIMA) and exponential smoothing forecasting capabilities. Classification and decision trees based on four established tree-growing algorithms are also available. You can also create neural network predictive models as well as RFM analysis to test marketing campaigns.

Who uses SPSS Statistics?

Businesses use it for...

- Sales and marketing forecasting and budgeting
- Database and direct marketing
- Product attribute testing.

Higher education uses it for...

- Enrollment management
- Alumni development
- Research.

School districts use it for...

- Student assessment
- Program assessment
- Planning and budgeting.

Government agencies use it for...

- Fighting crime and protecting public safety
- Promoting public health
- Fighting fraud, waste and abuse
- Human capital management.

Medical facilities use it for...

- Evidence-based medicine
- Treatment outcome analysis
- Behavioural and biomedical research.

IBM SPSS Statistics Perpetual

You can also purchase IBM SPSS Statistics through a perpetual license that comes in three editions: IBM SPSS Statistics Standard, IBM SPSS Statistics Professional and IBM SPSS Statistics Premium. By grouping essential capabilities, these editions provide an efficient way to ensure that your entire team or department has the features and functionality they need to perform the analyses that contribute to your organisation's success.

IBM SPSS Statistics Standard

Whether you are a statistician or other analytics professional or have to analyse data as part of your business responsibilities, SPSS Statistics Standard offers the essential statistical procedures you need to increase the reliability of your analysis, so you reach more dependable conclusions. If you need an analytical package that combines the most common statistical procedures and functions that most analysts use on a day-to-day basis, choose SPSS Statistics Standard.

Cover the essentials with our complement of core analytical capabilities

SPSS Statistics Standard is used in a number of fields to address fundamental business and research questions. With SPSS Statistics Standard, you can get a quick look at your data, formulate hypotheses for additional testing and then carry out a number of procedures to help clarify relationships between variables, create clusters, identify trends and make predictions.

Key capabilities include:

- **Linear models:** Make your analysis more accurate and reach more dependable conclusions
- **Nonlinear models:** Have the ability to apply more sophisticated models to your data
- **Simulation modelling:** Build better models and assess risk when inputs are uncertain using Monte Carlo simulation techniques
- **Geospatial analytics:** Explore the relationship between data elements that can be tied to a specific location
- **Customised tables:** Quickly slice and dice your data for easy analysis and reporting.

Linear models

SPSS Statistics Standard features a variety of regression and advanced statistical procedures designed to fit the inherent characteristics of data describing complex relationships, including:

- General linear models (GLM)
- Generalised linear mixed models (GLMM)
- Hierarchical linear models (HLM)
- Generalised linear models (GENLIN)
- Generalised estimating equations (GEE)

Nonlinear models

You can also apply more sophisticated models to your data using a wide range of nonlinear regression models, using these procedures:

- **Multinomial logistic regression (MLR):** Predict categorical outcomes with more than two categories
- **Binary logistic regression:** Easily classify your data into two groups
- **Nonlinear regression (NLR) and constrained nonlinear regression (CNLR):** Estimate parameters of nonlinear models
- **Probit analysis:** Evaluate the value of stimuli using a logit or probit transformation of the proportion responding.

Simulation modelling

Simulation in SPSS Statistics Standard is designed to account for uncertainty in inputs to predictive models. Using this approach, uncertain inputs are modelled with probability distributions and simulated values for those inputs are generated by drawing from those distributions. You can perform simulation even if you have categorical inputs in your data. Simulation features include the ability to produce heat maps and use Automatic Linear Modelling as a starting point for running simulations.

Bayesian statistics

Bayesian statistics is becoming very popular because it circumvents a lot of the misunderstandings brought by standard statistics. Instead of using a p-value to reject or fail to reject a null hypothesis, Bayesian places an uncertainty on parameters and captures all relevant information from observed data. Our approach to Bayesian statistics is unique because our Bayesian procedures are as easy to run as our standard statistical tests. In just a few clicks you can run linear regression, ANOVA, one-sample, pair-sample, independent-sample *t*-tests, binomial proportion inference, Poisson distribution analysis, pairwise Pearson correlation and loglinear models to test the independence of two categorical variables.

Geospatial analytics

SPSS Statistics can help you explore the relationship between data elements that are tied to a specific location. By fitting linear models for measurements taken over time at locations in 2D/3D space, you can predict ‘hot’ areas and how those areas may change over time. Some of the business applications for this feature include building management and branch performance analysis.

Similarly, the Generalised Spatial Association Rule (GSAR) helps you discover associations between spatial and non-spatial attributes, so you can find hidden patterns and obtain richer insights than with traditional analysis methods alone. GSAR enables you to use historical data such as location, type of event and the time the event occurred to describe the occurrences of events, which can be useful in areas such as crime pattern analysis and epidemic surveillance.

Customised tables

SPSS Statistics Standard enables you to quickly ‘slice and dice’ your data. Then you can create customised tables to help you better understand your data and easily report your results.

IBM SPSS Statistics Professional

Like SPSS Statistics Standard, SPSS Statistics Professional includes advanced statistical procedures to ensure the accuracy of your analyses and table features to help you better understand your data and easily report results. But SPSS Statistics Professional goes much further helping you with issues of data quality and data complexity and providing automation and forecasting capabilities to name a few.

Tools to address the challenges of the entire analytic lifecycle

If you routinely perform many types of in-depth and non-standard analyses and need to save time by automating data preparation tasks, SPSS Statistics Professional would be a good fit. SPSS Statistics Professional helps both professional analysts and business users easily accomplish tasks at every phase of the analytical process. Fully integrated SPSS Statistics capabilities enable you to step seamlessly from one task to the next.

In addition to the features and functions in SPSS Statistics Standard, SPSS Statistics Professional includes these capabilities:

- **Data preparation:** Save time and improve the accuracy of your analysis
- **Missing values and data validity:** Use a scientific approach to handling missing data
- **Categorical and numerical data:** Visually interpret datasets and see how rows and columns relate in large tables
- **Decision trees:** Better identify groups, discover relationships between groups and predict future events
- **Forecasting:** Analyse time-series data to support decision making.

Data preparation

SPSS Statistics Professional helps you streamline the data preparation stage of the analytical process, saving time and ensuring greater accuracy. Perform data checks based on each variable’s measure level, quickly find multivariate outliers by searching for unusual cases based upon deviations from similar cases and preprocess data prior to model building with an optimal binning procedure.

Missing values and data validity

SPSS Statistics Professional includes critical tools for addressing data validity and missing values:

- Uncover missing data patterns by examining data from several different angles, using one of six diagnostic tests and quickly generate a report highlighting serious missing data problems
- Use the multiple imputation procedure to replace missing data values to better understand patterns of ‘missingness’ in your dataset and enable you to replace missing values with scientific estimates.

Categorical and numerical data

Obtain clear insight into complex categorical and numeric data, as well as high-dimensional data. SPSS Statistics Professional includes procedures to visually interpret datasets and see how rows and columns relate in large tables of scores, counts, ratings, rankings or similarities. It includes a variety of advanced statistical operations on categorical data to turn qualitative variable into quantitative ones. You can also use perceptual maps and biplots to graphically display underlying relationships using dimension reduction techniques to clarify complex relationships in your data for better decision making.

Decision trees

Create classification and decision trees to help you better identify groups, discover relationships between groups and predict future events. Decision trees present categorical results in an intuitive manner, allowing you to explore results and visually determine how your model flows and then clearly explain categorical results to non-technical audiences. You can also find specific subgroups and relationships that you might not uncover using more traditional statistics.

Forecasting

Predict trends and develop forecasts quickly and easily with advanced statistical techniques to work with time-series data. Regardless of your level of experience, you can analyse historical data, predict trends faster and deliver information in ways that your organisation's decision makers can understand and use.

Key features enable you to:

- Save models (e.g., XML) to a central file so that forecasts can be updated when data changes, without having to re-set parameters or re-estimate the model
- Write scripts so that models can be updated with new data automatically.

In addition, Temporal Causal Modelling (TCM) enables you to feed a large amount of time series data into SPSS Statistics to find out which series are causally related. For example, you may want to use this procedure to analyse stock price data, which is temporal in nature and dependent on the values of sets of variables at various points over time.

IBM SPSS Statistics Premium

No matter the focus of your analysis, IBM SPSS Statistics Premium will significantly improve productivity and help achieve superior results for specific projects and business goals.

Be ready for virtually any analytical project throughout your enterprise

SPSS Statistics Premium includes all the features and functionalities of the SPSS Standard and SPSS Professional editions...and much more. It adds advanced analytical techniques such as structural equation modelling (SEM) as well as procedures specifically geared for direct marketing. If you want to be prepared to perform virtually any type of analysis with the most sophisticated procedures available, SPSS Statistics Premium is the right choice.

The features and functionality available only in IBM SPSS Statistics Premium include:

- **Structural equation modelling:** Gain additional insight into causal models
- **Bootstrapping:** Ensure your models are stable and reliable
- **Direct marketing and product decision making procedures:** Quickly perform RFM analysis and better understand consumer preferences.

Structural equation modelling

SEM can help you gain additional insight into causal models and explore the interaction effects and pathways between variables. SEM lets you more rigorously test whether your data supports your hypothesis. You create more precise models than if you used standard multivariate statistics or multiple regression models alone.

Bootstrapping

Bootstrapping provides an efficient way to ensure that your models are stable and reliable. It estimates the sampling distribution of an estimator by re-sampling with replacement from the original sample. With bootstrapping, you can reliably estimate the standard errors and confidence intervals of a population parameter, including the mean, median, proportion, odds ratio, correlation coefficient, regression coefficient and numerous others.

Direct marketing and product decision making procedures

Quickly perform various kinds of analyses, including recency, frequency and monetary value (RFM) analysis, cluster analysis and prospect profiling. Increase your understanding of consumer preferences to more effectively design, price and market successful products, maximising campaign effectiveness and ROI.

Capabilities for 'deep dive' analyses - no matter your focus

SPSS Statistics Premium helps data analysts, planners, forecasters, survey researchers, program evaluators and database marketers among others, to easily accomplish tasks at every phase of the analytical process. No matter what type of analysis you do, you'll have a broad array of fully integrated Statistics capabilities for specialised analytical tasks across your enterprise.

Data analysts have the statistical and analytical capabilities to maximise productivity at every point of the analytic process.

- Quickly detect anomalies and identify unusual cases that tend to skew overall results
- Address dirty data and complete datasets by replacing missing values with imputed estimates
- Perform Monte Carlo simulation to assess risk and uncertainty in your data
- Test and ensure analytical procedures by quickly estimating the sampling distribution of an estimator
- Discover if random effects introduce correlations
- Summarise and clearly communicate your findings.

Planners and forecasters can plan and implement more successful strategies, analysing time series data efficiently and accurately.

- Support data-driven decision-making with sophisticated analytics
- Easily identify the right sample size
- Make better predictions using powerful regression procedures
- Build expert time-series forecasts in a flash.

Survey researchers have the tools to learn more about survey data, faster and more accurately.

- Go further than simple row-and-column math and summaries
- Find patterns and associations
- Present results as 'decision trees' or crosstab tables
- Create custom tabular reports for a variety of audiences, including those without a statistical background.

In **program evaluation**, needs assessment, process analysis, impact analysis and cost/benefit analysis involve the analysis of diverse and quantitative datasets that can obscure the effectiveness of programs. SPSS Statistics Premium gives researchers and analytic professionals the tools for the many phases of program evaluation.

- Easily access, manipulate and analyse a multitude of data types, including numerical and categorical
- Capture a more accurate understanding of data when working with large-scale surveys
- Employ specialised statistical techniques to account for the errors associated with sampling and sample design
- Accurately model linear and non-linear relationships with or without categorical data
- Discover if random effects introduce correlations within program data
- Quickly summarise research and report findings with frequencies, crosstabs and other descriptive statistics.

Database marketers have many responsibilities. Maximising marketing programs and campaigns for efficiency and impact, understanding prospects and customers and removing unique cases to produce statistically significant response rates, the list is extensive. SPSS Statistics Premium lightens the load for the database marketer, as well as that of the supporting analysts.

- Streamline the process of validating sales and marketing data before analysing it
- Classify prospects and customers based on identifying characteristics, including RFM analysis

- Test the results of existing campaigns against new campaigns and analyse control package tests
- Detect anomalies and identify unusual cases and responses that can skew overall results
- Create responder profiles and generate propensity to purchase scores
- Model relationships that likely contain categorical data
- Summarise findings with frequencies, crosstabs and other descriptive statistics.

About IBM Analytics

IBM Analytics software delivers data-driven insights that help organisations work smarter and outperform their peers. This comprehensive portfolio includes solutions for business intelligence, data science, decision optimisation, predictive analytics, performance management and risk management. IBM Analytics solutions enable companies to identify and visualise trends and patterns in areas such as customer analytics that can have a profound effect on business performance. They can compare scenarios; anticipate potential threats and opportunities; better plan, budget and forecast resources; balance risks against expected returns; and work to meet regulatory requirements. By making analytics widely available, organisations can align tactical and strategic decision making to achieve business goals. For further information please visit:

ibm.com/analytics

For more information

To learn more about IBM SPSS Statistics, to start a free trial or to make a purchase, visit:

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IBM United Kingdom Limited
PO Box 41, North Harbour
Portsmouth, Hampshire PO6 3AU
United Kingdom

IBM Ireland Limited
Oldbrook House
24-32 Pembroke Road
Dublin 4

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¹ This document describes the features and functionality of IBM SPSS Statistics 25.



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