



# SV Analytica Premium Edition

Get the analytical power you  
need for better decision making

# SV Analytica Statistics

## What is SV Analytica Statistics?

It's a pre-packaged service offering that empowers the end users of IBM SPSS Tools (namely; Statistics, Modeler, and CADS) with a wide range of online and on-prem capabilities.

This will help all clients to master the IBM analytical tools, thus boost their ROI and business outcomes. It exclusively grants the customers an access to audio-video tutorials and documentary materials through Smart Vision Portal. These online materials allow the end users to easily install, activate and quickly troubleshoot their IBM tools, as these tutorials are carefully designed to provide different training levels to both beginners & professionals to perfectly use the embedded IBM technologies.

## Why use SV Analytica Statistics?

SV Analytica Statistics is the world's leading statistical software., It enables you to more quickly dig deeper into your data, making it a much more effective tool than spreadsheets, databases or standard multi-dimensional tools for analysts.

SV Analytica Statistics excels at making sense of complex patterns and associations – enabling end users to draw conclusions and make predictions.

And it's fast – handling tasks like data manipulation and statistical procedures in a third the time of many non statistical programs.

## SV Analytica Statistics comes in three editions:

### Standard

Essential analytical tools for the most common projects

### Professional

A comprehensive set of features and tools to address the challenges of the entire analytic lifecycle

### Premium

Designed for enterprise businesses with extensive needs across all advanced analytics efforts

## SV Analytica Premium Capabilities:

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

- Statistics Base
- Advanced Statistics
- Custom Tables
- Regression
- Missing values
- Decision trees
- Categories
- Forecasting
- Bootstrapping
- Data preparation
- Neural Network
- Direct Marketing
- Complex Samples
- Conjoint
- Exact Tests
- SV Analytica Amos

# Features & Modules

## Advanced Statistics

It 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)
- Generalized linear mixed models (GLMM)
- Hierarchical linear models (HLM)
  - Generalized linear models (GENLIN)
- Generalized estimating equations (GEE)

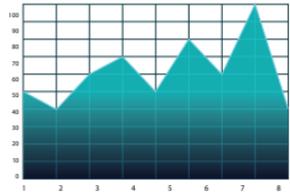
## Custom Tables

It enables you to quickly "slice and dice" your data then you can create customized tables to help you better understand your data and easily report your results.

## Regression

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.



## Statistics Base

Statistical analysis software that delivers the core capabilities you need to take the analytical process from start to finish. ...

A comprehensive range of statistical procedures for conducting accurate analysis. Built-in techniques to prepare data for analysis quickly and easily.



# Features & Modules

## Missing values

It includes critical tools for addressing data validity and missing values:

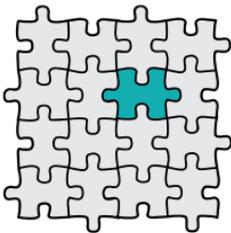
- Uncover missing data patterns by examining data from several different angles, using one of six diagnostic tests, and quickly generate a report highlighting serious missing data problems.
- Use the multiple imputation procedure to replace missing data values to better understand patterns of “missingness”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

## Decision trees

It creates 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.



## Categories

It enables you to visualize and explore relationships in your data and predict outcomes based on your findings.

## Forecasting

It offers a number of capabilities that enable both novice and experienced users to quickly develop reliable forecasts using time-series data. ... Unlike spreadsheet programs, it enables you to use advanced statistical methods in creating forecasts.



# Features & Modules

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## Neural Networks

Neural Networks uses nonlinear data modeling to discover complex relationships and derive greater value from your data. Take advantage of multilayer perceptron (MLP) or radial basis function (RBF) procedures. ... This module is included in the SV Analytica Premium package.

## Direct Marketing

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 maximizing campaign effectiveness and return on investment.

## Copmplex Samples

It offers planning tools such as stratified, clustered or multistage sampling. It's designed to help you reach correct point estimates, predict numerical and categorical outcomes from nonsimple random samples and account for up to three stages when analyzing data from a multistage design.

## Conjoint

It provides conjoint analysis to help you better understand consumer preferences, trade-offs and price sensitivity. It enables you to uncover more information about how customers compare products in the marketplace, and measure how individual product attributes affect consumer behavior.

# Features & Modules

## Bootstrapping

It 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.

## Exact Tests

It enables you to analyze rare occurrences in large databases or work with small samples. With over 30 exact tests, you can analyze your data where traditional tests fail.

## Data Preparation

It 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 pre process data prior to model building with an optimal binning procedure.

## Amos

It is a powerful structural equation modeling software helping support your research and theories by extending standard multivariate analysis methods, including regression, factor analysis, correlation, and analysis of variance.



# “SV Analytica Statistics leverages a powerful set of statistical capabilities, enabling your organization 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 maximizing ROI to name a few.

SV Analytica-Standard packages 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 organizations.
- 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 customize additional functionalities.
- Various modular offerings support different types of analyses.



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