## DESCRIPTION

Dive deeper into SPSS Statistics for more efficient, accurate, and sophisticated data analysis and visualization

SPSS Statistics for Data Analysis and Visualization goes beyond the basics of SPSS Statistics to show you advanced techniques that exploit the full capabilities of SPSS. The authors explain when and why to use each technique, and then walk you through the execution with a pragmatic, nuts and bolts example. Coverage includes extensive, in-depth discussion of advanced statistical techniques, data visualization, predictive analytics, and SPSS programming, including automation and integration with other languages like R and Python. You'll learn the best methods to power through an analysis, with more efficient, elegant, and accurate code.

IBM SPSS Statistics is complex: true mastery requires a deep understanding of statistical theory, the user interface, and programming. Most users don't encounter all of the methods SPSS offers, leaving many little-known modules undiscovered. This book walks you through tools you may have never noticed, and shows you how they can be used to streamline your workflow and enable you to produce more accurate results.

- Conduct a more efficient and accurate analysis
- Display complex relationships and create better visualizations
- Model complex interactions and master predictive analytics
- Integrate R and Python with SPSS Statistics for more efficient, more powerful code
These "hidden tools" can help you produce charts that simply wouldn't be possible any other way, and the support for other programming languages gives you better options for solving complex problems. If you're ready to take advantage of everything this powerful software package has to offer, *SPSS Statistics for Data Analysis and Visualization* is the expert-led training you need.

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**ABOUT THE AUTHOR**

KEITH M CCORMICK is a data mining consultant, trainer, and speaker. A passionate user of SPSS for 25 years, he has trained thousands on how to effectively use SPSS Statistics and SPSS Modeler. He blogs at keithmccormick.com. JESUS SALCEDO is an independent statistical consultant. He is a former SPSS Curriculum Team Lead and Senior Education Specialist who has written numerous SPSS training courses and trained thousands of users. JON PECK, now retired from IBM, was a senior engineer, statistician, and product strategist for SPSS and IBM for 32 years. He designed and contributed to many features of SPSS Statistics and has consulted with and trained many users. He remains active on social media. ANDREW WHEELER is a researcher in criminal justice and a former crime analyst. He has used SPSS for over 8 years, and often blogs SPSS tutorials at andrewpwheeler.wordpress.com.

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