Ensure success - make better, more confident decisions

What if you were able to make decisions more confidently knowing they were based on sound analytical techniques? Would you like to analyse your data but don't have the skills, tools or time to do so in-house?

Let SPSS Consulting handle your analysis so that you can focus on the results

Our consultants have extensive knowledge of data analysis techniques such as prediction, segmentation, and profiling and are also experts in applying data mining methods.

Do you want to attract and retain more profitable customers? Run research projects to maximum efficiency? Reduce your costs? Or improve the quality and effectiveness of your business model? We can provide the expertise for your complete analytical solution and our cross-industry experience can be applied to creating a solution that best fits your business needs and objectives.

SPSS Consulting can help you:

- gain understanding of your customers by analysing your survey data

- develop targeted customer lists for your marketing campaigns by profiling your customer base

- identify customers most likely to churn

- improve your cross-selling opportunities by modelling your customer behaviour and preferences

- locate your most profitable customers by analysing customer lifetime value

- detect potential fraud by identifying suspicious patterns of behaviour

- improve customer acquisition by analysing market preferences and behaviours

- maximixe your website's potential by click stream analysis

SPSS Consulting's approach to analysis is based on five primary steps:

- **Business Understanding** – SPSS works with your staff to discuss business problems and objectives.

- **Data Understanding** – SPSS determines if the available data is sufficient to achieve your goals.

- **Data Preparation** – SPSS Consultants process your data to ensure it's in a suitable form to best answer your business questions

- **Analysis** – Based on your objectives, SPSS determines and employs the most appropriate methods to find the critical information contained within your data

- **Interpretation** – An SPSS Consultant will discuss with you the analysis results and their implications to your business objectives

"SPSS Consulting exceeded all expectations. SPSS were able to grasp complex business issues, understand the data warehouse, develop operational data mining streams and demonstrate advanced modelling with some extremely practical applications - all in a very short time.

Our SPSS consultants were highly experienced and were able to communicate an enormous number of insights into data mining techniques that will benefit our business going forward. Importantly, they were able to adapt quickly to changing requirements and offer flexible solutions that can be modified to achieve a variety of objectives. It was a pleasure working with SPSS Consulting and I hope we have the opportunity to work together again in the near future."

John O'Brien
Business Analyst, Credit Systems
Optus Communications