

Preface

IBM SPSS Statistics is an integrated family of products that addresses the entire analytical process, from planning to data collection to analysis, reporting and deployment. It offers a powerful set of statistical and information analysis systems that runs on a wide variety of personal computers. As such, IBM SPSS (previously known as SPSS) is extensively used in industry, commerce, banking and local and national government education. Just a small subset of users of the package in the UK includes the major clearing banks, the BBC, British Gas, British Airways, British Telecom, Eurotunnel, GlaxoSmithKline, London Underground, the NHS, BAE Systems, Royal Dutch Shell, Unilever and W.H. Smith & Son.

In fact, all UK universities and the vast majority of universities worldwide use IBM SPSS Statistics for teaching and research. It is certainly an advantage for a student in the UK to have knowledge of the package since it obviates the need for an employer to provide in-house training. There is no text at present that is specifically aimed at the undergraduate market in business studies and associated subjects such as finance, marketing and economics. Such subjects tend to have the largest numbers of enrolled students in many institutions, particularly in the former polytechnic sector. The author is not going to adopt an explicitly mathematical approach, but rather will stress the applicability of various statistical techniques to various problem-solving scenarios.

IBM SPSS Statistics offers all the benefits of the Windows environment as analysts can have many windows of different types open at once, enabling simultaneous working with raw data and results. Further, users may learn the logic of the program by choosing an analysis rather than having to learn the IBM SPSS command language. The last thing wanted by students new to statistical methodology is simultaneously to have to learn a command language. There are many varieties of tabular output available, and the user may customise output using IBM SPSS script.

This book builds on a previous publication, *Quantitative Analysis and IBM SPSS Statistics: A Guide for Business and Finance* (Springer, 2016), which provided a gentle introduction to the IBM SPSS Statistics software for both students and

professionals. This book is aimed at those who have had exposure to the program and intend to take their knowledge further. This text is more advanced compared to the one above-mentioned and will be beneficial to students in their final year of undergraduate study, master's students, researchers and professionals working in the areas of practical business forecasting or market research data analysis. This text would doubtlessly be more sympathetic to the readership than the manuals supplied by IBM SPSS Inc.

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