IBM SPSS Statistics:

Time Is Money

IBM

Overview

Advanced statistical procedures and visualization can provide a robust, user-friendly, and integrated platform to understand your data and solve complex business and research problems.

No matter what industry you are coming from, you can reveal the meaning behind your data with IBM SPSS Statistics' easy-to-use software. In no time you can perform complex statistical analyses, giving your data experts time to focus on insights instead of setup.
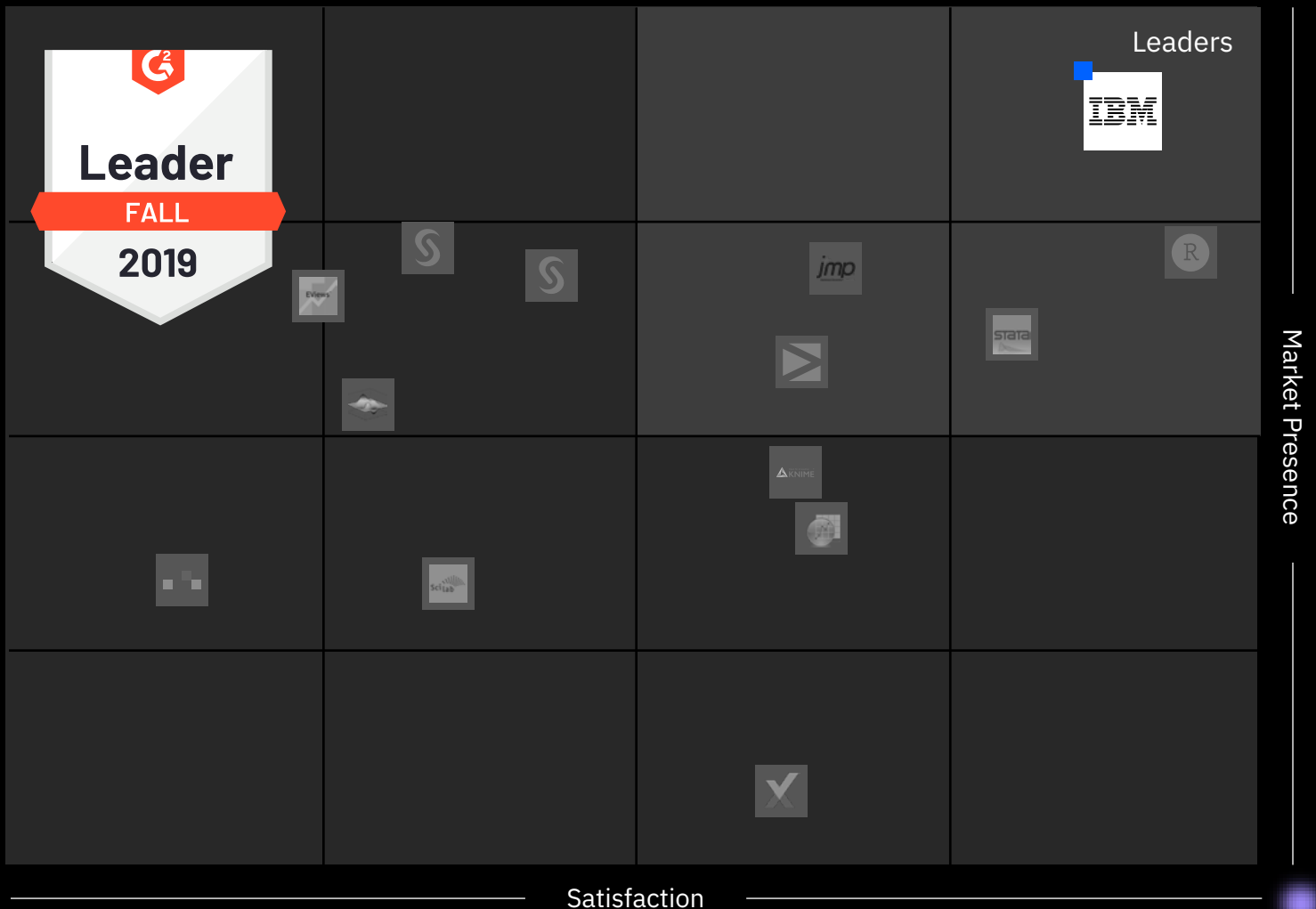
IBM SPSS Statistics: Leading the Pack

If you're looking for a market-leading product to use for statistical analysis, look no further than IBM SPSS Statistics.

Based on data from real user reviews, IBM SPSS Statistics was ranked as a Leader in G2's Statistical Analysis category.

IBM SPSS Statistics has the highest Market Presence score and second highest Satisfaction score on the G2 Grid®.

Grid® Report for Statistical Analysis | Winter 2020

Leaders

Market Presence

Satisfaction

* The Grid® Report for Statistical Analysis | Winter 2020 is based off of scores calculated using the G2 Grid® algorithms from reviews collected by November 27, 2019.

IBM

3

Benefits

Easy to Use

Intuitive interface gives everyone the ability to conduct statistical analysis

Quick, Reproducible Insights

Simple-to-document processes for reproducible insights

Great Support

Find answers easily from IBM's support team and IBM SPSS Statistics community

Full Featured

Gives you the features you need to conduct complex statistical analysis

Flexible and Scalable

Always improving with frequent updates

IBM

Easy to Use

Easy-to-use, intuitive interface gives anyone with basic statistical knowledge the ability to conduct statistical analysis

> Compared to other statistical software it is the best. Allows for complex analysis with **far more ease than excel or other similar software.**
>
> – Government Administration ★★★★⯪

> **You don't need an expert to interpret the results,** with basic statistical knowledge you are good to go.
>
> – Education Management ★★★★⯪

> My favorite part of SPSS [Statistics] is how easy it is to use... I have used other statistics software packages, and this one is the best as far as being user-friendly and **can be used by people with a range of statistics skills and knowledge.**
>
> – Research ★★★★⯪

Easier to Use

When asked why users were switching from another product to IBM SPSS Statistics, **flexibility and ease of use** was among the top two reasons.

G2 reviewer, switched from using Excel:

> I would like to recommend all my friends, learners, and big organizations which carry out data analysis to use IBM SPSS Statistics software since it is the fastest solution for complex analysis work, **making it simpler and faster.**

G2 Users rated IBM SPSS Statistics easier to use than SAS Advanced Analytics.

7.8

7.6

IBM

Quick, Reproducible Insights

Simple-to-document processes for reproducible insights

> SPSS [Statistics] gives me the tools to **perform complex analysis in minutes,** compared to using an open-source tool.
>
> – Financial Services ★★★★★

> It's **easy to pick up after not using for a long time,** unlike SAS where I have to spend quite a bit of time re-learning or looking up the right codes to use.
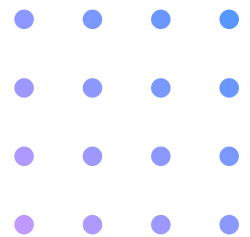>
> – Market Research ★★★★⯪

> SPSS [Statistics] allows us to save all our data analysis and manipulation instructions such that it is **easy to understand the steps involved in future events** like six to seven months later.
>
> – Architecture & Planning ★★★★☆

Time is the new money: In the fourth annual Big Data Executive Survey (conducted by NewVantage Partners), Fortune 1000 executives boldly confirmed that reducing time-to-insight rather than saving money is the primary driver for their Big Data business investment.

1

Complex Made Easy

No matter the type of complex data manipulation or analysis, IBM SPSS Statistics' walkthroughs enable you to find correlation, regression, analysis of variance, and more with ease.

2

Understand Your Data

Identify duplicates and unusual cases that may arise during data cleaning and data curation and get detailed analysis reports about data.

3

Reduce Time-To-Insight

Faster data cleaning and analysis means faster time-to-insight, not just now, but also in the future.

IBM

Comprehensive Features

Gives you the features you need to conduct complex statistical analysis

> This is one of two tools we use for stats and **the other I would say is bare bone** compared to SPSS [Statistics].
>
> – Government Administration ★★★★☆

> From descriptive statistics, complex surveys, and to regressions, **SPSS [Statistics] can do it all.**
>
> – Research ★★★★⯪

G2 reviewers constantly and consistently rank IBM SPSS Statistics' **core functionality features at an approval rating of over 85%.**

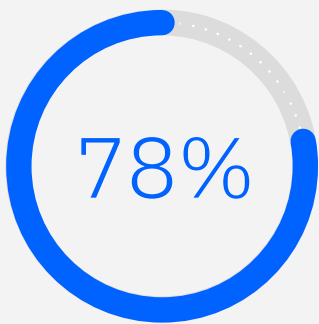| Administration	Capabilities	Methodology
Quality Control	Data Visualization	ANOVA Support
Data Sampling	Survival Analysis	Regression
Collaboration	Risk Data Attributes	Time Series Analysis
	Cost Analysis	

| 86% | 87% | 90% |

Excellent Support

Find answers easily from IBM's support team and IBM SPSS Statistics community

> A benefit is the huge community. If you ever have a problem, there are **tons of resources** available.
>
> – Government Administration ★★★★½

78% G2 reviewers rated IBM SPSS Statistics' **Quality of Support** at **78%** approval.

> **Tremendous and versatile online support** from both IBM themselves and others who have created helpful walkthroughs.
>
> – Higher Education ★★★★★

35,000

posts about IBM SPSS Statistics on IBM user forum.

Scalable, Flexible, Affordable

Open-source-friendly, easy to implement and scale in the enterprise

> In addition to functions, IBM provides **outstanding support** for this product.
>
> – Banking ★★★★★

> ...broad range of **highly flexible statistical models** that allows one to have a single program that meets data analysis needs.
>
> – Research ★★★★★

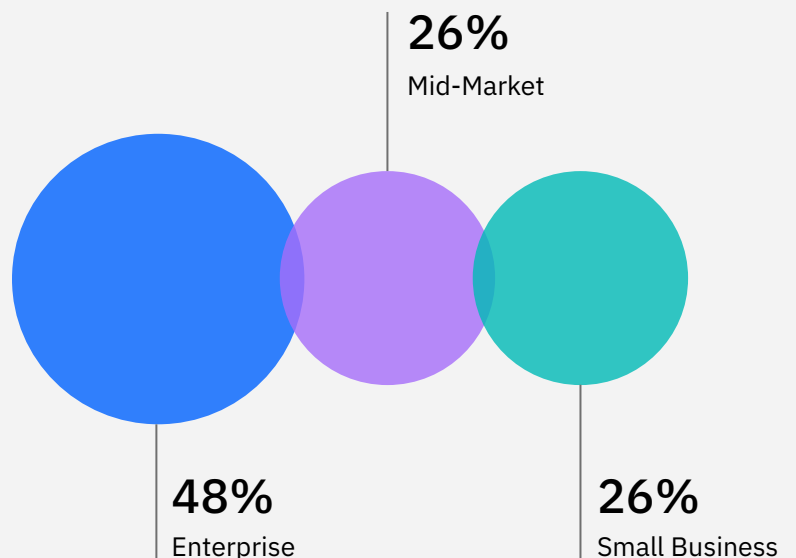> **...very easy to scale** so that multiple data scientists can collaborate.
>
> – Aviation & Aerospace ★★★★★

IBM

Whether You're Big or Small

Whether you're a large enterprise with thousands of employees or a small data-driven business, statistical analysis tools can help you understand your data and unlock insights.

IBM SPSS Statistics reviewers on G2 come from companies of varying sizes and industries.

26%
Mid-Market

48%
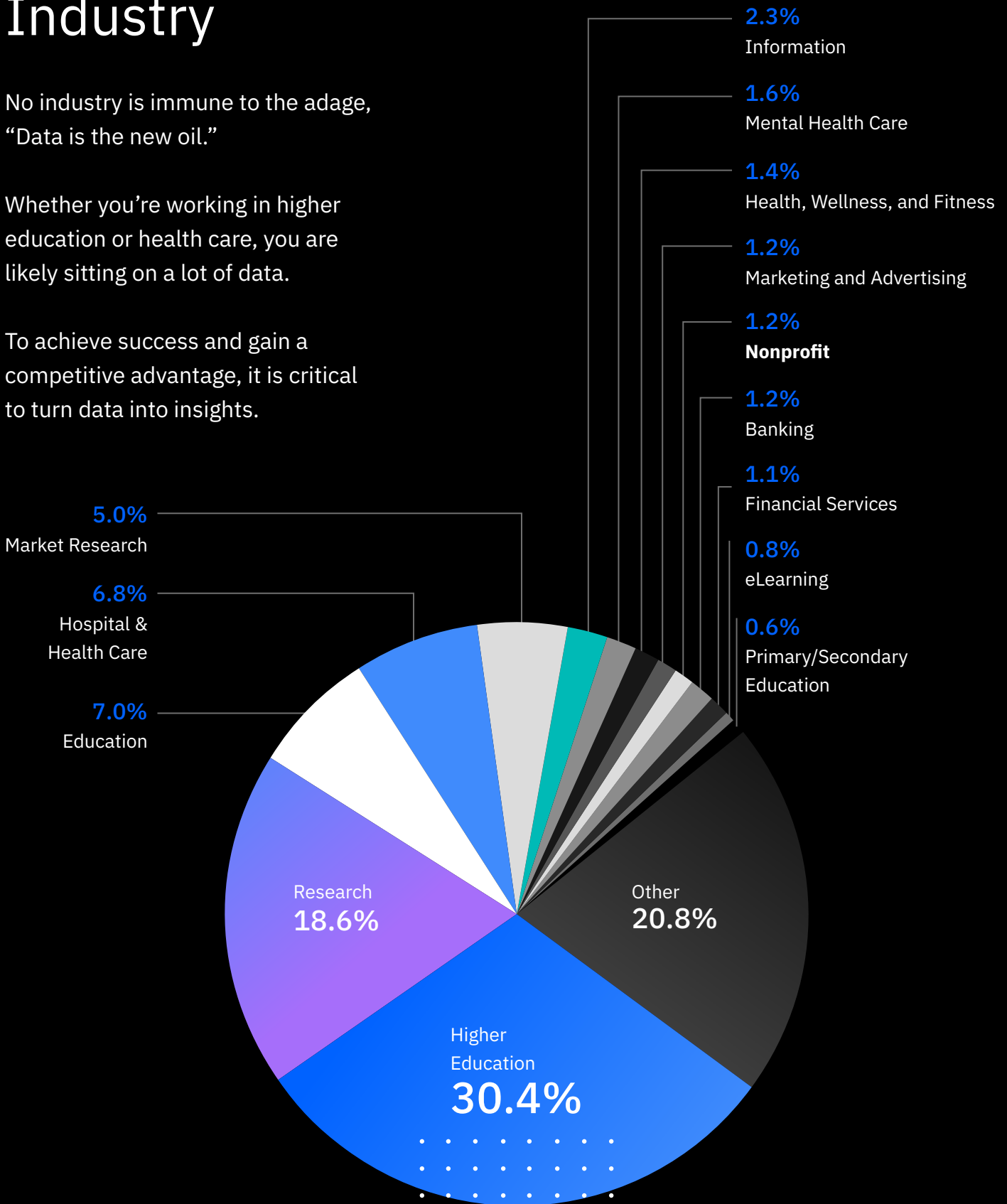Enterprise

26%
Small Business

No Matter What Industry

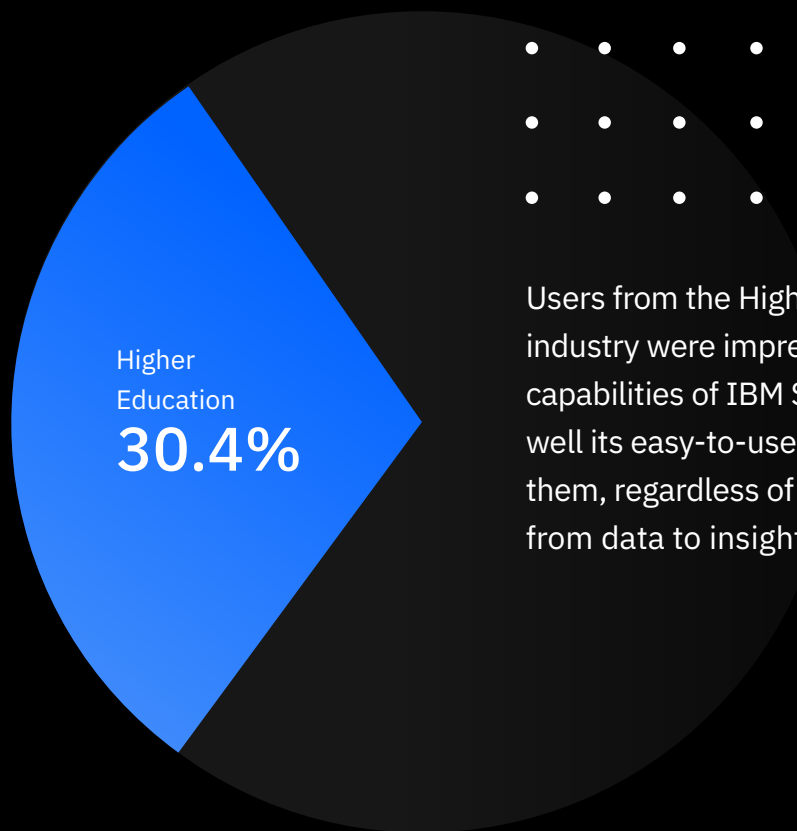No industry is immune to the adage, "Data is the new oil."

Whether you're working in higher education or health care, you are likely sitting on a lot of data.

To achieve success and gain a competitive advantage, it is critical to turn data into insights.

2.3%
Information

1.6%
Mental Health Care

1.4%
Health, Wellness, and Fitness

1.2%
Marketing and Advertising

1.2%
Nonprofit

1.2%
Banking

1.1%
Financial Services

0.8%
eLearning

0.6%
Primary/Secondary Education

5.0%
Market Research

6.8%
Hospital & Health Care

7.0%
Education

Research
18.6%

Other
20.8%

Higher Education
30.4%

IBM SPSS Statistics reviews on G2

IBM

Higher Education

Higher Education

30.4%

Users from the Higher Education industry were impressed by the robust capabilities of IBM SPSS Statistics, as well its easy-to-use interface, allowing them, regardless of background, to get from data to insights quickly.

"

SPSS [Statistics] offers a **robust set of analytics packages** with a user-friendly, drag-and-drop approach.

– Higher Education ★★★★☆

"

SPSS Statistics **saves a lot of time** when you would like to see trends in your data.

– Higher Education ★★★★★

"

It is well designed and provides great support guides. **Suitable even for less advanced users.**

– Higher Education ★★★★⯪

IBM

Research

Research
18.6%

Researchers turn to IBM SPSS Statistics to complete data analysis and solve tough research problems. With IBM SPSS Statistics, they can feel confident that they can complete their work and conduct the best research possible for themselves.

"**IBM SPSS Statistics is one of the best software when it comes to data analysis.** The software is easy to use for the experts and can handle large volume of data. Another advantage is that it can handle different types of data.

– Research ★★★★½

"It allows me to run my analyses, and display my results in an appropriate way for the work that I do. I can also customize and organize my data in a way that works best for me, **allowing me to do the best research possible for myself.**
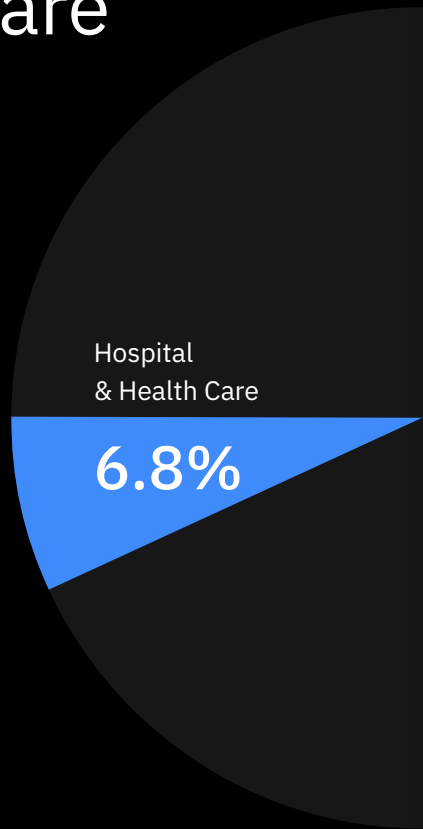
– Research ★★★★★

"**This is the top statistical software** used in solving research problems of analysis and predictive analytics.

– Research ★★★★★

Hospital & Health Care

Hospital
& Health Care

6.8%

For health care professionals, sometimes time is not just money. It can be the difference between life and death. They appreciate the easy-to-use interface and the range of statistical tests that can be run on data. Individuals from beginners to advanced users can take advantage of IBM SPSS Statistics.

"

I like that SPSS [Statistics] is laid out as a spreadsheet format where you can easily view the data and corresponding variables. I also like that SPSS [Statistics] makes it easy to run both basic and advanced statistical tests without spending hours coding as in other software programs, as it allows for automated data coding.

– Hospital & Health Care ★★★★☆

"

The best aspect about SPSS [Statistics], compared to other statistical packages, is that it includes a user interface and interactive means of doing data entry. This means that individuals from beginner level to advanced can use point-and-click to run analyses and organize data **without having to learn code.**
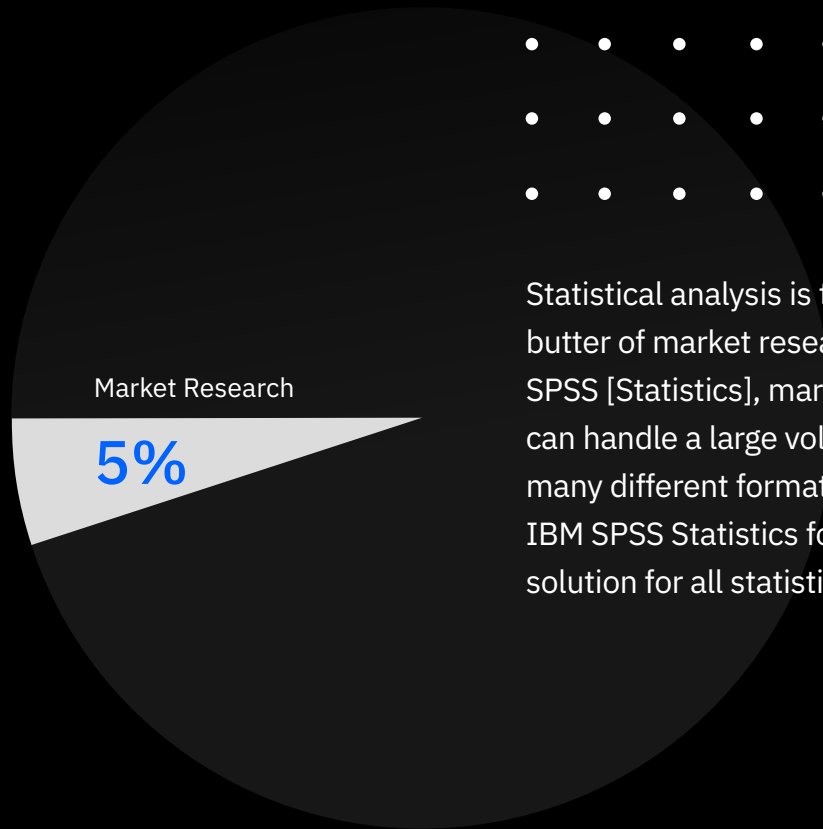
– Hospital & Health Care ★★★★⯪

"

I already had some experience with SQL and so I was hopeful that SPSS [Statistics] would be easier for me to pick up on - it was just that! **I like that it easy to import data and easy to navigate the dropdown menus.**

– Hospital & Health Care ★★★★★

IBM

Market Research

Market Research

5%

Statistical analysis is the bread and butter of market research. Using IBM SPSS [Statistics], market researchers can handle a large volume of data in many different formats. They look to IBM SPSS Statistics for a one-stop solution for all statistical problems.

"

With IBM SPSS Statistic one is able to manipulate any type of data whether discrete, group or ratio data. It also helps in analyzing data for all the statistical distributions. With IBM SPSS Statistics the results or the statistical analysis report is well detailed which makes it easy to draw an inference.

– Market Research ★★★★☆

"

I love using the IBM SPSS Statistics since it can handle data in different forms and also handle a large volume of data. It also helps in visualizing the data since it gives a detailed report making it **easy to get inference and data characteristics.**

– Market Research ★★★★☆

"

I love that IBM SPSS Statistics is one-stop solution for all statistical problems. It doesn't matter the kind of data you are using; SPSS [Statistics] can handle all types of data and in large volumes.

– Market Research ★★★★☆

IBM

Conclusion

With IBM SPSS Statistics' easy-to-use software, you can save valuable time, allowing your team to focus on insights and gain a competitive advantage. With its tailored functionality and customizable interfaces, IBM SPSS Statistics can be used across different skill levels and functional responsibilities.

G2 users were particularly impressed by its accurate, powerful results and were happy to know that if they had any questions about how to achieve these results, IBM and the IBM SPSS Statistics community were just a click away to provide help.

Explore IBM SPSS Statistics for yourself and see how others are accelerating analytics' time-to-value.

IBM

Free Trial

See Reviews on G2