

Extracting information from numbers

A one-day data analysis course that uses *STATISTICA*.

This course will help participants from many different backgrounds to quickly and reliably find useful information in their data, using STATISTICA. People who currently use Excel for data analysis will be amazed at how quickly this can be done.

We will concentrate on ways to organise, manipulate, graph and summarise data so that it can be used in decision making. Where statistical tests and concepts assist this, they will be introduced and used.

Who should attend?

If you use spreadsheets to analyse data, and realise that the spreadsheet environment can't do all you need to do, then we can show you a better way. Or if you find that you are spending far too much time to get the needed information from your spreadsheet, then come along.

If you use other statistics programs, then come to see how you can do better work, faster, using *STATISTICA*'s particularly well-constructed interface, its integrated high quality graphing, and its ability to be extended to include advanced data mining techniques.

Your manager should consider coming too, to see if your whole organisation can benefit from these methods.

If you already use *STATISTICA* then come to this course to ensure you know all the little tricks that make life easy.

Location: Auckland: Friday
20 May. 9am-4pm
Trainer: Dr Ray Hoare
Cost: \$600 + gst

You will find this course particularly useful if you have:

- Environmental data
- Service industry transaction data
- Engineering test data
- Direct marketing response data
- Experimental science data



After this intense one-day course you will be able to

Prepare your data for analysis

- Put labels on your numeric codes
- Recode the data to facilitate interpretation
- Select subsets of your data, semi-permanently, or for just one analysis
- Compute new variables, including ones based on date information

Use exploratory data analysis methods

- Check distribution assumptions
- Use graphs to locate and exclude outliers
- Graph the relationships between many variables at once
- Use interactive scatterplot brushing techniques to show patterns

Summarise your data

- You will be confident in preparing nicely-formatted tables of many kinds
- You will know how to prepare several different kinds of graphs that display the data instantly
- You will be able to perform statistical tests that help your decision making

Find the relationships between your measurements

- Regressions for continuous data
- Crosstabs for category data
- Analysis of variance when you have both continuous and categorical data

Prepare high-quality graphs, suitable for use in any publication

- Set all the colours, line widths, fonts, annotations, backgrounds you want
- Save your customisations as a "graph style" so they can easily be applied to other graphs you make
- Merge different graphs, even of different types
- Use multiple axes on one graph

Transfer your tables and graphs into word processor or desktop publishing programs for your final report.

- Using the *STATISTICA* report generator
- Choosing the best way to copy tables for your purpose

Why use STATISTICA?

With *STATISTICA* you can very quickly find patterns in your data, test that differences are statistically significant and present conclusions in a convincing way. All this can be done in a much shorter time than with a corresponding spreadsheet analysis, and you can use many more techniques than available in a spreadsheet. There are many other statistical programs, but *STATISTICA* is built with modern technology that makes it easy to learn and easy to integrate with all your other software.

One feature that sets *STATISTICA* apart from other programs of its type is the integrated nature of its design - the same conventions for setting up tasks apply whether you are summarising, graphing, making comparisons or data mining. This vastly speeds up the learning process.

Another difference that makes for efficient analysis is that you first define the essential elements of a procedure, and then choose repeatedly from a set of possible outputs related to that procedure.

The trainer

Dr Ray Hoare has several science degrees, and spent 20 years doing research, teaching and consulting. He has been training people to use statistics software for more than 10 years. He continues to do some technical support for *STATISTICA*, so he has a good understanding of what learners need and want to know.

In preparing this course he has drawn on his own experience, the materials used by the full time professional trainers employed by StatSoft in Australia and around the world, and feedback from clients at the many courses he has conducted.

More information:
www.hrs.co.nz/statisticatraining
Or darrel@hrs.co.nz



Investigating a scatter plot matrix by brushing

Registration details

To enrol in this course, simply fill out the form below and fax it to (07) 839 9103 or mail to PO Box 4153, Hamilton East. You can also register online: www.hrs.co.nz/statisticatraining

The charge is \$600 per person + GST - invoices, cheques and cards will be processed after the course. We allow

withdrawal at no fee until 10 days prior to the course, but after that date payment is required. Course attendees can be substituted if required at any time.

We will send you details of the training venue, dining and parking after you enrol.

YES!

I would like to register for the training course "Extracting information from numbers", Auckland, 20 May 2005

(Cost is \$600 + gst)

Name: _____

Company purchase order number:

Position: _____

Department: _____

OR Credit Card:

Company: _____

Credit card number:

Mail Address: _____

Suburb _____ City _____

Expiry date: ____/____/____

Email: _____

Name on credit card: _____

Phone _____ Fax _____

Signature: _____