

MGN909:DATA ANALYSIS USING SPSS

L:0 T:0 P:3 Credits:2

Course Outcomes: Through this course students should be able to

- develop deep insight of data analysis and interpretation through practical experience by using SPSS as a statistical tool
- do customer profiling and segmentation using appropriate statistical techniques
- develop confidence for handling various parametric and non-parametric techniques of data analysis
- make different types of charts and tables using SPSS as a statistical tool

List of Practicals / Experiments:

Creating and managing data with SPSS

- SPSS windows processes
- creating data file
- editing a data file
- managing data

Creating graphs and charts

- creating and editing graphs
- creating and editing charts

Frequencies and descriptive statistics

- frequencies
- bar charts
- histograms
- percentiles
- measures of central tendency

Cross tabulation and means procedure

- computing cross tabulation
- computing means

Bivariate correlation

- bivariate correlation and matrix

Testing of hypothesis

- one sample hypothesis tests
- two sample hypothesis tests
- linear regression

Multivariate analysis

- one way ANOVA
- two way ANOVA
- multiple regression
- factor analysis

Non-parametric procedures

- chi square test
- mann whitney u test
- wilcoxon signed ranks test
- kruskal-wallis h test

- spearman's rank order correlation

Text Books:

1. SPSS FOR WINDOWS STEP BY STEP by DARREN GEORGE AND PAUL MALLERY, PEARSON

References:

1. DOING DATA ANALYSIS WITH SPSS by ROBERT H. CARVER AND JANE GRADWOHL NASH, CENGAGE LEARNING