

SPSS expertise – Our analytics team



Beyond the Arc has extensive experience in installing, configuring, and using SPSS software. We can also help clients integrate SPSS modeling and analytics platforms with multiple databases. Our areas of expertise include:

- IBM SPSS Modeler
- IBM SPSS Text Analytics
- Database management
- IBM SPSS Statistics and Custom Tables
- IBM SPSS Collaboration and Deployment Services
- **Cross platform & operating system support / Admin management**
Windows XP, Vista, Windows 7, Windows Server 2003, Windows Server 2008, Linux and Mac OS X, as well as cloud implementation

Our SPSS team

Bruce Johnson

Bruce Johnson is lead analytics consultant at Beyond the Arc. Bruce is an expert on the IBM SPSS Modeler software with 20 years of experience in data mining, statistics, text mining, systems, and process analysis. He is an IBM Certified Specialist who has taught classes in SPSS Statistics and Modeler, Decision Trees, Forecasting, ANOVA, and various other applications.

Recent work includes:

- For a major media company, designed data systems and built propensity models in support of campaigns to get subscribers.
- For a large financial institution, created an algorithm to identify problems gathered from multiple consumer feedback sources; and created a 100-category automated classification system for monitoring customer issues.
- Coaching and implementing IBM SPSS software to Fortune 500 companies in the telecommunications, hospitality, and specialty retail industries.

Brandon Purcell

Brandon Purcell is our Analytics Team Lead and a Certified IBM Sales consultant. Using the CRISP-DM approach of Business Understanding, Data Understanding, Data Preparation, Modeling, Evaluation, and Deployment, Brandon is an expert in manipulation of data and comprehensive QA processes to improve validity of models.

Recent work includes:

- Led training and coached in SPSS Modeler and data mining.
- For a top 5 bank, built models and utilized SPSS Modeler as an enterprise-wide text analytics solution.

Certifications include:

- IBM Certified Specialist – SPSS Modeler Professional
- IBM Certified Specialist – SPSS Statistics Level 1

Certifications include:

- IBM SPSS Predictive Analytics Solution Sales Professional v1



Tony Pines

Tony Pines, analytics consultant and our technical lead, manages the technical installations and integrations of IBM SPSS modeling and analytics platforms with multiple databases, including in cloud environments. Additionally, Tony has significant experience in text analytics, data preparation and data understanding, and establishing access to and analysis of social media native feeds. His experience includes analysis using IBM SPSS Modeler and related tools.

Recent work includes:

- Installation of Modeler, Text Analytics, and Statistics
- Installation of Collaboration and Deployment Services, including DB2 Enterprise, Websphere Application Server and Decision Management
- Installation and maintenance of cloud based servers running analytic platforms.
- Data acquisition, preparation and analysis of native social media data feeds.

Technical sales courses:

- SPSSCD100 and SPSSCD103 sales classes for Collaboration and Deployment Services

Nick Baldocchi

Nick Baldocchi, an analyst at Beyond the Arc with an astute knowledge in logic and mathematical processes, is responsible for supporting our team in data preparation, analysis and data acquisition. Nick has a Bachelor's degree in Mathematical Sciences, which focused on Methods of Analysis and Numerics. Nick supports projects involving IBM SPSS Modeler and other analytics tools.

Recent work includes:

- Development of social media data analysis streams in IBM SPSS Modeler.
- Development of social media data preparation streams in IBM SPSS Modeler.
- Provided training support and coaching in SPSS Modeler and data mining
- Development of data for complex analytics

Certifications include:

- IBM Certified Associate - SPSS Modeler Data Analyst v2

Let's Talk

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