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## Highlights

- Develop and share new visualizations, from basic, simple charts to advanced, highly compelling graphics.
  - Use an intuitive “drag-and-drop” user interface that requires no graphical programming skills.
  - Apply style sheets and graph templates tailored to your organization to set new standards across your enterprise.
  - Get started right away with dozens of built-in visualization templates.
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# IBM SPSS Visualization Designer

*Easily create and share customized visualizations*

A compelling graphic can bring your most highly detailed research findings into sharp focus, so people quickly grasp the meaning of your analysis. But creating just the right graphic can sometimes be a challenge. However, with IBM® SPSS® Visualization Designer you don’t need extensive programming skills to conceive, create and share compelling visualizations.

From basic, static charts to advanced visualizations that can even include interactive features, you can now easily produce highly customized visualizations that make data easier to understand. You can also create proprietary branding styles to standardize the look and feel of visualizations throughout your organization. And because SPSS Visualization Designer gives you the ability to create reusable chart/graph templates, you can share your unique visualizations with a broad array of end users.

## Easy to use, no programming required

SPSS Visualization Designer makes the creation of powerful and compelling data visualizations accessible to non-technical users. With an intuitive, drag-and-drop design interface, it eliminates the need for advanced programming skills.

You can choose from nearly two dozen visualization templates—and SPSS Visualization Designer will even suggest the most appropriate template for your particular data. The software makes it easy to quickly update and adapt your visualizations “on the fly” without coding. More advanced users can select a split-screen view in which they can view and edit the visualization code SPSS Visualization Designer automatically generates.



### **Use visualization templates directly within our products**

With SPSS Visualization Designer, the templates you create are immediately available within supported products such as IBM SPSS Modeler and IBM SPSS Statistics Base. Simply create a visualization template and begin using it immediately via the product's Graphboard feature. You can even create a template using SPSS Visualization Designer and then send it to another analyst for use within supported products.

### **Access data from a variety of sources**

With SPSS Visualization Designer, you can access .SAV files directly, making it easy to create templates and visualizations using data from SPSS Statistics. SPSS Visualization Designer also can directly access data from common databases as well as data stored within report services definitions in IBM SPSS Collaboration and Deployment Services.

### **Customize and brand your visualizations**

Free your organization from reliance on pre-packaged visualizations with SPSS Visualization Designer. Easily create customized visualizations that reflect the branding and style standards of your company. Use your proprietary styles to create a consistent look and feel among every visualization you use for internal presentations. Or, if you are performing research for customers, make your findings more distinctive and engaging by designing charts and graphs that broadcast your clients' corporate branding.

### **Communicate data more effectively**

SPSS Visualization Designer significantly expands your ability to communicate important data in a meaningful and understandable way. When a simple lift chart doesn't express your data clearly enough, use SPSS Visualization Designer to create a more dynamic and compelling visualization that engages your audience. Tailor the format and style of your visualization in new ways that more effectively represent the results of an analysis. SPSS Visualization Designer provides an easy-to-use visual design paradigm that empowers you to create better and more effective data visualizations.

## Features

- Dozens of available built-in visualization templates
- GUI interface with drag-and-drop functionality to update/edit visualizations
- Easily develop new visualizations for use within IBM SPSS products (SPSS Modeler and SPSS Statistics)
- Create and apply custom styles to visualizations
- Receive automatic suggestions of visualizations to fit your data
- Supports many data sources including delimiter-separated, IBM SPSS Statistics data files and common database sources such as DB2®, SQL Server, Oracle and Sybase
- Factor many data elements with multifaceted and multi-dimensional visualizations
- Create advanced graphics using principles expressed by Lee Wilkinson in The Grammar of Graphics using GPL syntax
- Includes support for the vizML™ visualization markup language
- Integrate with SPSS Collaboration and Deployment Services
- Export visualizations as images
- Use built-in sampling for large datasets

## System requirements

This product is supported only on the Microsoft Windows platform. For details, see [ibm.com/spss/requirements](http://ibm.com/spss/requirements).

## About IBM Business Analytics

IBM Business Analytics software delivers actionable insights decision-makers need to achieve better business performance. IBM offers a comprehensive, unified portfolio of business intelligence, predictive and advanced analytics, financial performance and strategy management, governance, risk and compliance and analytic applications.

With IBM software, companies can spot trends, patterns and anomalies, compare “what if” scenarios, predict potential threats and opportunities, identify and manage key business risks and plan, budget and forecast resources. With these deep analytic capabilities our customers around the world can better understand, anticipate and shape business outcomes.

### For more information

For further information please visit [ibm.com/business-analytics](http://ibm.com/business-analytics).

### Request a call

To request a call or to ask a question, go to [ibm.com/business-analytics/contactus](http://ibm.com/business-analytics/contactus). An IBM representative will respond to your inquiry within two business days.



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