

Making Sense of Multivariate Data
Multivariate Methods for Market Research
Duration - dependent on modules selected (usually 1-3 days)
(MAR3-1)

Pre-requisite

Only basic statistical knowledge is assumed – e.g. means, variability, t-test

Course Summary

This training explains the purpose of each technique, how to interpret the statistical outputs and the data structures required. We illustrate the use of the techniques using case studies.

Software

Access to a general statistics package is required to take part in the course workshops and have a go yourselves at analyzing some data to fully understand how to apply the methods. We recommend XLSTAT, or JMP but can also advise on the appropriateness of other software packages. Usually free demo versions can be used for the training if the software is not already available, so no purchases are necessary.

Flexibility

We can build a customised training programme to suit the needs of the client in terms of both the software being used and the application areas. We build the training programme from the following list of options after discussion between the client and the trainer.

Course Topics

- Analysis of Variance
- Principal Component Analysis (PCA)
- Factor Analysis
- Correspondence Analysis
- Multiple Factor Analysis (MFA)
- Multidimensional Scaling
- Clustering Techniques
- Conjoint Methods
- Generalised Procrustes Analysis(GPA)
- Canonical Variates Analysis (CVA)

- Multiple Regression
- CHAID / Logistic Regression
- Partial Least Squares (PLS)
- Structural Equation Modelling/Path PLS

**For further information and pricing contact:
Qi Statistics Ltd at www.qistatistics.co.uk or telephone +44 (0)1189 345722**