

# MARKET SEGMENTATION USING PASW STATISTICS

■ Duration: 2 days    ■ Advanced

## Target Audience

Anyone who has worked with PASW Statistics and is interested in knowing more about the appropriate procedures for market segmentation.

## Prerequisites

Familiarity with PASW Statistics Base, including variable definition, opening and saving data files, generation of basic exploratory statistics. The understanding of Central Tendency, Dispersion and Hypothesis Testing (including the t-test) is an essential prerequisite.

## Overview

The course focuses on the statistical techniques most often used to support market segmentation. The course emphasizes the practical issues of setting up, running and interpreting the results of market segmentation analysis.

## Course Content

- Market segmentation methods
- Cluster analysis for market segmentation: principles
- Cluster analysis for market segmentation: practice
- Factor analysis
- Response-based segmentation I: Discriminant and logistic regression
- Response-based segmentation II: CHAID analysis

**Products used: PASW Statistics Base, PASW Regression and PASW Decision Trees**

