

MARKET SEGMENTATION USING SPSS

SPSS

■ Platform: Windows ■ Level: 3

TARGET AUDIENCE

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

PREREQUISITES

Familiarity with SPSS, 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.

OBJECTIVES

This course will give you a sound understanding of profiling, clustering, and predictive analytical techniques. In particular you will learn:

- The underlying assumptions and types of data required for each technique
- The similarities and differences between these techniques
- When to use each technique and how to apply them using SPSS products
- How to interpret the results.
- How to build predictive models and apply them to new data

COURSE CONTENT

After an initial overview of the techniques available, their assumptions, aims and applications, the following detail is provided:

- Overview of market segmentation methods
- Cluster analysis basics
- Running a cluster analysis
- Factor analysis basics
- Running a factor analysis
- Factoring methods and recommendations
- Response based segmentation
- Logistic regression
- Discriminant analysis
- CHAID analysis