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Market Segmentation Using IBM SPSS Statistics Information

Length: 1.0 Day
Ref: 0G036G □
Delivery method: Classroom
Price: EUR

Overview

In this one-day course you will focus 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.

Public

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

Prerequisites

You should have:

- On the job experience with SPSS for Windows **or** completion of the Windows Basic **and/or** Intermediate courses.
- Basic statistical knowledge **or** at least one college level course in statistics is helpful.

Objective

Please refer to course overview for description information.

Topics

- Segmentation and Classification Methods
- Cluster Analysis: Principles
- Cluster Analysis: Practice
- Factor Analysis
- Decision Trees
- Decision Trees II: Chaid Analysis