

Exercises for ConsumerCheck PCA, Preference Mapping

*In the following Use your own data OR use the version of the **apple** data set*

1. Make a short exploratory analysis using the *Basic Stat liking* tab. Which products are most liked?
2. Replicate the example from the presentation/ ConsumerCheck paper (choose internal preference mapping with PLSR)
3. Make the external preference mapping (try different methods: PCR or PLSR). Does the choice of the methods change results?
4. Draw the segmentation for the external preference mapping. Which attributes are the most liked by the consumers? How many consumers seem to like these attributes?
5. What can you say about explained variance of X and Y? Are consumer liking data much noisier than the sensory profiling data?
6. Detailed information on PCA, Preference mapping, PLSR can be found in Sections 3.2, 3.3, 3.4 and 6.4, 6.5, 6.6 of ConsumerCheck paper (**JSS_CCpaper_FIX.pdf**)