

Multivariate analysis and panellist performacen in PanelCheck: Exercises

Make sure PanelCheck is running. It does NOT come in a Mac version. If you only have a MAC and do not have windows running on your MAC then you could work together with someone, who has it running.

Datasets

Use your own data OR use the version of the TVbo data set as it is shared in Campusnet. The 12 products in the TVbo data set consist of all combinations of 3 TVsets and 4 pictures.

Exercise:

Do the different types of multivariate analysis:

- 1. PCA of average data (Consensus Tab) – standardized and non-standardized. Is there any difference? And if so, can you understand why?*
- 2. Potentially: Do the STATIS. Do you see any differences in the product configuration? (The score plots)*
- 3. Tucker 1 analysis (again: is the product story different)*
- 4. Interpret the Manhattan plots.*
- 5. What about univariate panel performance based on one-way ANOVAs? (three different tabs in PanelCheck)*
- 6. Potentially look at correlation plots.*