University of Ferrara

DIPARTIMENTO DI ECONOMIA E MANAGEMENT

Statistics for Economics and Business
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Hierarchical and Non hierarchical CA: practical analysis and interpretation

Lecture 13 – 3rd of April 2019

Research questions:

Can we detect homogeneous market segments of wine drinkers? Can we create a Market Segmentation of wine drinkers?

Database:

Passito

Method:

Cluster Analysis

Please, perform the analysis and write-up a small dissertation on the topic and results

Example

in a word document set up all the following sections

Title (and authors with affiliation)

Contents
1. Introduction (contextualizing the issue)
2. The dataset
3. The research questions and the variables of interest
4. The statistical method applied
5. Discussion of the main results and comments
6. Final conclusions
7. References

Appendix = script and commands' description

Example

Market segmentation of wine drinkers

Tutorial Lab using R:
MKT segmentation of wine drinkers
using hierarchical and non hierarchical cluster analysis