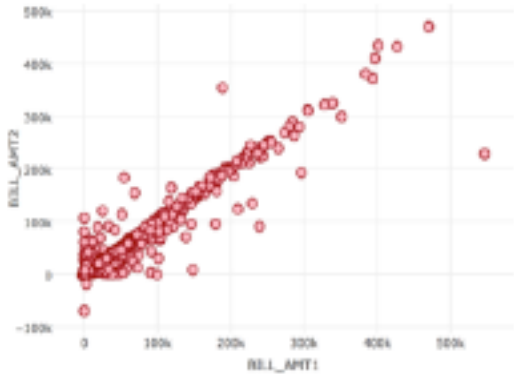
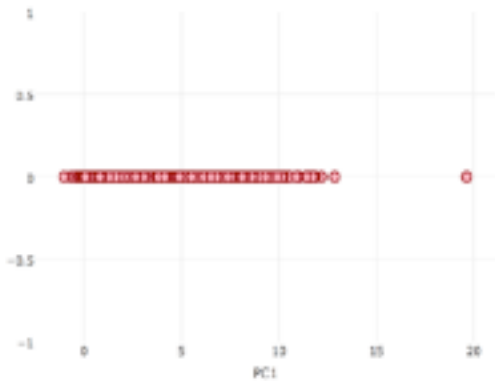




Principal Components Analysis

- Orthogonal rotation of covariance or correlation matrix that orders derived measures from highest to lowest variation
- Useful for dimensionality reduction / removing collinearities







Pros and Cons of Principal Components Analysis

Pros

- Can be computed using covariance/correlation matrix

Cons

- Sensitive to skewed measures
- Sensitive to outliers
- Categorical data requires preprocessing
 - Multiple Correspondence Analysis
 - Multi-Dimensional Scaling

Principal Components Analysis

- Orthogonal rotation of covariance or correlation matrix that orders derived measures from highest to lowest variation
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