

Humboldt University Berlin

Institute of Marketing

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Customer Analytics and Customer Insights

WS 2018/19

Special Work Performance 2: Reducing Data Complexity

This is group work. Each group consists of up to 4 students.

Your answers including all tables and graphs must not exceed 5 pages plus an appendix (see details below). Put all your r-code to an appendix. Please start a new page when providing your report to a new subtask. Please use typeface Times Roman in 12pt with 1.15 line spacing (in tables and graphs you may use 10pt and 1.0 line spacing) and 1 inch space on all sides. Do not forget to report your names, group number, and student numbers and a page number on each page starting with number one on the first answering page. Do not include a title page or content page.

Send your team report as pdf to my email address daniel.klapper@hu-berlin.de not later than Dec 05, 2018, 9am.

Download the questionnaire data for chocolate bars (data are available on Moodle).

SWP 2a:

Use the attribute evaluations of the 10 chocolate bars to compute the (average) Euclidean distances between the 10 chocolate bars. Report the similarity matrices in the appendix.

Use this similarity matrix to generate a 2-dimensional perceptual map based on the Multidimensional Scaling Method. Augment your perceptual maps by properties (Property Fitting) and potentially preferences. Explain your estimation approach and report and interpret your perceptual maps. Include the perceptual map(s) and important estimation results in the text (maximum 2 pages plus appendix with some tables and graphs).

SWP 2b:

Use the attribute evaluations of the 10 chocolate bars and perform a Factor Analysis (or Principal Component Analysis). Plot the factor scores of the 10 chocolate products for the first 2 factors (principal components). Explain your procedure (e.g. why you performed Factor Analysis or Principal Components Analysis) and report interpret you results. Include the plot of the scores and the main results in the text (maximum 2 pages plus appendix with some tables and graphs).

SWP 2c:

Critically compare and evaluate your results from SWP3a and SWP3b (1 page maximum).