# HDDA Tutorial: Correspondence Analysis

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*Tutorial 11*

## Concepts

1. What is the idea behind Correspondence Analysis?

2. What does inertia measure?

3. Identify the advantages and disadvantages of correspondence analysis.

## Application

The file Laundry.RData (on the Moodle site) contains data on laundry purchases. Although data are available on many variables, an advertising firm is specifically interested in identifying whether people with particular occupations tend to buy from particular manufacturers.

1. Perform correspondence analysis on these variables.

2. Name two brands that are similar to one another.

3. Name a manufacturer associated with skilled occupations.

4. Name an occupation associated with the manufacturer Unilever.

5. How much inertia is explained by the second dimension on its own.