**Humboldt University Berlin**

**Institute of Marketing**

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# Customer Analytics and Customer Insights

## WS 2020/21

### 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 10 pages (no 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 18, 2020, 4:00pm.**

Use the data about preferences for city trips from SWP1

SWP 2a:
Use the attribute evaluations of the different cities to compute the (average) Euclidean distances between the cities. 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 4 pages).

SWP 2b:
Use the attribute evaluations of the cities and perform a Factor Analysis (or Principal Component Analysis). Explain your procedure (e.g. why you performed Factor Analysis or Principal Components Analysis) and report interpret you results critically (maximum 5 pages).

SWP 2c:
Critically compare and evaluate your results from SWP2a and SWP2b (2 pages maximum).