

# Primer on Analysis of Experimental Data and Design of Experiments

## *Lecture 8. Statistical Design of Experiments*

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# Course Outline

$$\bar{y} = f(\bar{x}) \quad \bar{x} = x_1, x_2, \dots, x_n \quad \bar{y} = y_1, y_2, \dots, y_m$$

Lecture 1: Introduction

Lecture 2: Collecting and plotting  $x_1, x_2, \dots, x_n$

Lecture 3: Physical and empirical  $f, F, df/dx, \dots$

Lecture 4: Model selection between  $f_1, f_2, \dots$

Lecture 5: Model Selection: Cross-validation and Bootstrapping method

Lecture 6: Scaling theory with known  $f$ ,  $f(\bar{x}) = f(\bar{X})$

Lecture 7: Scaling theory with unknown  $f$ ,  $\bar{x} \rightarrow X$

Lecture 8: **Design of experiments to determine  $\bar{y}_{\max} = f(\bar{x})$**

Lecture 9: DOE and Anova

Lecture 10: Principle component analysis for classifying  $\{y\}$ .

Lecture 11: Machine learning ... Statistical approach to learn  $f$

Lecture 12: Interpretable ML: Physics-based machine learning  $f = f_{\text{physics}} + \Delta f$

Lecture 13: Interpretable ML: System Equation Modeling

Lecture 14: Conclusions

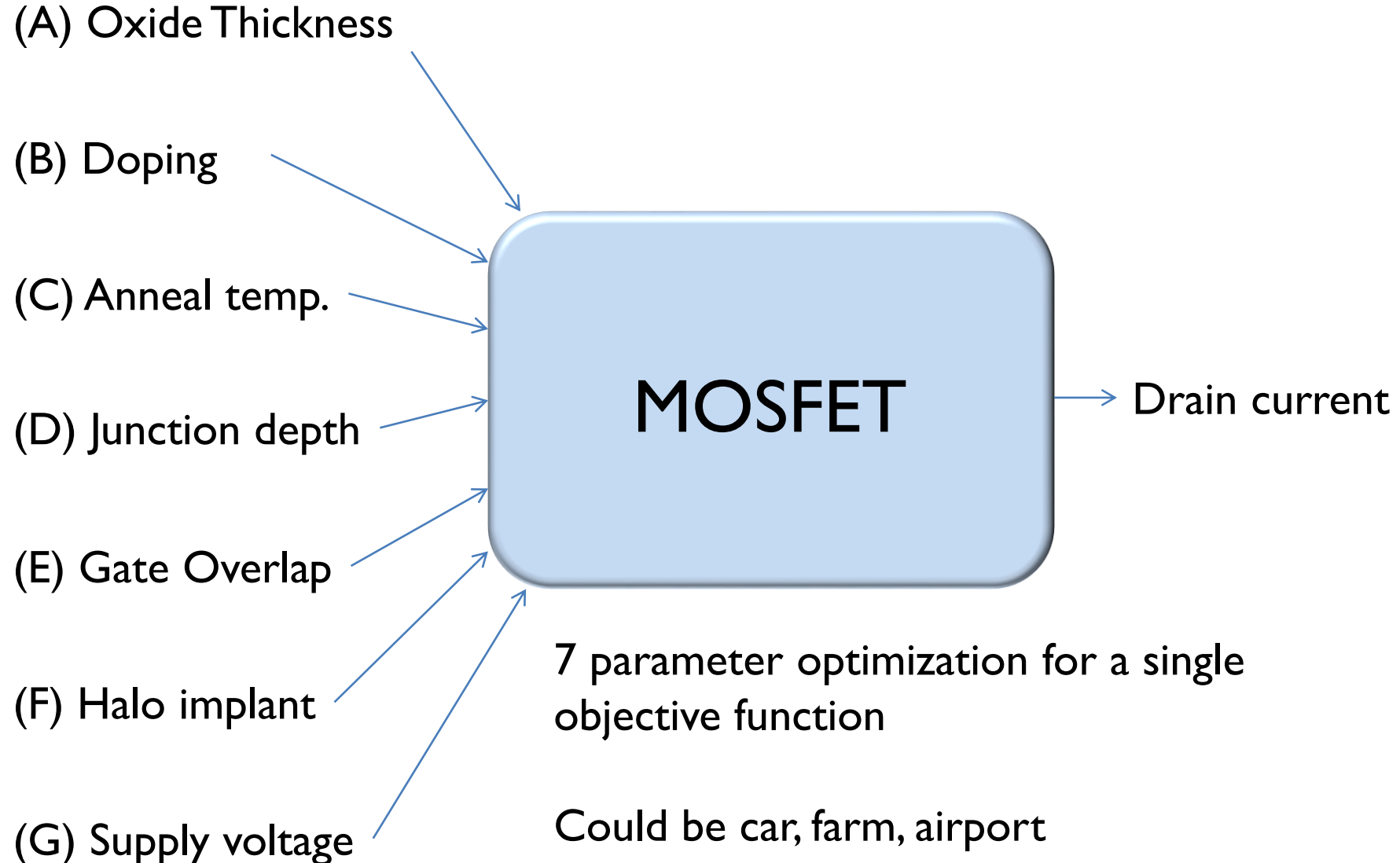
# Outline

1. Context and background
2. Single factor and full factorial method
3. Orthogonal vector analysis: Taguchi/Fisher model
4. Correlation in dependent parameters
5. Conclusions

# Design of Experiments

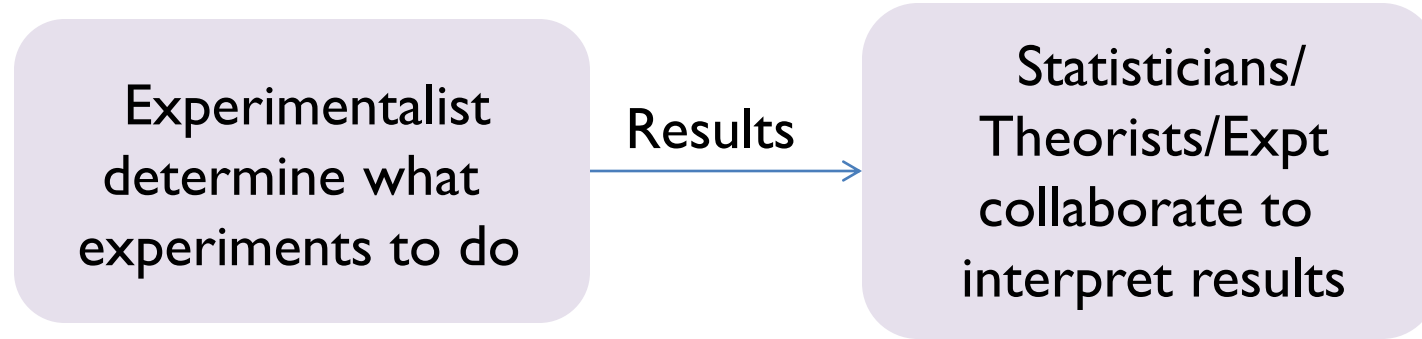
- Set of guidelines for designing, conducting and analyzing experiments for system optimization
- Foundations of DOE were laid by Sir. R.A. Fisher in early 1920s (Analysis of Farm data, output as good as input).
- Concepts of Orthogonal arrays were introduced by Taguchi in 1950s. (Formalized the whole analysis)
- DOE has revolutionized quality control/reliability in all fields of science and technology (Toyota was one of the early adopter, most semiconductor companies use the method).

# Problem definition

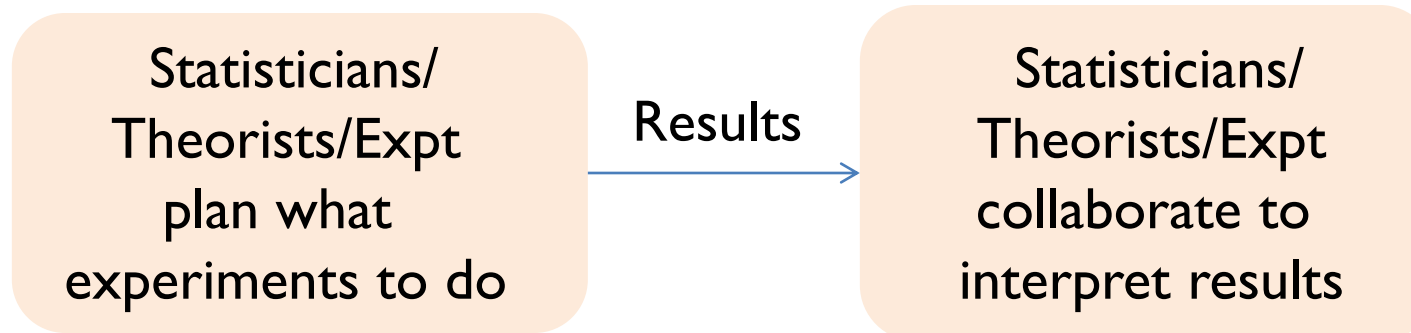


# Philosophical shift with DOE

Before Fisher ...



After Fisher ...



Output cannot be greater than input .....

# Definition of terms

Factor	Level	Run/trial/replicate
Tox	1, 2, 3 nm	(2 nm, $10^{17}$ cm <sup>-3</sup> , 4 μm) <sub>rep</sub>
Doping	$10^{16}$ , $10^{17}$ cm <sup>-3</sup>	
Lch	2, 3, 4 μm	

- 1 factor, 3 level, 4 replicate experiment
- 2 factor, 2 level, 3 replicate experiment
- 8 factor, 2 level, 1 replicate experiment



# Puzzle Analogy: Many factors, 2 levels

## Graeco-Latin Squares Euler Squares

Land type ....A,B,C,D (Latin)  
Fertilizer ... a,b,c,d (Greek)

Aa	Bc	Cd	Db
Bb	Ad	Dc	Ca
Cc	Da	Ab	Bd
Dd	Cb	Aa	Ac

Balance and statistical content

## Sudoku

	2		7		4		9	
		5	6		9	2		
1								7
5			4		8			2
		2				6		
8			3		7			4
9								1
		8	1		2	3		
	4		9		5		8	

30 filled cells vs. 81 cells

3	2	6	7	8	4	1	9	5
7	8	5	6	1	9	2	4	3
1	9	4	2	5	3	8	6	7
5	1	7	4	6	8	9	3	2
4	3	2	5	9	1	6	7	8
8	6	9	3	2	7	5	1	4
9	5	3	8	7	6	4	2	1
6	7	8	1	4	2	3	5	9
2	4	1	9	3	5	7	8	6

# Outline

1. Context and background
- 2. Single factor and full factorial method**
3. Orthogonal vector analysis: Taguchi/Fisher model
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## 7 Factor, 2 level: One factor at a time

	A	B	C	D	E	F	G	Output
Run 1	1	1	1	1	1	1	1	10
Run 2	2	1	1	1	1	1	1	15
Run 3	2	2	1	1	1	1	1	12
Run 4	2	1	2	1	1	1	1	9
Run 5	2	1	1	2	1	1	1	18
Run 6	2	1	1	2	2	1	1	19
Run 7	2	1	1	2	2	2	1	17
Run 8	2	1	1	2	2	1	2	13
<b>Final</b>	2	1	1	2	2	1	1	19

Simple, widely used, but non-optimum solutions

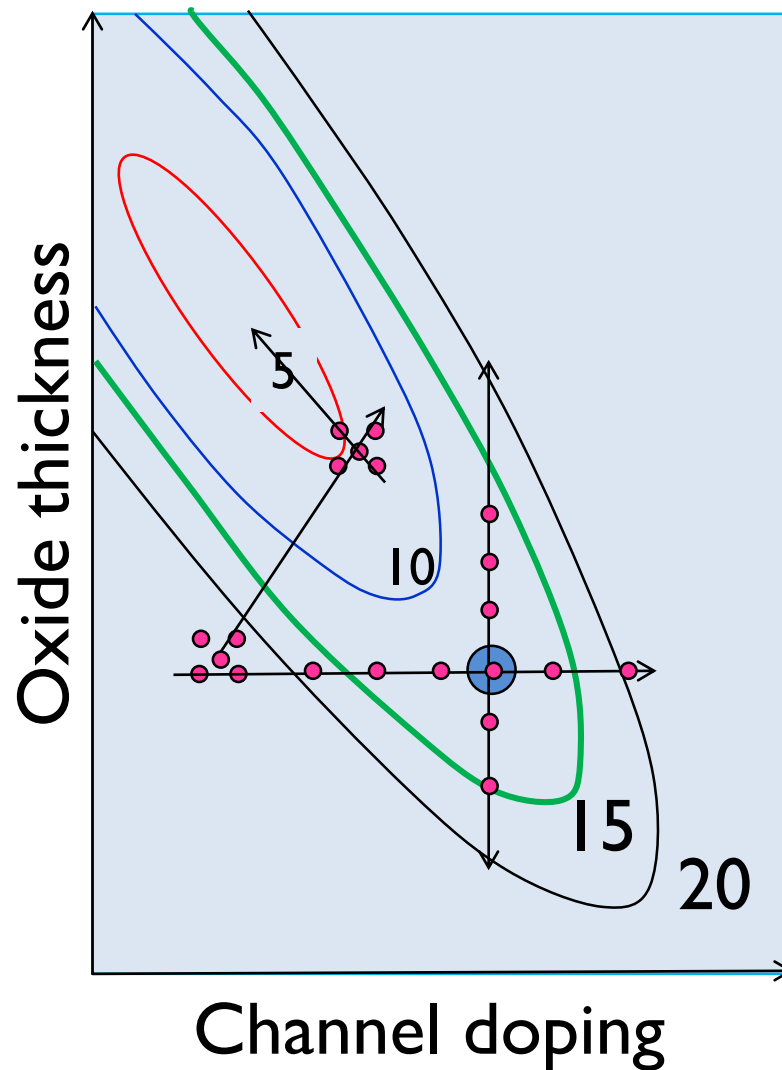
# 7 Factor, 2 Level: Full factorial analysis

				A <sub>1</sub>				A <sub>2</sub>			
				B <sub>1</sub>		B <sub>2</sub>		B <sub>1</sub>		B <sub>2</sub>	
				C <sub>1</sub>	C <sub>2</sub>	C <sub>1</sub>	C <sub>2</sub>	C <sub>1</sub>	C <sub>2</sub>	C <sub>1</sub>	C <sub>2</sub>
D <sub>1</sub>	E <sub>1</sub>	F <sub>1</sub>	G <sub>1</sub>	R-1 (10)				R-2 (15)		R-3 (12)	
			G <sub>2</sub>								
		F <sub>2</sub>	G <sub>1</sub>						R-4 (9)		
			G <sub>2</sub>								
	E <sub>2</sub>	F <sub>1</sub>	G <sub>1</sub>								
			G <sub>2</sub>								
		F <sub>2</sub>	G <sub>1</sub>								
			G <sub>2</sub>								
D <sub>2</sub>	E <sub>1</sub>	F <sub>1</sub>	G <sub>1</sub>					R-5 (18)			
			G <sub>2</sub>								
		F <sub>2</sub>	G <sub>1</sub>								
			G <sub>2</sub>								
	E <sub>2</sub>	F <sub>1</sub>	G <sub>1</sub>					R-6 (19)			
			G <sub>2</sub>					R-8 (13)			
		F <sub>2</sub>	G <sub>1</sub>					R-7 (17)			
			G <sub>2</sub>								

Single parameter method is a fractional non-optimal factorial method: After A<sub>2</sub> win, will never visit A<sub>1</sub>. After B<sub>2</sub> loss, will never visit B<sub>2</sub>. Same for C<sub>2</sub> Column, etc.

$$Level^{factor} = 2^7 = 128$$

# The problem with one-at-a-time approach



Response surface  
Orthogonal sampling

# Outline

1. Context and background
2. Single factor and full factorial method
- 3. Orthogonal vector analysis: Taguchi/Fisher model**
4. Correlation in dependent parameters
5. Conclusions

# Uncorrelated main effect (forward/backward)

4 factors for simplicity

	Level 1	Level 2
A	0	2
B	0	-6
C	0	4
D	0	-2

	Level 1	Level 2	L2-L1
A	-2	0	2
B	2	-4	-6
C	-3	1	4
D	0	-2	2

Full factorial (Only A)

		A <sub>1</sub>		A <sub>2</sub>	
		B <sub>1</sub>	B <sub>2</sub>	B <sub>1</sub>	B <sub>2</sub>
C <sub>1</sub>	D <sub>1</sub>	0	0	2	2
	D <sub>2</sub>	0	0	2	2
C <sub>2</sub>	D <sub>1</sub>	0	0	2	2
	D <sub>2</sub>	0	0	2	2

Full factorial (A, B, C and D)

		A <sub>1</sub>		A <sub>2</sub>	
		B <sub>1</sub>	B <sub>2</sub>	B <sub>1</sub>	B <sub>2</sub>
C <sub>1</sub>	D <sub>1</sub>	0	-6	2	-4
	D <sub>2</sub>	-2	-8	0	-6
C <sub>2</sub>	D <sub>1</sub>	4	-2	6	0
	D <sub>2</sub>	2	-4	4	-2

Full factorial (A and B)

		A <sub>1</sub>		A <sub>2</sub>	
		B <sub>1</sub>	B <sub>2</sub>	B <sub>1</sub>	B <sub>2</sub>
C <sub>1</sub>	D <sub>1</sub>	0	-6	2	-4
	D <sub>2</sub>	0	-6	2	-4
C <sub>2</sub>	D <sub>1</sub>	0	-6	2	-4
	D <sub>2</sub>	0	-6	2	-4

Full factorial (A, B and C)

		A <sub>1</sub>		A <sub>2</sub>	
		B <sub>1</sub>	B <sub>2</sub>	B <sub>1</sub>	B <sub>2</sub>
C <sub>1</sub>	D <sub>1</sub>	0	-6	2	-4
	D <sub>2</sub>	0	-6	2	-4
C <sub>2</sub>	D <sub>1</sub>	4	-2	6	0
	D <sub>2</sub>	4	-2	6	0

# Taguchi orthogonal array (L8 array)

	A	B	C	D	E	F	G
R-1	1	1	1	1	1	1	1
R-2	1	1	1	2	2	2	2
R-3	1	2	2	1	1	2	2
R-4	1	2	2	2	2	1	1
R-5	2	1	2	1	2	1	2
R-6	2	1	2	2	1	2	1
R-7	2	2	1	1	2	2	1
R-8	2	2	1	2	1	1	2

- 1) Check to see that for every factor, e.g. A, the rest of factors are fully randomized, e.g. every column sums to same number.
- 2) Does it remind you of Sudoku?
- 3) For smaller system (4 factors, 2 levels), choose the first four columns, ignore the remaining 3 – still need 8 experiments. For other systems, see ...

[http://www.freequality.org/sites/www\\_freequality\\_org/documents/tools/Tagarray\\_files/tamatrix.htm](http://www.freequality.org/sites/www_freequality_org/documents/tools/Tagarray_files/tamatrix.htm)



# Orthogonal measurements (uncorrelated)

				A <sub>1</sub>				A <sub>2</sub>			
				B <sub>1</sub>		B <sub>2</sub>		B <sub>1</sub>		B <sub>2</sub>	
				C <sub>1</sub>	C <sub>2</sub>	C <sub>1</sub>	C <sub>2</sub>	C <sub>1</sub>	C <sub>2</sub>	C <sub>1</sub>	C <sub>2</sub>
D <sub>1</sub>	E <sub>1</sub>	F <sub>1</sub>	G <sub>1</sub>	R-1							
			G <sub>2</sub>								
		F <sub>2</sub>	G <sub>1</sub>								
			G <sub>2</sub>				R-3				
	E <sub>2</sub>	F <sub>1</sub>	G <sub>1</sub>								
			G <sub>2</sub>						R-5		
		F <sub>2</sub>	G <sub>1</sub>							R-7	
			G <sub>2</sub>								
D <sub>2</sub>	E <sub>1</sub>	F <sub>1</sub>	G <sub>1</sub>								
			G <sub>2</sub>							R-8	
		F <sub>2</sub>	G <sub>1</sub>						R-6		
			G <sub>2</sub>								
	E <sub>2</sub>	F <sub>1</sub>	G <sub>1</sub>				R-4				
			G <sub>2</sub>								
		F <sub>2</sub>	G <sub>1</sub>								
			G <sub>2</sub>	R-2							

$$Y_{A1} = (R1 + R3 + R2 + R4) / 4 \quad Y_{C2} = (R3 + R4 + R5 + R6) / 4$$

If the system optimizes for (A1 B2 C2 D2 E2 F1 G2)

$$Y = Y_M + (Y_{A1} - Y_M) + (Y_{B2} - Y_M) + (Y_{C2} - Y_M) + (Y_{D2} - Y_M) + \dots (Y_{G2} - Y_M)$$

$$Y_M = (Y_{A1} + Y_{A2} + Y_{B1} + Y_{B2} + \dots + Y_{G1} + Y_{G2}) / 14.$$

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1. Context and background
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# Correlated effect & level factor

4 parameters for simplicity ...

	Level 1	Level 2
A	0	2
B	0	+6
C	0	4
D	0	-2
<b>B if A</b>	<b>0</b>	<b>-6</b>

Uncorrelated

		A <sub>1</sub>		A <sub>2</sub>	
		B <sub>1</sub>	B <sub>2</sub>	B <sub>1</sub>	B <sub>2</sub>
C <sub>1</sub>	D <sub>1</sub>	0	-6	2	-4
	D <sub>2</sub>	-2	-8	0	-6
C <sub>2</sub>	D <sub>1</sub>	4	-2	6	0
	D <sub>2</sub>	2	-4	4	-2

Correlated Table

		A <sub>1</sub>		A <sub>2</sub>	
		B <sub>1</sub>	B <sub>2</sub>	B <sub>1</sub>	B <sub>2</sub>
C <sub>1</sub>	D <sub>1</sub>	0	6	2	-4
	D <sub>2</sub>	-2	4	0	-6
C <sub>2</sub>	D <sub>1</sub>	4	10	6	0
	D <sub>2</sub>	2	8	4	-2

A2+ **B2(GivenA2)** +C2+D2

$$\text{e.g. } A_1 B_1 = (0 - 2 + 4 + 2) / 4 = 1$$

Are the variables correlated?

Define Level factors  $A_m B_m = (A B)_1$

Define  $A_m B_n = (A B)_2$

# Correlated effect & level factor

		A <sub>1</sub>		A <sub>2</sub>	
		B <sub>1</sub>	B <sub>2</sub>	B <sub>1</sub>	B <sub>2</sub>
C <sub>1</sub>	D <sub>1</sub>	0	6	2	-4
	D <sub>2</sub>	-2	4	0	-6
C <sub>2</sub>	D <sub>1</sub>	4	10	6	0
	D <sub>2</sub>	2	8	4	-2

Example of pair correlation:

$$A_1 B_1 = 1, A_1 B_2 = 7$$

$$A_2 B_1 = 3, A_2 B_2 = -3$$

Pair Corr .....  $Corr_{AB} = \sum_{i,j=1,2} A_i B_j (-1)^{(i+j)}$

Third order ...  $Corr_{ABC} = \sum_{i,j,k=1,2} A_i B_j C_k (-1)^{(i+j+k)}$

Fourth order ...  $Corr_{ABCD} = \sum_{i,j,k,p=1,2} A_i B_j C_k D_p (-1)^{(i+j+k+p)}$

$$Corr_{AB} = \sum_{i,j} A_i B_j (-1)^{(i+j)} = A_1 B_1 - A_1 B_2 - A_2 B_1 + A_2 B_2 = -12$$

$$Corr_{AC} = \sum_{i,j} A_i C_j (-1)^{(i+j)} = 0$$

$$Corr_{AD} = \sum_{i,j} A_i D_j (-1)^{(i+j)} = 0$$

$$Corr_{BC} = \sum_{i,j} B_i C_j (-1)^{(i+j)} = 0$$

$$Corr_{BD} = \sum_{i,j} B_i D_j (-1)^{(i+j)} = 0$$

$$Corr_{CD} = \sum_{i,j} C_i D_j (-1)^{(i+j)} = 0$$

A is correlated to B ... There are no other pair correlation

# Correlated effect & level factor

		A <sub>1</sub>		A <sub>2</sub>	
		B <sub>1</sub>	B <sub>2</sub>	B <sub>1</sub>	B <sub>2</sub>
C <sub>1</sub>	D <sub>1</sub>	0	6	2	-4
	D <sub>2</sub>	-2	4	0	-6
C <sub>2</sub>	D <sub>1</sub>	4	10	6	0
	D <sub>2</sub>	2	8	4	-2

Pair Corr .....  $Corr_{AB} = \sum_{i,j=1,2} A_i B_j (-1)^{(i+j)}$

Third order ...  $Corr_{ABC} = \sum_{i,j,k=1,2} A_i B_j C_k (-1)^{(i+j+k)}$

Fourth order ...  $Corr_{ABCD} = \sum_{i,j,k,p=1,2} A_i B_j C_k D_p (-1)^{(i+j+k+p)}$

Third order correlation:

$A_2 B_2 C_2 = -1, A_2 B_2 C_1 = -5$ , etc.

$$Corr_{ABC} = \sum_{i,j,k=1,2} A_i B_j C_k (-1)^{(i+j+k)} = A_2 B_2 C_2 - A_1 B_2 C_2 - A_2 B_1 C_2 + A_1 B_1 C_2 - A_2 B_2 C_1 + A_1 B_2 C_1 + A_2 B_1 C_1 - A_1 B_1 C_1 = -1 - (+5) + (1) - (-5) + (+3) - (+9) - (-1) + (+5) = 0$$

$$Corr_{ABCD} = \sum_{i,j,k,p=1,2} A_i B_j C_k D_p (-1)^{(i+j+k+p)} = A_2 B_2 C_2 D_2 - A_1 B_2 C_2 D_2 - A_2 B_1 C_2 D_2 + A_1 B_1 C_2 D_2 - A_2 B_2 C_1 D_2 + A_1 B_2 C_1 D_2 + A_2 B_1 C_1 D_2 - A_1 B_1 C_1 D_2 - A_2 B_2 C_2 D_1 + A_1 B_2 C_2 D_1 + A_2 B_1 C_2 D_1 - A_1 B_1 C_2 D_1 - A_2 B_2 C_1 D_1 + A_1 B_2 C_1 D_1 + A_2 B_1 C_1 D_1 - A_1 B_1 C_1 D_1 = 0$$

No third or fourth order correlation ....

# How to fix for correlation

4 parameters for simplicity ...

	Level 1	Level 2
A	0	2
B	0	+6
C	0	4
D	0	-2
<b>B given A</b>	<b>0</b>	<b>-6</b>

		A <sub>1</sub>		A <sub>2</sub>	
		B <sub>1</sub>	B <sub>2</sub>	B <sub>1</sub>	B <sub>2</sub>
C <sub>1</sub>	D <sub>1</sub>	0	6	2	-4
	D <sub>2</sub>	-2	4	0	-6
C <sub>2</sub>	D <sub>1</sub>	4	10	6	0
	D <sub>2</sub>	2	8	4	-2

$$Corrected = B_2 - B_1 - \frac{\sum_{A,C,D} \text{all B interaction}}{2}$$

$$= 2 - 2 - (-12 / 2) = +6$$

$$Corrected = A_2 - A_1 - \frac{\sum_{B,C,D} \text{all A interaction}}{2}$$

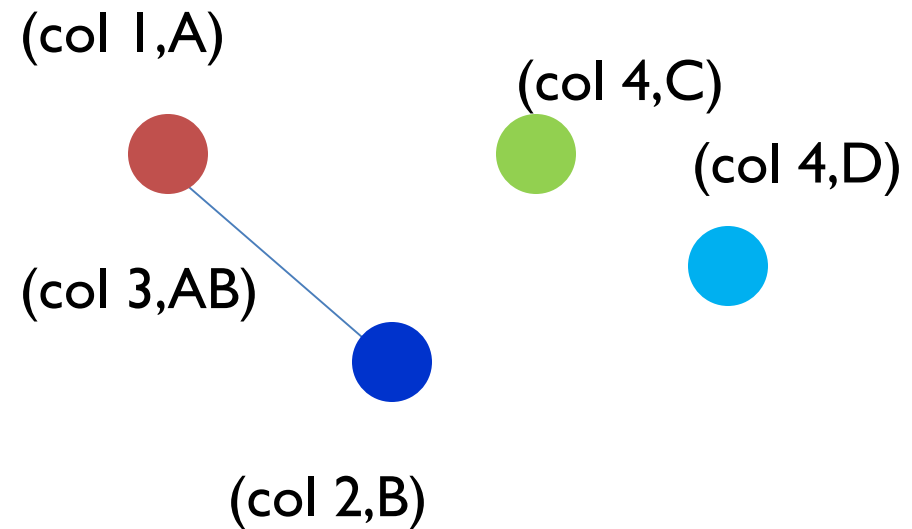
$$= 0 - 4 - (-12 / 2) = +2$$

$$Corr_{AB} = \sum_{i,j} A_i B_j (-1)^{(i+j)} = -12$$

Only (AB) pair correlation found, no other correlation ....

## Aside: correlation linear graph

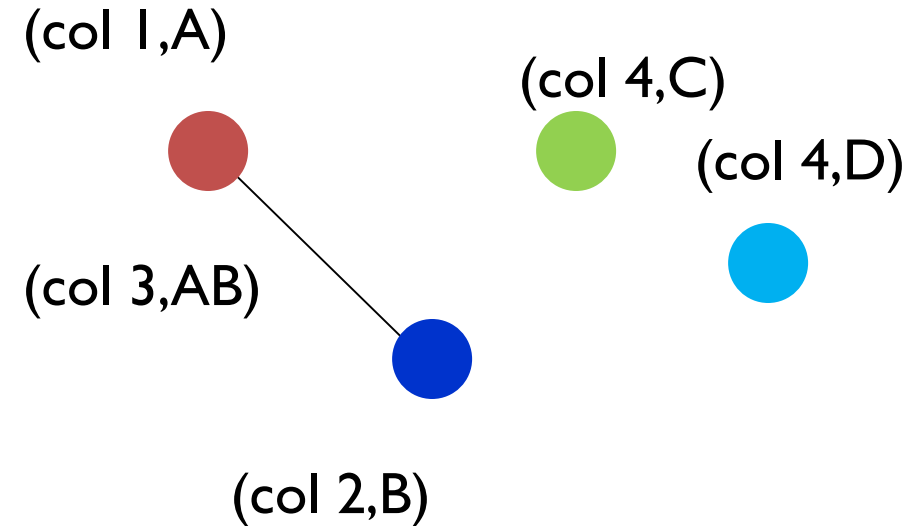
		A <sub>1</sub>		A <sub>2</sub>	
		B <sub>1</sub>	B <sub>2</sub>	B <sub>1</sub>	B <sub>2</sub>
C <sub>1</sub>	D <sub>1</sub>	0	6	2	-4
	D <sub>2</sub>	-2	4	0	-6
C <sub>2</sub>	D <sub>1</sub>	4	10	6	0
	D <sub>2</sub>	2	8	4	-2



Only (AB) pair correlation found, no other correlation ....

# Main effect and interactions

	A	B	AxB	C	D
R-1	1	1	1	1	1
R-2	1	1	1	2	2
R-3	1	2	2	1	1
R-4	1	2	2	2	2
R-5	2	1	2	1	2
R-6	2	1	2	2	1
R-7	2	2	1	1	2
R-8	2	2	1	2	1



$(AB)=I$  means  $A_1 B_1 = I$ ,  $(AB)_2 = A_1 B_2$

Expanded basis set and orthogonal vector set ....

$(AB)$  is a dummy column, without it the C and D would have different arrangements ...

Still need L8 array (4-7), other two-level arrays L4 (1-3) and L12(8-11)



# Taguchi table: Continued

$$L_4(2^3)$$

Run	Columns		
	1	2	3
1	1	1	1
2	1	2	2
3	2	1	2
4	2	2	1

$$L_8(2^7)$$

Run	Columns						
	1	2	3	4	5	6	7
1	1	1	1	1	1	1	1
2	1	1	1	2	2	2	2
3	1	2	2	1	1	2	2
4	1	2	2	2	2	1	1
5	2	1	2	1	2	1	2
6	2	1	2	2	1	2	1
7	2	2	1	1	2	2	1
8	2	2	1	2	1	1	2

$$L_{12}(2^{11})$$

Run	Columns										
	1	2	3	4	5	6	7	8	9	10	11
1	1	1	1	1	1	1	1	1	1	1	1
2	1	1	1	1	1	2	2	2	2	2	2
3	1	1	2	2	2	1	1	1	2	2	2
4	1	2	1	2	2	1	2	2	1	1	2
5	1	2	2	1	2	2	1	2	1	2	1
6	1	2	2	2	1	2	2	1	2	1	1
7	2	1	2	2	1	1	2	2	1	2	1
8	2	1	2	1	2	2	2	1	1	1	2
9	2	1	1	2	2	2	1	2	2	1	1
10	2	2	2	1	1	1	1	2	2	1	2
11	2	2	1	2	1	2	1	1	1	2	2
12	2	2	1	1	2	1	2	1	2	2	1

$$L_N(S^M)$$

M ... Factors

S ... Levels

N ... experiment > DOF = 1 + M(S-1)

# Graeco-Latin Squares and Taguchi Tables

Land type ....A,B,C,D (Latin)

Fertilizer ... a,b,c,d (Greek)

2 factor (M=2) & 4 levels (S=4)

Full factorial experiment

Involves  $4^2 = 16$  experiment

$$L_N(S^M)$$

Choose a table with N=16

that has S=4 levels

$$N = DOF = 1 + M(S - 1) = 1 + 3 \times M$$

Levels	Factors				
	1	1	1	1	1
	1	2	2	2	2
	1	3	3	3	3
	1	4	4	4	4
	2	1	2	3	4
	2	2	1	4	3
	2	3	4	1	2
	2	4	3	2	1
	3	1	3	4	2
	3	2	4	3	1
	3	3	1	2	4
	3	4	2	1	3
	4	1	4	2	3
	4	2	3	1	4
	4	3	2	4	1
	4	4	1	3	2

A=1, B=2, C=3, D=4

a=1, b=2, c=3, d=4

Randomization

Aa	Bc	Cd	Db
Bb	Ad	Dc	Ca
Cc	Da	Ab	Bd
Dd	Cb	Aa	Ac

# Web Design: 4 Factor, 5 level

4 factors (font, color, background, foreground) and 5 levels of each

$$L_N(S^M)$$

M ... Factors

S ... Levels

N ... experiment

$$> DOF = 1 + M(S-1)$$

5<sup>4</sup> experiments

$$DOF = 1 + 4 \times 4 = 17$$

N=25

Partial factorial Design

## Factors

	X1	X2	X3	X4	X5	X6
	-	-	-	-	-	-
	1	1	1	1	1	1
	1	2	2	2	2	2
	1	3	3	3	3	3
	1	4	4	4	4	4
	1	5	5	5	5	5
	2	1	2	3	4	5
	2	2	3	4	5	1
	2	3	4	5	1	2
	2	4	5	1	2	3
	2	5	1	2	3	4
	3	1	3	5	2	4
	3	2	4	1	3	5
	3	3	5	2	4	1
	3	4	1	3	5	2
	3	5	2	4	1	3
	4	1	4	2	5	3
	4	2	5	3	1	4
	4	3	1	4	2	5
	4	4	2	5	3	1
	4	5	3	1	4	2
	5	1	5	4	3	2
	5	2	1	5	4	3
	5	3	2	1	5	4
	5	4	3	2	1	5
	5	5	4	3	2	1

Levels

## Randomization

fjords	jawbox	phlegm	qiviut	zincky
zincky	fjords	jawbox	phlegm	qiviut
qiviut	zincky	fjords	jawbox	phlegm
phlegm	qiviut	zincky	fjords	jawbox
jawbox	phlegm	qiviut	zincky	fjords

[https://www.mne.psu.edu/cimbala/me345/Lectures/Taguchi\\_orthogonal\\_arrays.pdf](https://www.mne.psu.edu/cimbala/me345/Lectures/Taguchi_orthogonal_arrays.pdf)

<https://www.york.ac.uk/depts/math/tables/orthogonal.htm>

# Conclusions

1. Design of experiment is a powerful technique universally used in industry and in large scale field trials.
2. Taguchi/Fisher methods replace the older one-factor-at-a-time experiments with experiments based on orthogonal arrays; In this approach, only the effect of main factors remain; others are cancelled.
3. Understanding and analyzing correlation is important in design of experiments. Unless the correlation is well understood and incorporated through dummy variables, the analysis may lead to faulty conclusions.

# References

I understood the essence of the problem of randomization from the book “Nets, Puzzle, and Postman”, by Peter Higgins, Oxford University Press.

A wonderful set of lectures by Stuart Hunter is available in youtube, see ...

[http://www.youtube.com/watch?v=AVUA0Qly60&list=PLWQ-BDMTHPQVH3IUGF7EM\\_3XHJWFD2EIP](http://www.youtube.com/watch?v=AVUA0Qly60&list=PLWQ-BDMTHPQVH3IUGF7EM_3XHJWFD2EIP)

For DOE based on Taguchi method, I liked Lloyd W Condra, “Reliability Improvement with design of experiments”, Marcel Dekker Inc., 1993. Another good book is by Ranjith Roy, “A primer on the Taguchi Method”, Van Nostrand Reinhold International Co. Ltd., 1990. Some of the examples are taken from AT&T, “Statistical Quality Control Handbook”.

Also, see the lectures on DOE by Hunter  
<http://www.youtube.com/watch?v=NoVIRAq0Uxs>  
<http://www.youtube.com/watch?v=hTviHGsl5ag>

The classical AVONA method is discussed in great detail in Chapter 13 and 14 of “Applied Statistics and Probability for Engineers, 3<sup>rd</sup> Edition, D.C. Montgomery and G. C. Runger, Wiley, 2003.

Hunter’s lectures on AVONA is also very enjoyable  
<http://www.youtube.com/watch?v=k3n9iSB6Cns>  
<http://www.youtube.com/watch?v=F05zZL3uyRo>

A slightly different approach that also reduces the number of experiments greatly is based on the response surface approach. It uses Newton-like algorithm to find the peaks/valleys of the response surface, see R. H. Myers and D.C. Montgomery, “Response Surface Methodology”, Wiley Interscience, 2002. This book discusses design of experiment in great detail.

For general reference see

Joan Fisher Box, “R.A. Fisher and the Design of Experiments, 1922-1926”, *The American Statistician*, vol. 34, no. 1, pp. 1-7, Feb. 1980.

F. Yates, “Sir Ronald Fisher and the Design of Experiments”, *Biometrics*, vol. 20, no. 2, In Memoriam: Ronald Aylmer Fisher, 1890-1962., pp. 307-321, (Jun. 1964.

# Review Questions

1. What role did Fisher play in developing the design of experiment?
2. If you have 3 variables at two levels, what Taguchi array would you choose?
3. How does one find correlation among variables in Full factorial method?
4. What is the role of linear graphs in Taguchi method?
5. In what ways Fisher philosophy of change the ways experiments are done?  
Is there a down side of such analysis?
6. What is dummy variable? What does dummy variable to do in DOE?
7. Can you have 3<sup>rd</sup> or higher order correlation, if you do not have second order correlation?