Segmentation Checklist

Segmentation: Clustering subjects. No dependent variable.

Subjects: What are you studying.

Collect Data: Identify the variables or dimensions you that describe your subjects.

Bias Reduction: Is your data biased.

Outlies Reduction: Standardize data and view outliers. (=STANDARDIZE(DATA, STDEV, MEAN))

Stat Tools: ME > XL, NumXL Pro, XLSTAT, Tableau.

Blogs: Breaking BI

Dimension Reduction: PCA, Curse of Dimensionality.

Segmentation Data: Survey of subjects.

Qualitative Data: Must be turned into quantitative data as individual yes no variables. Can’t turn them into numerical categories because the computer will think that four is four times greater than one, etc.

Segmentation Video: [www.youtube.com/watch?v=58vC6nVHnDw](http://www.youtube.com/watch?v=58vC6nVHnDw)

ME > XL: [www.decisionpro.biz/business-users/software/demo-download](http://www.decisionpro.biz/business-users/software/demo-download)