

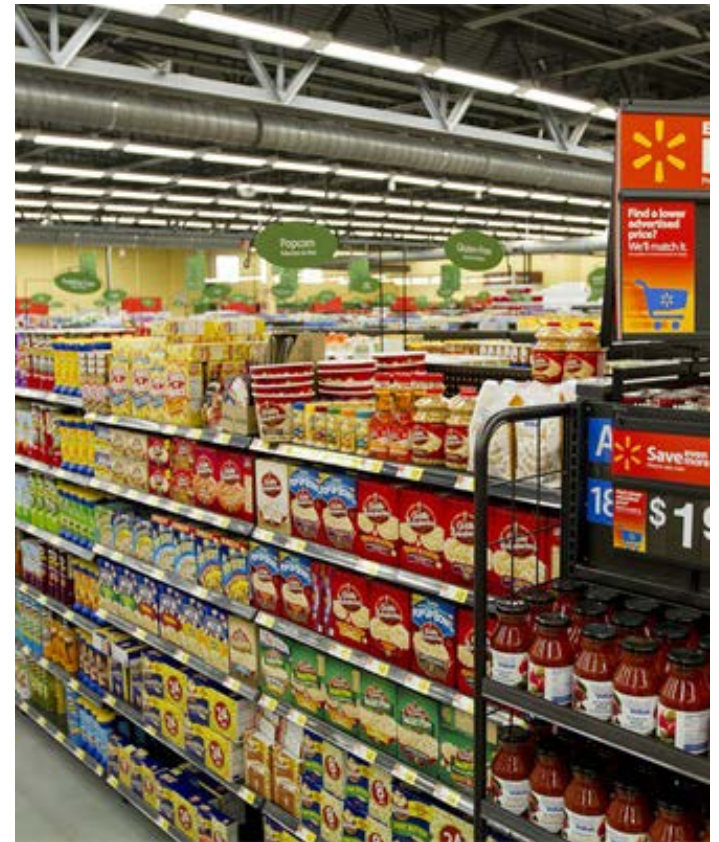


Bayesian Intro

School of Information Studies
Syracuse University

Patterns in Retail Behavior

- Obtain
- Scrub
- **Explore**
- **Model**
- **iNterpret**

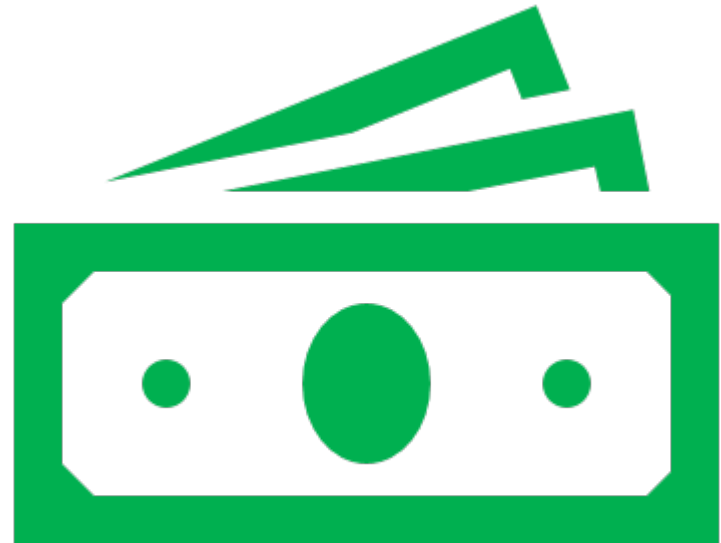


Our Challenge This Week?

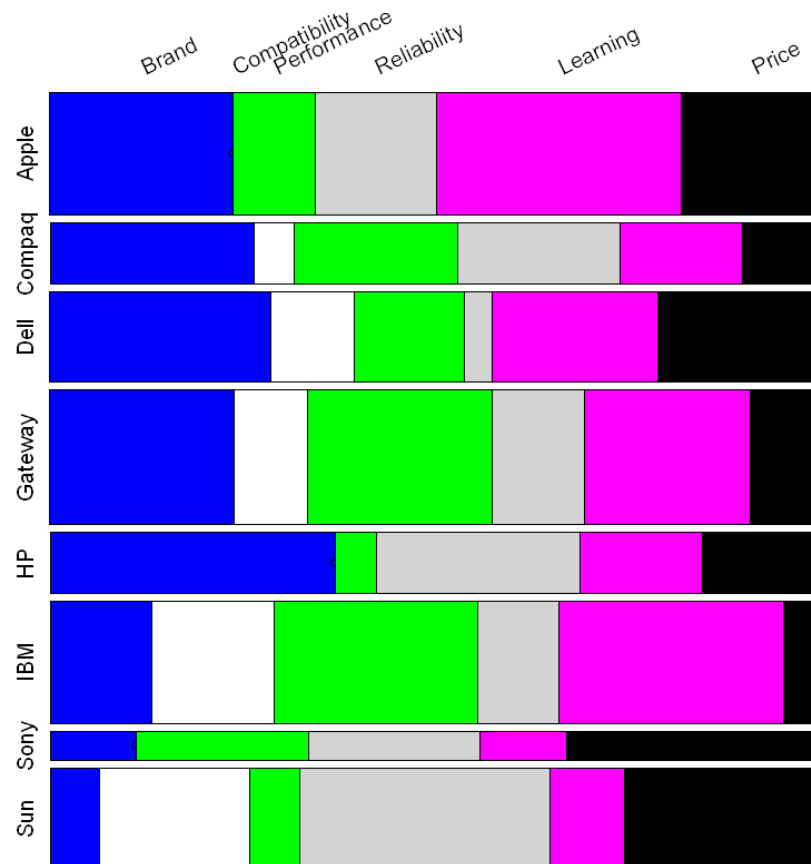


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COMPAQ



Consumer Preference



Can the Bayesian Approach Provide More Insight into Consumer Choice?

