Introduction to Bayesian Network Analysis for Market and Consumer Research

Duration 1 day
(CON2-1)

Pre-requisite
   A knowledge of basic statistical concepts and methods is assumed.

Course Summary
   This one-day workshop gives an introduction to Bayesian Networks and their application to data from consumer and market research.

Software
   We deliver the training using an evaluation copy of HUGIN Explorer Software.

Flexibility
   We can customize the module content to meet specific requirements.

Course Content
- Introduction – Bayesian probability models

- Automatic learning algorithms

- Statistical aspects – measures of fit

- Applications to consumer data

    o Clustering variables

    o identifying drivers of liking

- Cross Validation

- Hands on exercises using the HUGIN explorer data

- Comparisons with traditional preference modelling techniques

For further information and pricing contact:
Qi Statistics Ltd at www.qistatistics.co.uk or telephone +44 (0)1189 345722