Statistics for Market Research Acronyms

ANOVA | Analysis of Variance

CART | Classification and Regression Trees

CBC | Choice Based Conjoint

CFA | Confirmatory Factor Analysis

CI | Confidence Interval

CHAID | Chi-squared Automatic Interaction Detection

CLT | Central Limit Theorem

DCE | Discrete Choice Experiment

DCM | Discrete Choice Modeling

EX | Employee Experience

HB | Hierarchical Bayes

MANOVA | Multivariate Analysis of Variance

MaxDiff | Maximum Difference Scaling

NLP | Natural Language Processing

PCA | Principal Component Analysis

PSPP | Program for Statistical Program Processing

SEM | Structural Equation Modeling

SPSS | Statistical Package for the Social Sciences

TURF | Total Unduplicated Reach and Frequency

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