

Statistics for Market Research Acronyms

ANOVA | Analysis of Variance

CHAID | Chi-squared Automatic Interaction Detection

CART | Classification and Regression Trees

CI | Confidence Interval

CBC | Choice Based Conjoint

CLT | Central Limit Theorem

CFA | Confirmatory Factor Analysis

DCM | Discrete Choice Modeling

DCE | Discrete Choice Experiment

HB | Hierarchical Bayes

MANOVA | Multivariate Analysis of Variance

MaxDiff | Maximum Difference Scaling

PCA | Principal Component Analysis

SEM | Structural Equation Modeling

SPSS | Statistical Package for the Social Sciences

TURF | Total Unduplicated Reach and Frequency

#MRXacrs