Essentials of Multivariate Data Analysis

Neil H. Spencer

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Since most datasets contain a number of variables, multivariate methods are helpful in answering a variety of research questions. Accessible to students and researchers without a substantial background in statistics or mathematics, **Essentials of Multivariate Data Analysis** explains the usefulness of multivariate methods in applied research.

Unlike most books on multivariate methods, this one makes straightforward analyses easy to perform for those who are unfamiliar with advanced mathematical formulae. An easily understood dataset is used throughout to illustrate the techniques. The accompanying add-in for Microsoft Excel® can be used to carry out the analyses in the text. The dataset and Excel add-in are available for download on the book's CRC Press web page.

Providing a firm foundation in the most commonly used multivariate techniques, this text helps readers choose the appropriate method, learn how to apply it, and understand how to interpret the results. It prepares them for more complex analyses using software such as Minitab®, R, SAS, SPSS, and Stata.

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