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By Ian Cox, Marie Gaudard

SAS Institute, United States, 2013. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.Partial Least Squares (PLS) is a flexible statistical modeling technique that applies to data of any shape. It models relationships between inputs and outputs even when there are more predictors than observations. Using JMP statistical discovery software from SAS, Discovering Partial Least Squares with JMP explores PLS and positions it within the more general context of multivariate analysis. Ian Cox and Marie Gaudard use a learning through doing style. This approach, coupled with the interactivity that JMP itself provides, allows you to actively engage with the content. Four complete case studies are presented, accompanied by data tables that are available for download. The detailed how to steps, together with the interpretation of the results, help to make this book unique. Discovering Partial Least Squares with JMP is of interest to professionals engaged in continuing development, as well as to students and instructors in a formal academic setting. The content aligns well with topics covered in introductory courses on: psychometrics, customer relationship management, market research, consumer research, environmental studies, and chemometrics. The book can also function as a supplement to courses in multivariate...



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