Dataset Documentation:

Multivariate Data Analysis, Eighth edition

**"The world's leading authority on applied multivariate data analysis
based on number of citations, as reported by Google.Scholar."**

A number of datasets are available to enable students and faculty to perform the multivariate analyses described in the supplemental chapters to the textbook. Many of the techniques in these supplemental chapters require specialized datasets (e.g., multidimensional scaling, correspondence analysis and conjoint analysis), while others (e.g., canonical correlation) are performed using conventional survey data.

HBAT

HBAT is a common dataset developed for use with canonical correlation analysis.

- **HBAT** – the primary database described in the text which has multiple metric and nonmetric variables allowing for use in most of the multivariate techniques.

Other HBAT Datasets

In addition to HBAT, several other datasets are used with specific techniques, including conjoint analysis, correspondence analysis and multidimensional scaling. These datasets include:

- **HBAT_CPLAN and HBAT_CONJOINT** – the datasets to perform the "full profile" conjoint analysis available in SPSS. HBAT_CPLAN details the stimulus profile

descriptions and HBAT_CONJOINT contains the actual responses to the stimulus profiles.

- HBAT_MDS, HBAT_CORRESP and HBAT_CORRESP_INDIV – the datasets used for the multidimensional scaling and correspondence analyses.

Dataset Formats

Given the widespread interchangeability of data formats among statistical programs, all of the datasets are provided in two formats. First is the .SAV format used in SPSS, which allows for documentation of variable descriptions, etc. in a standard format. Also, all of the datasets are contained in an EXCEL workbook, amenable to input to any statistical program.