

# CHAID analysis



# Statistical description



CHAID analysis (Chi-square Automatic Interaction Detector) is used to discover the interaction and dependence between a group of independent variables and a dependent variable through several Chi-square tests of significance (variance components).

For the segment profile, the dependent variables would be the conglomerates and the independent variables, all those that could explain the profile (behavioral and demographic conditions, etc.)

CHAID analysis consists of performing a cluster analysis in which different variables are compared in order to create user groups.

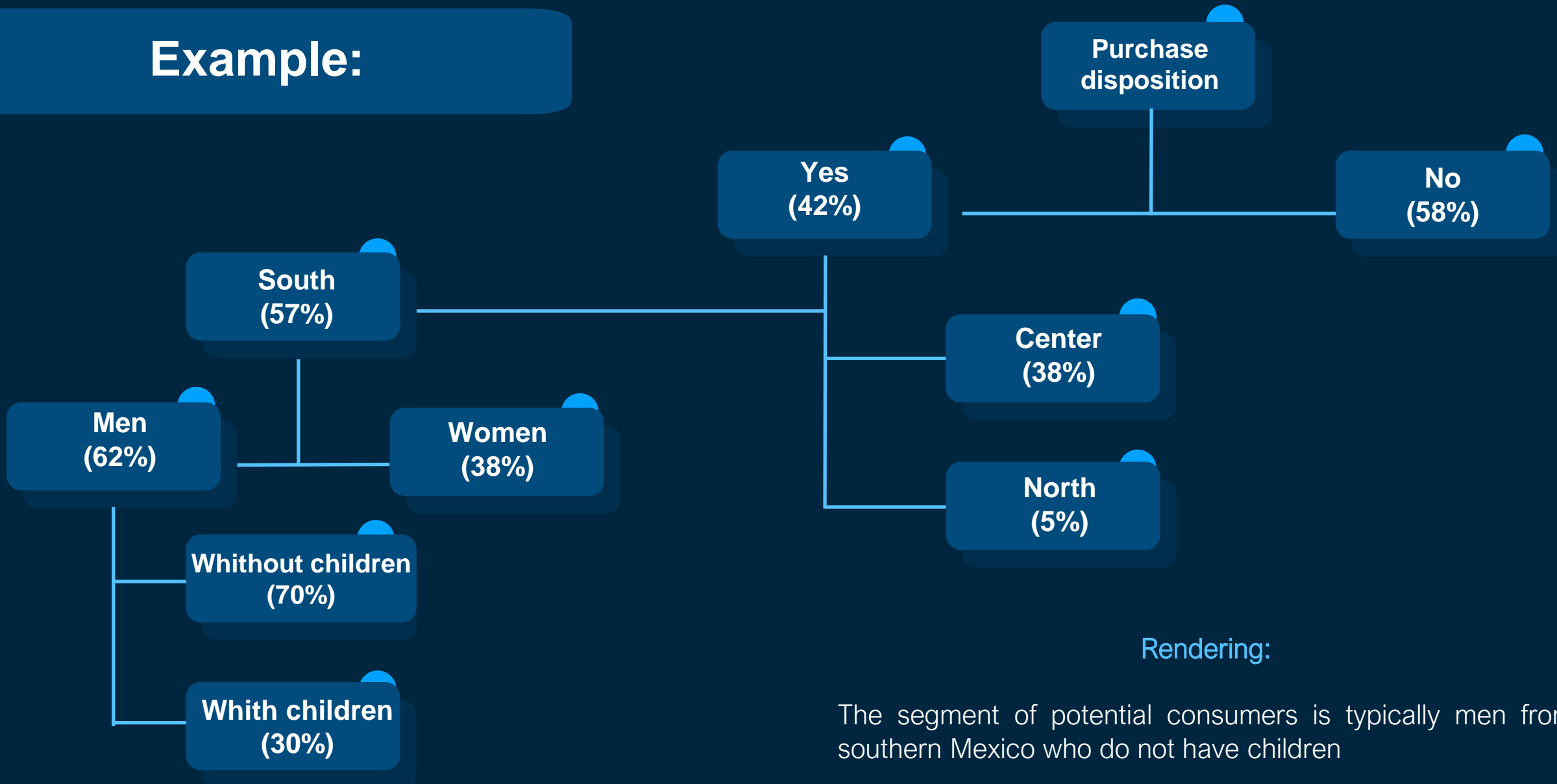
This analysis is reliable because it is done automatically, this means that the analyst cannot influence the way in which the groups are created.



One way to segment profiles is by performing the CHAID analysis and Business Fishers has the specialized technical team for its correct application and analysis.

To be able to carry out these groups, they are required one or more independent or predictor variables and only 1 dependent or categorical variable, this can be nominal or ordinal. All these variables must have at least 50 cases or responses.

# Example:



Rendering:

The segment of potential consumers is typically men from southern Mexico who do not have children



# Business Fishers

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