



## Analytical Techniques

The Research Spectrum offers a full range of analytical techniques. In addition, we are able to offer our clients easy to use interactive decision tools, which can be used to give answers to an unlimited number of “What if...?” questions. Among the techniques we offer are:

- Conjoint Analysis
- Choice Modeling
- Structural Equation Modeling and Path Analysis
- Linear and Nonlinear Regression Techniques
- Cluster Analytic Techniques
- ANOVA, MANOVA, & ANCOVA
- Factor Analysis
- Discriminant Analysis
- Multi-Dimensional Scaling
- Perceptual Mapping
- Mixture Modeling

At The Research Spectrum, we are highly trained in both advanced analysis and in communicating results in understandable English. If you want to get the most out of the data you already have, or are preparing for an upcoming project and want to get the most out of your research effort, we can help.