

## e-Learning Lingo Podcast Defines “Market-basket Analysis”

Waltham, Massachusetts – February 28, 2008

SyberWorks, Inc., a leader in custom e-Learning Solutions and the Learning Management System industry, today announces the next episode of the e-Learning Lingo Podcast Series, which is about a tool used in performance management: Market-basket analysis.

Dave Boggs, CEO of SyberWorks, states:

*“This week’s episode of the e-Learning Lingo Podcast Series describes a modeling technique that helps companies predict future customer purchases by examining their current “baskets” of purchases.”*

The e-Learning Lingo Podcast: Episode #36 “Market-basket Analysis”

<http://www.syberworks.com/audio/lingopodcast36.mp3> is located in the SyberWorks Online Media Center at [http://www.syberworks.com/lingo\\_podcast.htm](http://www.syberworks.com/lingo_podcast.htm) in the About Us section of the SyberWorks web site. The transcript is located at [http://www.syberworks.com/lingo36\\_transcript.htm](http://www.syberworks.com/lingo36_transcript.htm).

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### About The e-Learning Lingo Podcast

The e-Learning Lingo Podcasts are created by SyberWorks, Inc. as a free service to academia, and a resource to the e-Learning industry at large. Each week, the e-Learning Lingo Podcast Series discusses one or two important terms used by professionals in the e-Learning industry. The e-Learning Lingo Podcast focuses primarily on terms used in e-Learning, Performance Management, and Human Capital Management. The podcasts themselves are very brief and are designed for busy executives or students who don’t have a lot of time.

### About SyberWorks

SyberWorks, Inc. (<http://www.syberworks.com>) is a leader in the custom e-Learning Solutions and Learning Management System industries for Fortune 1000 corporations, higher education, and other organizations. Located in Waltham, Massachusetts, the company serves the multi-billion-dollar e-Learning market. Since 1995, SyberWorks has developed and delivered unique and economical solutions to create, manage, measure, and improve e-Learning programs at companies and organizations in the United States, Canada, Europe, and other countries.