

e-Learning Lingo Podcast Defines “Cluster Analysis”

Waltham, Massachusetts –February 24, 2009

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Announcer: The e-Learning Lingo Podcast.

Mary Kay Lofurno: Hello. This is Mary Kay Lofurno, Marketing Director here at SyberWorks, and welcome to the 127th episode of the e-Learning Lingo Podcast series.

Last week, Dave Powell talked about Cookies. This week, Dave defines Cluster Analysis. So I ask you, do you know your e-Learning Lingo?

[theme music]

Mary Kay: All right, Dave. Tell us about cluster analysis.

David Powell: Cluster analysis is a statistical tool that is commonly used by marketers to assist in market segmentation and positioning. It is a method of exploratory investigation in which the researcher groups potential customers into distinct clusters based on common characteristics of interest.

The researcher can then characterize the behavior or interests of the various clusters so that promotion and design can be more effectively targeted toward each group.

Mary Kay: Pretty interesting, Dave. Have a good afternoon!

Dave: You, too. Talk to you soon.

Mary Kay: This is Mary Kay Lofurno, Marketing Director at SyberWorks. Thanks for listening to episode 127 of the e-Learning Lingo Podcast. This week, Dave Powell talked about Cluster Analysis.

The episode 127 podcast audio and transcript will be posted on the e-Learning Lingo Podcast blog. Next time on the e-Learning Lingo Podcast, we'll talk about a term used in classroom instruction.

Until that time, have a great week!

Announcer: SyberWorks Podcast. Learn any time, any place.

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