

<b>SegmentSolve™ Feature Document</b>		
	<b>SegmentSolve™ 8.0</b>	<b>Unique to SegmentSolve™</b>
<b>Types of Data That Can Be Analyzed</b>		
Preference	✓	
Performance	✓	
Expectation	✓	
Gap data (between expectation and performance)	✓	
<b>Technical Criteria Related to Clustering</b>		
<b>Main Algorithms</b>		
IK means-simple (Forgy)	✓	
IK means-reflected (Jancey)	✓	✓
Hierarchical agglomerative	✓	
Q-Factor analysis	Future	
<b>Initialization methodology (IK means)</b>		
Distance based	✓	✓*
Density based	✓	✓*
Hierarchical single linkage	✓	✓*
Hierarchical complete linkage	✓	✓*
Hierarchical WARDs	✓	✓*
<b>Agglomeration methodology</b>		
Nearest neighbor SLINK	✓	
Farthest neighbor CLINK	✓	
Minimal variance WARDs	✓	
<b>Edit Reporting Preferences</b>		
Select sub-set of variables	✓	✓
Display list of all replications used for analysis	✓	
Weight variables	✓	
Output significance of deviations of grand means	✓	
Customize significance cutoff for reports	✓	
Create report as text file	✓	
Create report as Objective Grid spreadsheet	✓	✓
Save report as Excel file	✓	
Report customized set of solutions	✓	✓
User-specified solution and cluster names	✓	
<b>Cluster Analysis Data Input/Transform Options</b>		
Select sub-set of variables	✓	
Read data directly from SPSS or text file	✓	✓
Read data directly from Excel file	✓	✓
Customized data filtering	✓	✓
Center variables	✓	
Weight variables	✓	
Ipsatize (remove all scaling effects)	✓	✓
Standardize variables	✓	
Use N standardization	✓	
Use N-1 standardization	✓	✓
Standardize variables arithmetically	✓	✓
<b>Exporting solutions</b>		
Select cluster solutions to export individually or collectively	✓	✓

Export solutions to PrefSolve™ for customer satisfaction analysis	✓	✓
Export solutions to SPSS using syntax file	✓	✓
Export solutions to ascii text file	✓	
Specify cluster and solution names	✓	
<b>Cluster Analysis Run Options</b>		
Set minimum and maximum cluster size	✓	
Define and store cluster method sequences	✓	✓
Select cluster methods (algorithms) and specifications	✓	
Define distance metric style (Euclidian, Squared Euclidian, and City Block)	✓	✓
Define variables to be used in analysis	✓	
Use separate input files for respondent data and variable definitions	✓	
Use single SPSS file for clustering and filtering variables	✓	
Use Cluster segment methods	✓	
Use CHAID segment methods	Future	
Use Neural segment methods	Future	
<b>Visualization</b>		
Display cluster solutions with OpenGL 3-D visualization	✓	✓
Rotation ability for all 3D charts and graphs	✓	✓
Chart display customization options: Change report and axis titles, colors, and properties, and change data series display properties	✓	
Geometry customization options: Change rotation, spacing, and distance settings	✓	✓
View 3D relationships of any three attributes by any replication method by any cluster solution	✓	✓
<b>Expert System Best Cluster Identification</b>		
Automatically identify best cluster method based on weighting of technical criteria	✓	✓
Display cluster allocation frequencies	✓	
Customize weight of technical criteria	✓	✓
Output cluster reproducibility	✓	
Output best replication method	✓	
Output cluster means	✓	
Output deviation from grand means	✓	
Output sorted deviation from grand means	✓	
Calculate significance between clusters	✓	
Two group: T-test	✓	
Multiple group: ANOVA	✓	✓
Identify best methods overall across solutions	✓	✓
<b>Decision Support Capabilities</b>		
Segmentation is automatically characterized against categorical data	✓	✓
Significant associations between the clusters and categorical data are automatically identified	✓	✓
A best recommended segmentation is automatically selected.	✓	✓
<b>Ease of Use</b>		
Runs in either advanced or beginner mode via a selectable wizard	✓	✓
Configuration files are saved to allow new data to be segmented identically to a previous segmentation	✓	✓
<b>Software Platform</b>		
Visual C++, 32 bit, MFC	✓	
Open GL	✓	

Stingray Objective Grid for Tables	✓	
*Comprehensiveness of algorithms used (SegmentSolve™ uses all)		