



**MN/Upper Midwest Chapter Luncheon Event:
“*Jewish Delis and You!*”**

Factor Analysis as a Bridge: A Methodological and Multivariate Perspective of Applying Market Research Principles of Factor Analyses to Your Favorite Restaurant”

Presented by Zachary S. Feinstein

Director of Diagnostic Consulting, Nielsen BASES

What do Jewish delis and factory analysis have in common? Zachary Feinstein is an expert at both. Zach is an engaging speaker who has a true talent in taking complex information (such as the title of his presentation) and making it easily understandable to those of us who were not born speaking statistics.

Warning! Zach’s sense of humor is definitely off-beat, his taste in movies is questionable, and his love of deviled eggs and frittata is legendary. However, his grounding in statistics and advanced analytics is solid. This is one event where you’ll not only learn some valuable information; you’ll do so with a laugh or two.

Zach will be our luncheon speaker on Thursday, August 20 at Maggiano’s Little Italy. Here’s a snapshot of what he’ll cover in this *PRC approved* (1 hour Research) presentation.

- The basics of factor analysis
- The use of factor analysis in Discrete Choice and Conjoint studies
- Showing how his case study applies to either a Brand or Loyalty study
- Key principles of loyalty research
- Now that you understand it, how can you use it?

This fun and informative event will be held at Maggiano’s Little Italy (2685 Southdale Ctr, Edina, MN 55435, 952-285-4339) on Thursday, August 20 from 11:00 am to 1:00 pm. The price for the event is \$40 for MRA members, \$50 for guests, and \$15 for students enrolled in a higher education program and not currently employed in a research position. Please let us know as soon as possible that you’ll be joining us, since seating is limited to 31 people. Just send an email to cduling@questarweb.com and she’ll register you and your guests.

Hold this date!

Our next event will be held September 15. It will be a breakfast event. We have lined-up our speaker, **Stefan Althoff, Team Manager Market Research for Lufthansa Technik AG**, Hamburg/Germany. We have a working title—“Letting Respondents Change Their Answers: An Online Case Study Using the Previous Rating Displayed (PRD) Technique and Its Roots in Magnitude Estimating Scaling.” This talk will provide some insight into the merits of being more flexible in survey methodology and allowing respondents to change their responses when they wish to. *And, it’s PRC approved!* We’ll update you when we have finalized the location.