Experimenting Outside the Box: Using SAS/QC® for Modern Applications of Experimental Design

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ABSTRACT

Statistical design and analysis of experiments has revolutionized science and industry, from agriculture to industrial quality improvement. But the principles of experimental design go far beyond these traditional applications. Researchers in areas as diverse as direct marketing, computer simulation, and Web site design are also using statistical experiments to study and optimize their endeavors. For example, you can optimize Web site traffic by conducting an experiment on different choices for headline texts, product images, or button text. Or you can study customer behavior by designing a direct marketing campaign with different offers and prices. In this presentation we demonstrate specialized features of SAS/QC® software that enable you to perform these kinds of experiments. Our aim is not only to show how SAS software can enable advances in the particular applications we cover, but also to inspire you to think outside of your own box by looking for new applications of experimental design.

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