For favour of posting

DEPARTMENT OF STATISTICS AND ACTUARIAL SCIENCE
THE UNIVERSITY OF HONG KONG

Departmental Seminar

Professor Duncan K.H. FONG

Department of Marketing
Smeal College of Business
Penn State University
USA

will give a talk
entitled

BAYESIAN ANALYSIS — A POWERFUL TOOL FOR DATA-DRIVEN MARKET ANALYSIS

Abstract

Bayesian analysis is popular in many different fields. In this talk, I will present some of my recent work developing and implementing Bayesian methods to perform model-based market segmentation and product positioning analysis. Specifically, I propose a Bayesian finite mixture model to perform segmentation and regression analysis within the derived segments simultaneously. I will also talk about Bayesian vector multidimensional scaling which can be used for product positioning analysis.

on

Wednesday, November 27, 2019

(Refreshments will be served from 2:15 p.m. <u>outside Room 301 Run Run Shaw Building</u>)

2:30 p.m. – 3:30 p.m.

at

Room 301, Run Run Shaw Building

<u>Visitors Please Note</u> that the University has limited parking space. If you are driving please call the Department at 3917 2466 for parking arrangement.

All interested are welcome