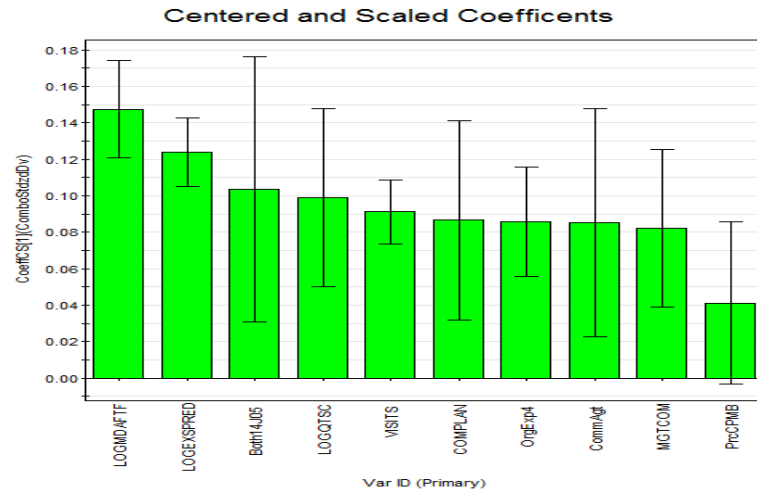


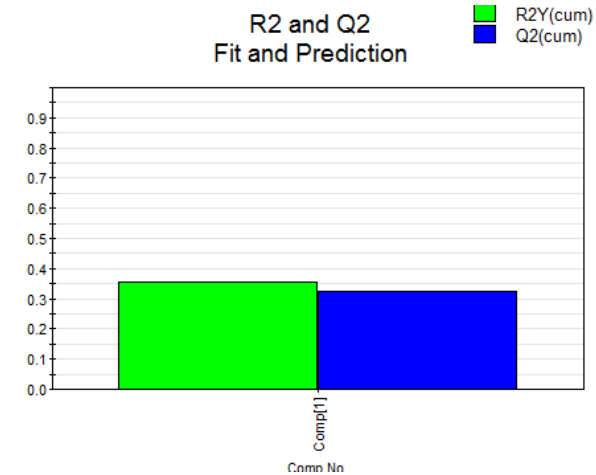
Chapter 6: Page 238a: Figure 6.2: Partial Least Squares Regression Outcome



(a) Ranked coefficients:10 IVs on DV.

	1	2	3
1	Var ID (Primary)	M3.CoeffCS1](ComboStdzDv)	1.89456 * M3.CoeffCS1](ComboStdzDv)cvSE
2	LOGMDAFTF	0.147518	0.0266078
3	LOGEXSPRED	0.12389	0.0187439
4	Both14J05	0.103635	0.0728611
5	LOGQTSC	0.0991714	0.0487377
6	VISITS	0.0913624	0.0175646
7	COMPLAN	0.0865864	0.0544879
8	OrgExp4	0.0859272	0.0299083
9	CommAgt	0.0853208	0.0623584
10	MGTCOM	0.0822777	0.0430292
11	PrcCPMB	0.0412475	0.0445888

(b) Coefficient values and Standard Errors (Unit Variance Scaling used on the data)



(c) Coefficient of Determination (R2) and Prediction (Q2).

Notes to Fig 6.2

- In analysis, the data underwent, inter alia, the CV-ANOVA test (multi-variant equivalent of ANOVA test for linear regression), jack-knife cross-validation of standard errors on the coefficients and the Permutation test. Alpha was set at 95% confidence level.
- All variables are positively associated with the DV and, except for the PrcCPMB, all are significant (none by chance), with p-values of less than 0.05.
- R2 in PLS is directly analogous to, but not identical with, R2 in linear regression.
- Analysis was kindly conducted for the writer by Mark Earll, Senior Consultant, Umetrics UK Ltd.