

**STANFORD UNIVERSITY**  
**DEPARTMENT OF STATISTICS**  
**DEPARTMENTAL SEMINAR**

4:15 p.m., Tuesday, July 5, 2005  
Sequoia Hall Room 200  
(Cookies at 3:45 in 1st Floor Lounge)

*Jon R. Kettenring*  
Drew University

**The Practice of Cluster Analysis**

Cluster analysis is one of the main methodologies for analyzing multivariate data. While not as neat and tidy as other methods, such as principal components analysis or discriminant analysis, its use is widespread and growing rapidly. The goal of the talk is to document this growth, characterize current usage, provide examples of recent applications, and highlight both good and risky practices. The presentation is based on evidence extracted from database searches and literature reviews covering the years 1995-2004. It will conclude with discussion of several areas where advances in research could have a large impact on the practice of clustering.