

**E1-13 : MULTIVARIATE PLOT BASED ON SIGN AND
MAGNITUDE INFORMATION**

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The approach to multivariate exploratory analysis presented here is less computer - intensive, and easily comprehensible, yet providing an unique solution. Multivariate projection applied is based on the extraction and enlargement of information on sign and magnitude (here referred to as "directional information") contained in deviations from means of the variables to determine projection axes and then graphically representing the projected data. Two wellknown data sets were used to illustrate the method. The discrimination of groups using a training set can be a suitable area of application of this approach.