enginius
MARKETING ENGINEERING ONLINE

Enginius

Positioning Analysis

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Positioning options

Options selected

Option	Selection
Include preferences	Yes
Number of dimensions	2
Focal brand	ChaptGPT
Show segments of preferences	Yes
Number of segments	Automatic
Decision rule	First-Choice

Current market shares	No
Date and time	2025-02-26 04:10:48 UTC

Options selected.

Data description

	Data	Number of Rows	Number of columns	Column names
1	Perceptual data	6	6	\, ChaptGPT, DeepSeek, Gemini, Copilot, ...
2	Preference data	39	6	\, ChaptGPT, DeepSeek, Gemini, Copilot, ...

Data description.

Dimensions

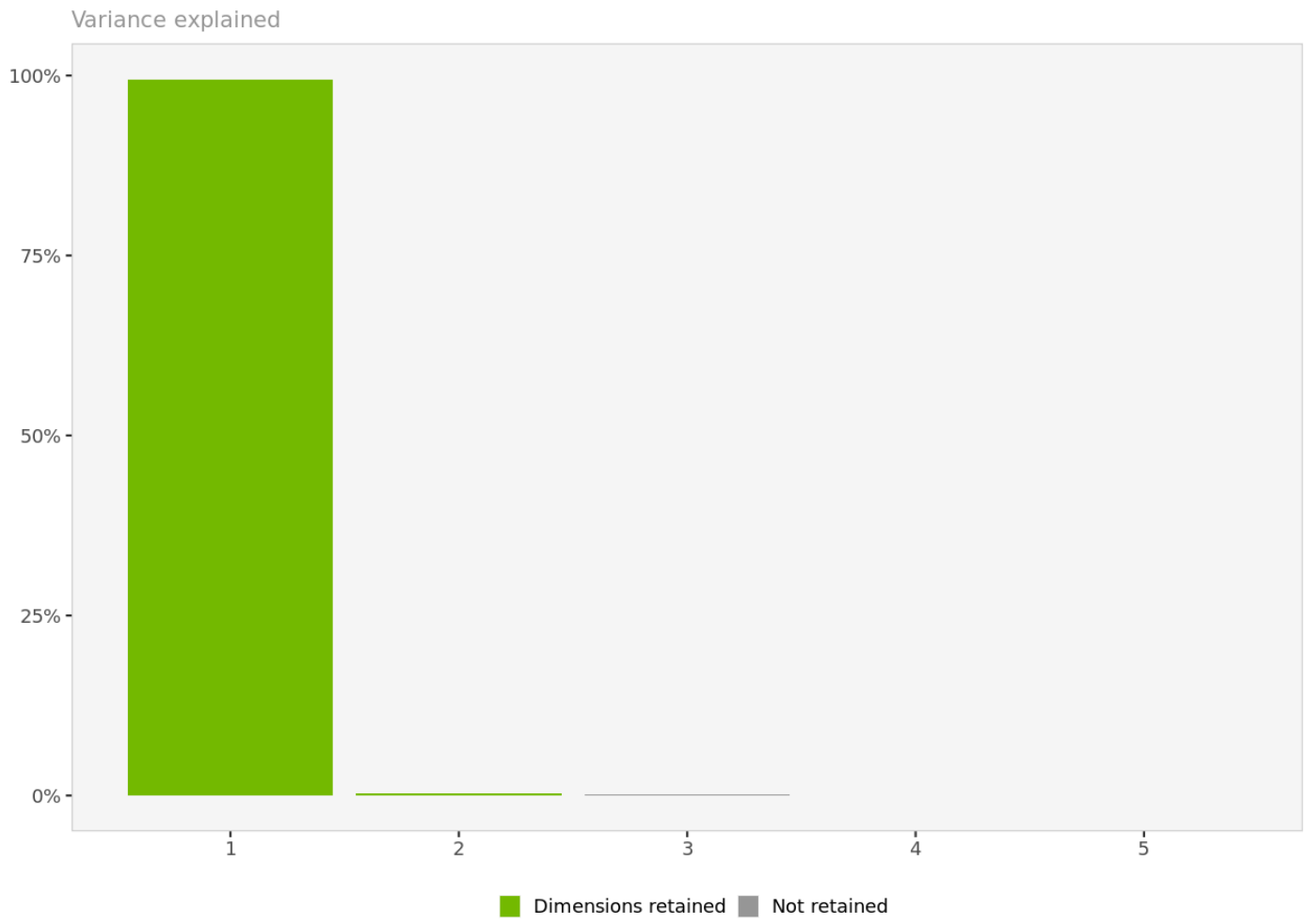
Number of dimensions retained

You have decided to display the first 2 dimensions, which account for a total of 99.8% of the variance in the data.

	Variance explained	Cumulative variance
Dimension 1	99.5%	99.5%
Dimension 2	0.3%	99.8%
Dimension 3	0.2%	100.0%
Dimension 4	0.0%	100.0%
Dimension 5	0.0%	100.0%

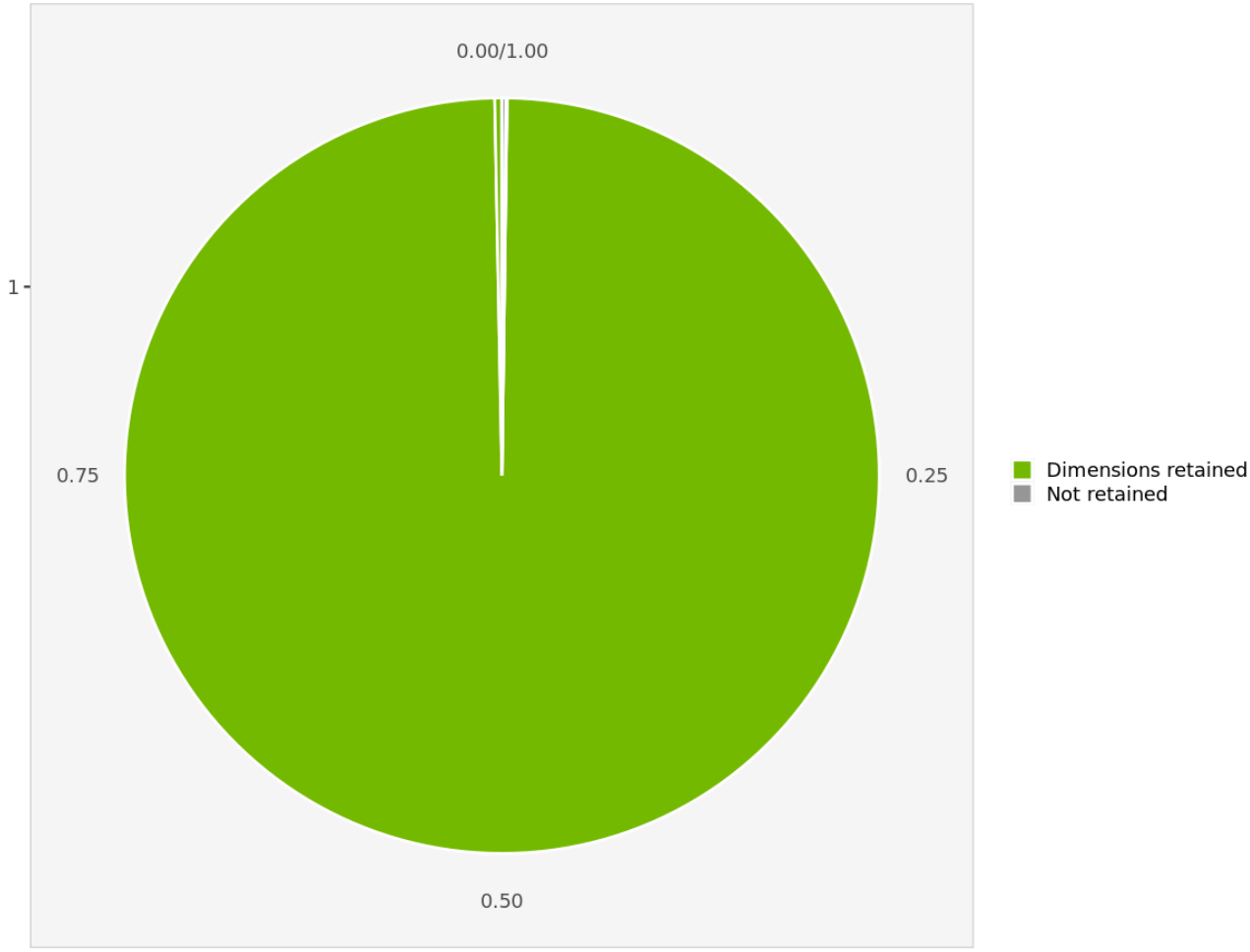
Variance explained. Variance and cumulated variance explained, by dimension.

Variance explained



Variance explained. Each additional dimension captures a decreasing portion of the variance found in the original data.

Cumulative variance explained



Cumulative variance explained. The first 2 dimensions account for 99.8 % of the variance in the data.

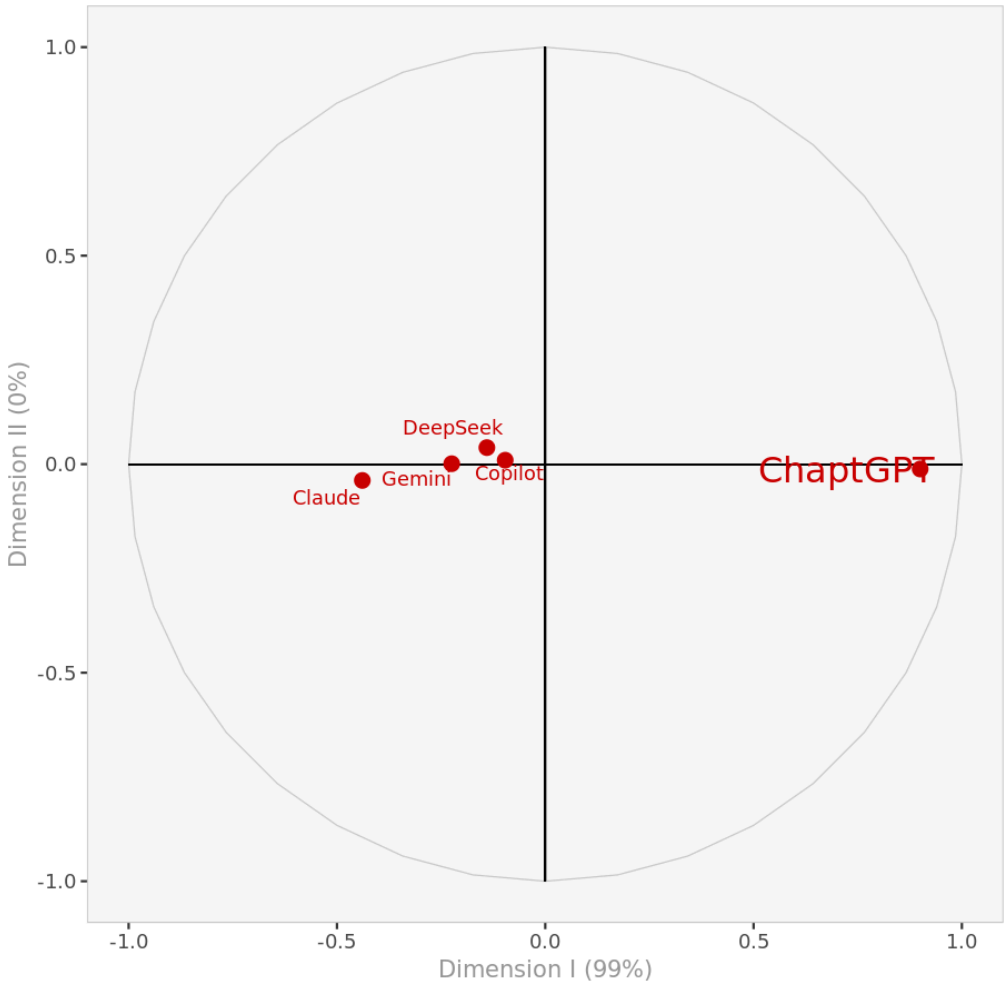
Objects

Interpretation

In this section, only the objects (e.g., brands) are displayed on the perceptual map.

In interpreting the map, remember that the closer two objects are, the more similar they are perceived to be, that is, the more similar they rate on the underlying attributes.

Dimensions I-II



Objects I-II. Object position on the first and second dimensions of the perceptual map.

Coordinates

	Dimension I	Dimension II
ChaptGPT	0.900	-0.012
DeepSeek	-0.140	0.040
Gemini	-0.225	0.001
Copilot	-0.096	0.010
Claude	-0.439	-0.039

Object coordinates. Displays the coordinates of all the objects in every dimension.

Attributes

Interpretation

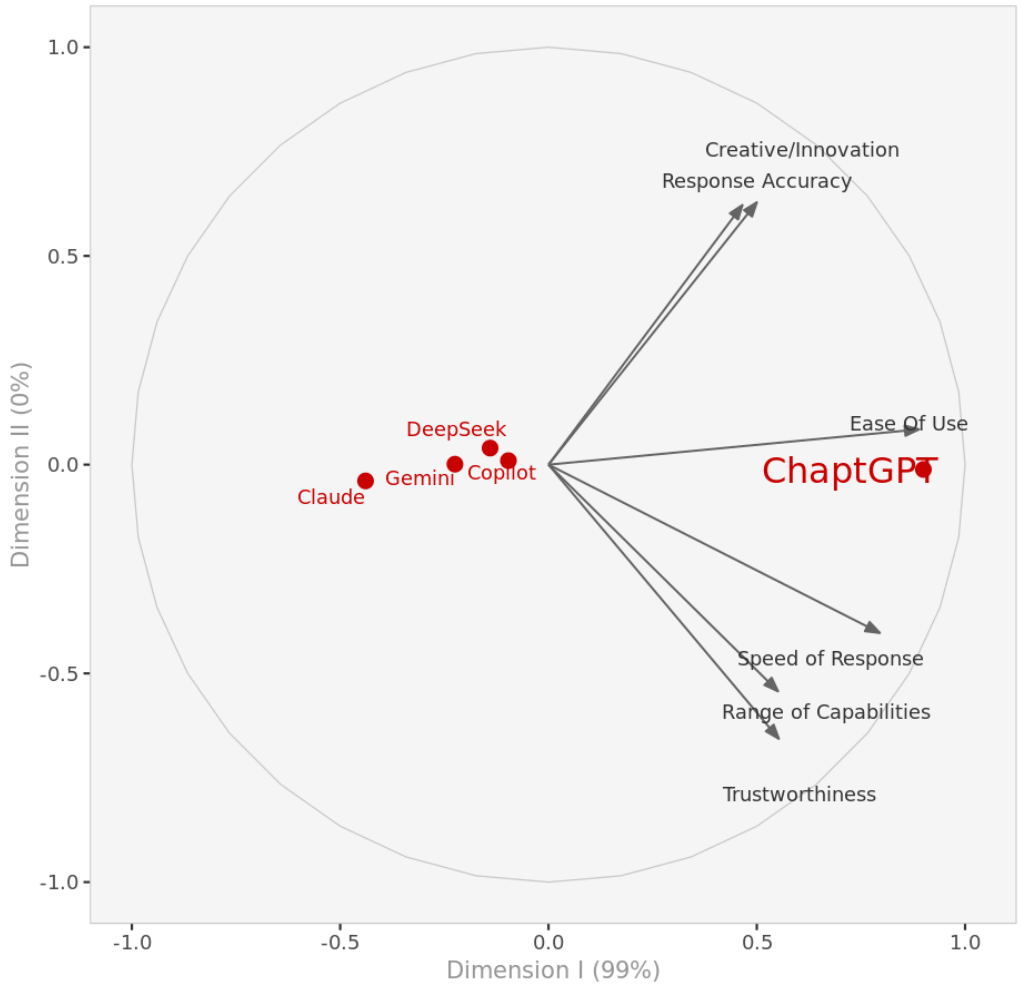
In interpreting the direction of the attributes, remember that:

- Two attributes that go in the same direction are positively correlated, that is, an object rated high on one attribute will usually be rated high on the other.
- Two attributes that are perpendicular to one another are uncorrelated.
- Two attributes that go in opposite directions are negatively correlated, that is, an object rated high on one attribute will often rate low on the other, and vice-versa.

In interpreting the length of the vector representing the attributes:

- The longer the attribute vector, the better that attribute is captured by the two dimensions displayed.
- If an attribute appears very close to the origin when looking at dimensions I and II, it could be longer and be better captured by dimension III.

Dimensions I-II



Attributes I-II. Objects and attributes on the first and second dimensions of the perceptual map.

Coordinates

	Dimension I	Dimension II
Response Accuracy	0.466	0.622
Ease Of Use	0.889	0.085
Speed of Response	0.795	-0.403
Range of Capabilities	0.551	-0.543
Creative/Innovation	0.500	0.628
Trustworthiness	0.553	-0.657

Attributes coordinates. Displays the coordinates of all the attributes in every dimension.

Summary

	Dimension I	Dimension II
1	Ease Of Use	
2	Speed of Response	

Dimension interpretation. Displays the names of the attributes most aligned with each dimension.

	Dimension I	Dimension II	Dimension III
Response Accuracy	0.0867	0.1159	-0.1173
Ease Of Use	0.0871	0.0083	0.0440
Speed of Response	0.0870	-0.0441	-0.0495
Range of Capabilities	0.0869	-0.0856	0.0999
Creative/Innovation	0.0868	0.1091	0.1034
Trustworthiness	0.0869	-0.1032	-0.0806

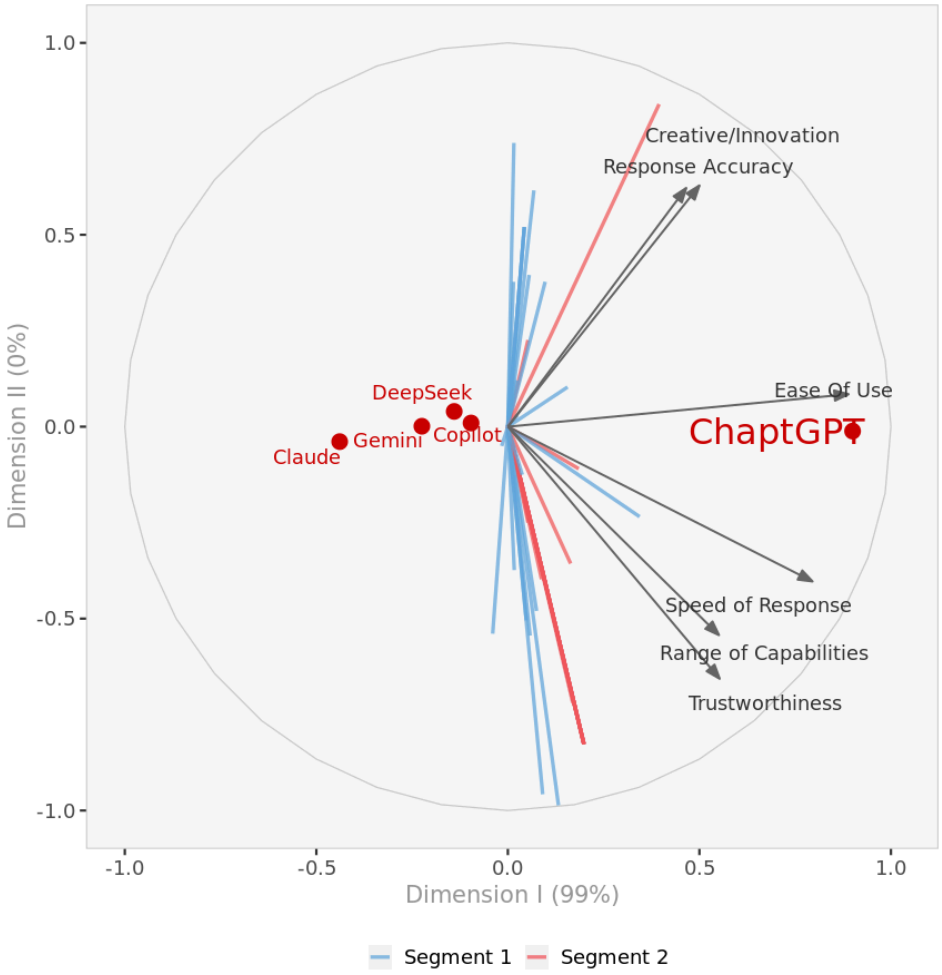
Factor loadings (excerpt). Displays the factor loadings of attributes.

	Mean	Stdev
Response Accuracy	3.060	0.5995
Ease Of Use	3.204	0.8348
Speed of Response	3.206	0.7243
Range of Capabilities	3.094	0.6687
Creative/Innovation	3.140	0.5753
Trustworthiness	3.004	0.5309

Mean and standard deviation (excerpt). Displays the means and standard deviations of the attributes.

Preferences

Dimensions I-II

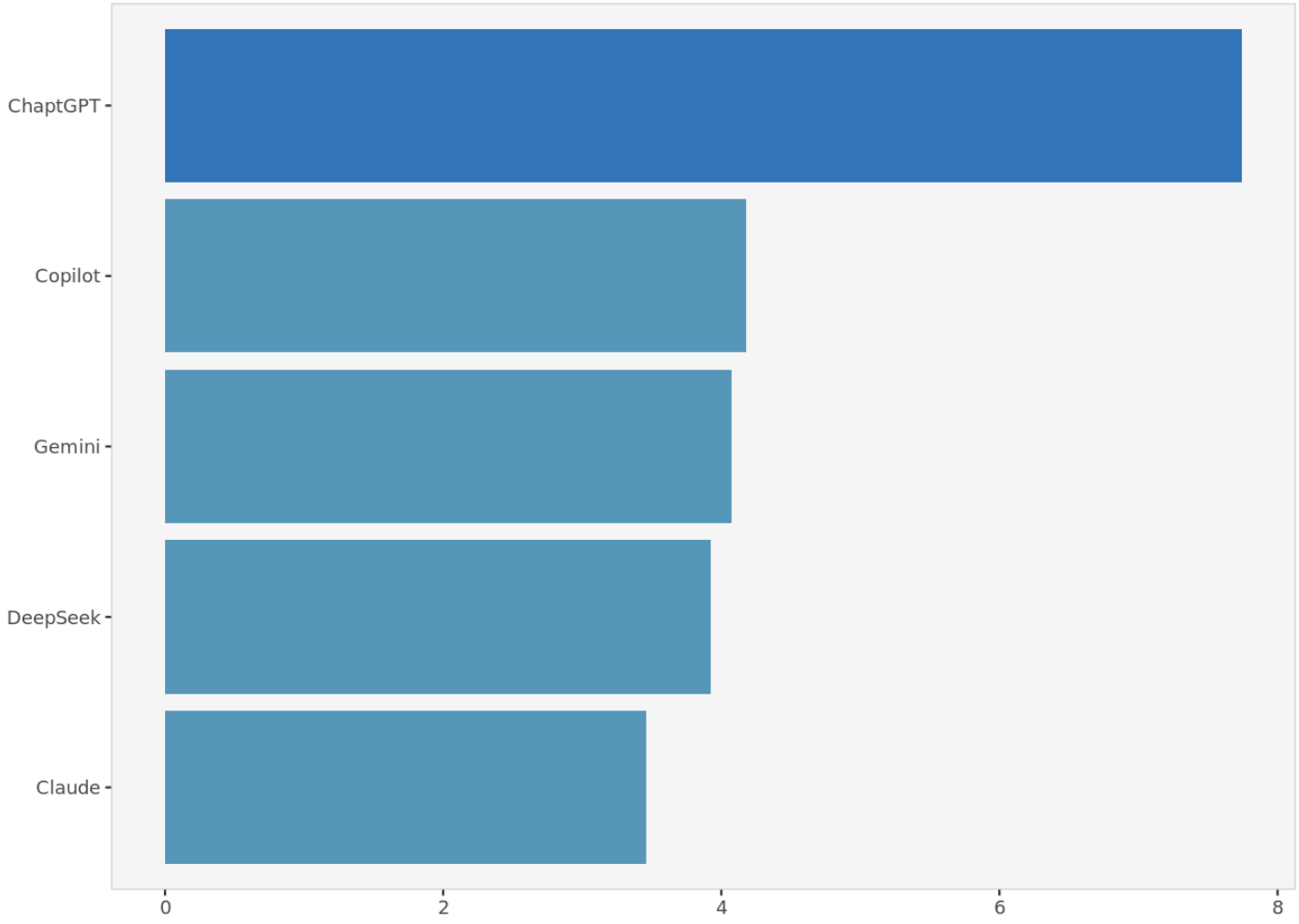


Perceptual Map I-II. Complete perceptual map with objects, attributes and preferences on the first and second dimensions.

Preference data

	Average preference
ChaptGPT	7.74
Copilot	4.18
Gemini	4.08
DeepSeek	3.92
Claude	3.46

Average brand preference. For each brand, displays its average preference value in decreasing order.



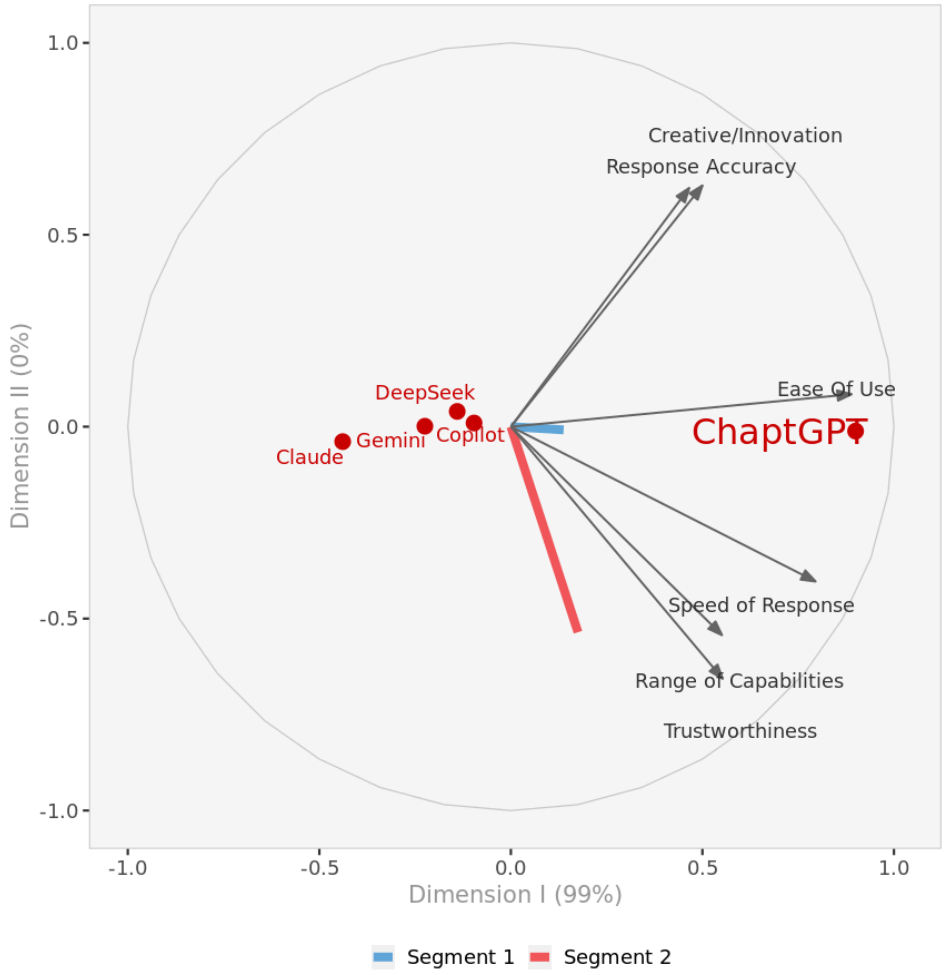
Average preferences histogram. For each brand, displays its average preference value.

	Dimension I	Dimension II	Dimension III
1	0.091	-0.958	-0.162
2	0.198	-0.827	0.520
3	0.198	-0.827	0.520
4	0.198	-0.827	0.520
5	-0.016	-0.050	-0.918
6	0.053	-0.250	0.639
7	0.053	0.226	0.905
8	0.198	-0.827	0.520
9	0.198	-0.827	0.520
10	0.185	-0.110	0.940

Customer preferences (excerpt). Displays the coordinates of customer preferences in every dimension.

Segment preferences

Dimensions I-II

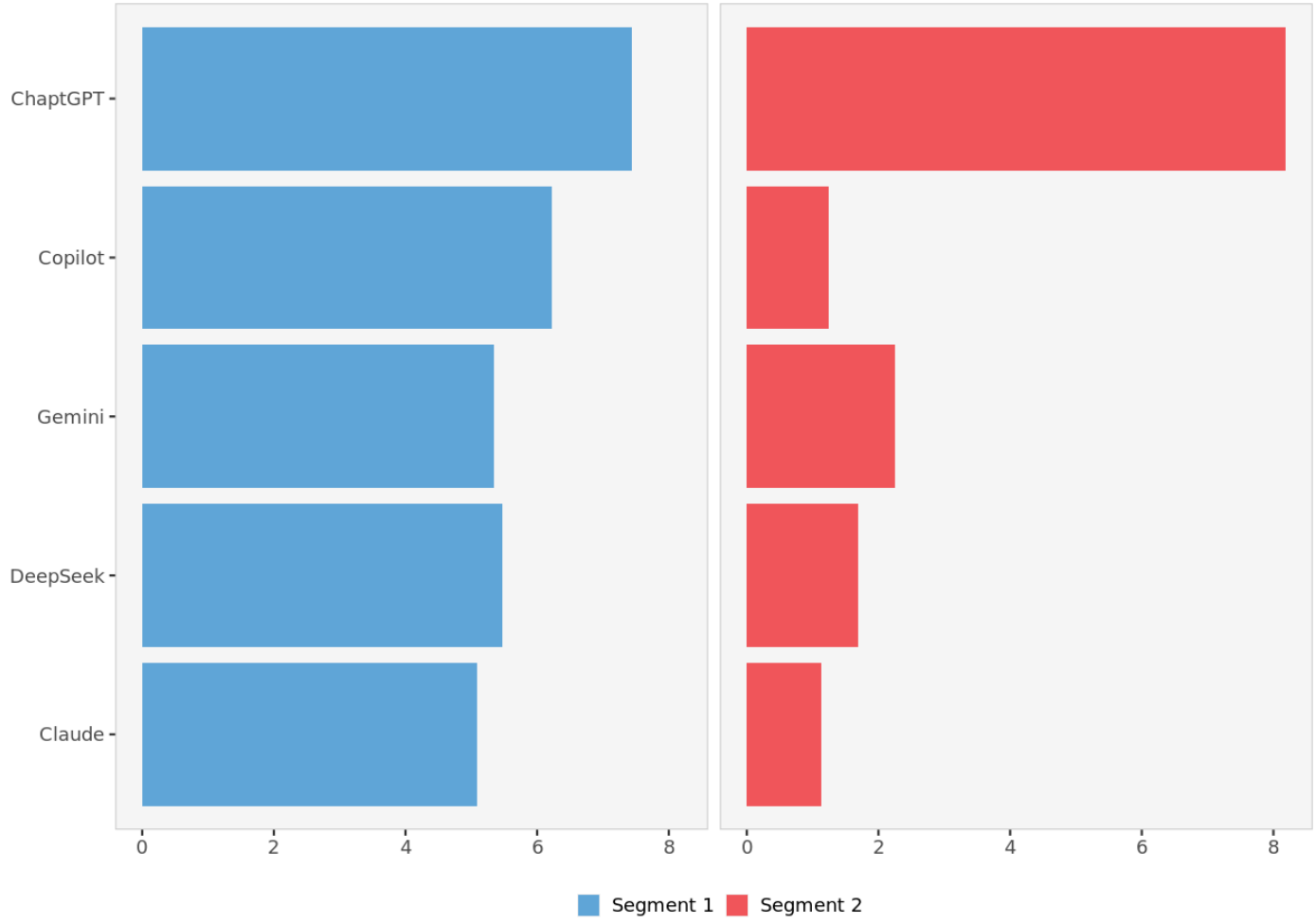


Segment perceptual Map I-II. Complete perceptual map with objects, attributes and average segment preferences on the first and second dimensions.

Preference data

	Average preference	Segment 1	Segment 2
ChaptGPT	7.74	7.43	8.19
Copilot	4.18	6.22	1.25
Gemini	4.08	5.35	2.25
DeepSeek	3.92	5.48	1.69
Claude	3.46	5.09	1.13

Average brand preference. For each brand, displays its average overall preferences and average preferences by segments(if segmentation option is chosen).



Average segment preference. For each segment, displays its average preference value of each brand.

	Dimension I	Dimension II	Dimension III
Segment 1	0.138	-0.008	-0.990
Segment 2	0.175	-0.535	0.824

Segment preferences. Displays the coordinates of the average preference vector for each segment.

	Segment
1	Segment 1
2	Segment 2
3	Segment 2
4	Segment 2
5	Segment 1
6	Segment 2
7	Segment 2
8	Segment 2
9	Segment 2
10	Segment 2

Segment membership (excerpt). Displays segment membership of each customer.

Market shares

Introduction

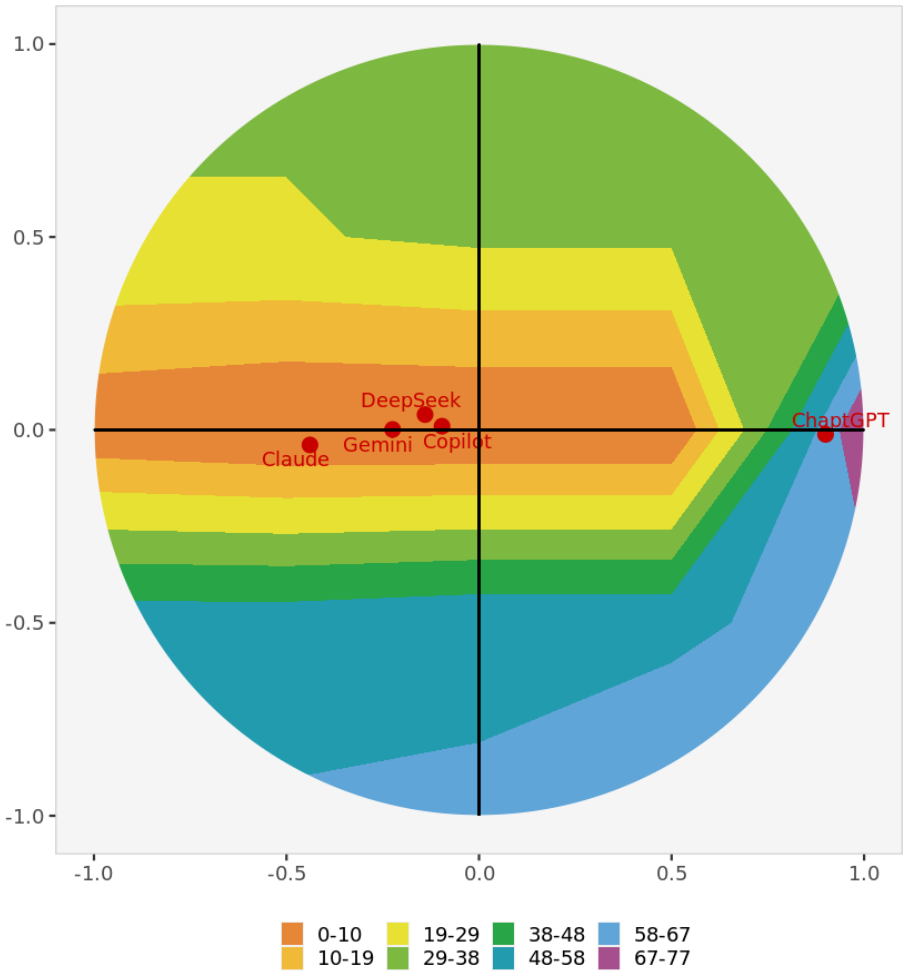
The following charts display simulations of the market shares a new product would achieve, depending on its position on the perceptual maps.

When two dimensions are displayed (e.g., Dimensions I and II), the new product is assumed to be at the center of the third dimension (e.g., Dimension III = 0).

These computations assume that all the other existing objects (i.e., products) will remain in the market, in their respective positions, and compete with the new entrant.

Market shares are estimated based on stated customers' preferences and the first-choice-rule.

Dimension I-II



Market shares Dimension I-II. Objects positions along with market shares

	Intercept	Dimension I	Dimension II
1	7.20	1.793	-18.89
2	2.60	6.654	-27.72
3	2.20	4.991	-20.79
4	2.00	4.159	-17.33

5	7.00	-0.880	-2.73
6	3.80	5.409	-25.62
7	4.40	5.098	21.88
8	3.80	3.327	-13.86
9	2.20	4.991	-20.79
10	3.00	6.395	-3.79

Preference beta values (excerpt).

	Parameter	Value
1	Rule	First-choice
2	alpha	none

Market share parameter table.

	ChaptGPT	DeepSeek	Gemini	Copilot	Claude
1	9	6	7	7	7
2	9	1	1	1	1
3	7	1	1	1	1
4	6	1	1	1	1
5	6	6	7	9	7
6	9	1	7	1	1
7	9	5	6	1	1
8	7	3	3	3	3
9	7	1	1	1	1
10	9	3	1	1	1

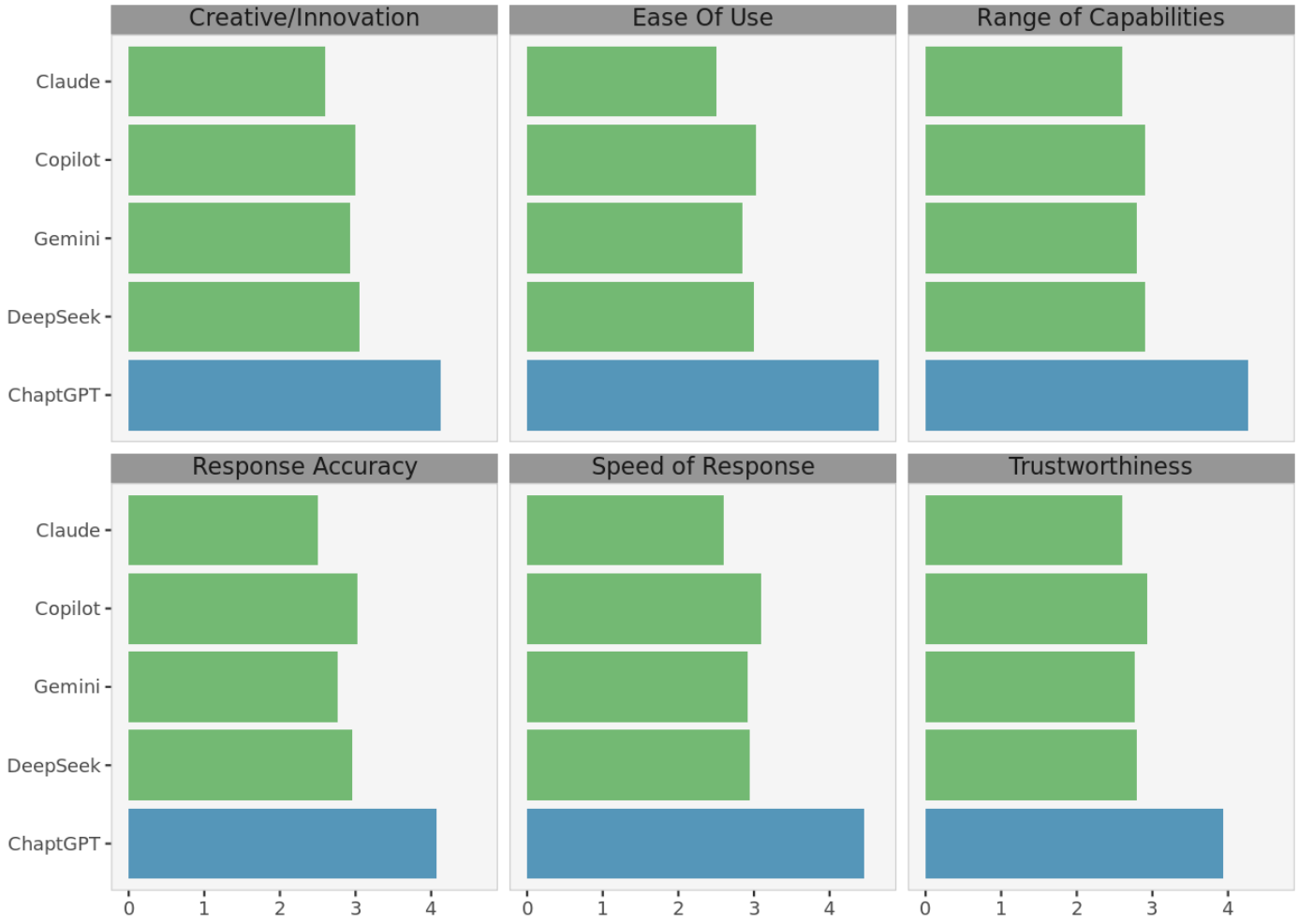
Actual preference data (excerpt).

Perceptual data

Perceptual data

	ChaptGPT	DeepSeek	Gemini	Copilot	Claude
Response Accuracy	4.1	3.0	2.8	3.0	2.5
Ease Of Use	4.7	3.0	2.9	3.0	2.5
Speed of Response	4.5	3.0	2.9	3.1	2.6
Range of Capabilities	4.3	2.9	2.8	2.9	2.6
Creative/Innovation	4.1	3.1	2.9	3.0	2.6
Trustworthiness	3.9	2.8	2.8	2.9	2.6

Perceptual data overview. Perception values for each attribute are shown in red if they are significantly (1 standard deviation) less than average perception of all brands. Perception values are shown in green if they are significantly more than average perception of all brands.



Attributes histograms. For each attribute, this chart displays a histogram of brand positions.