Group Work Perceptual and Preferential Analysis

Perceptual mapping of Airlines:

### PCA - Biplot

Individuals - PCA
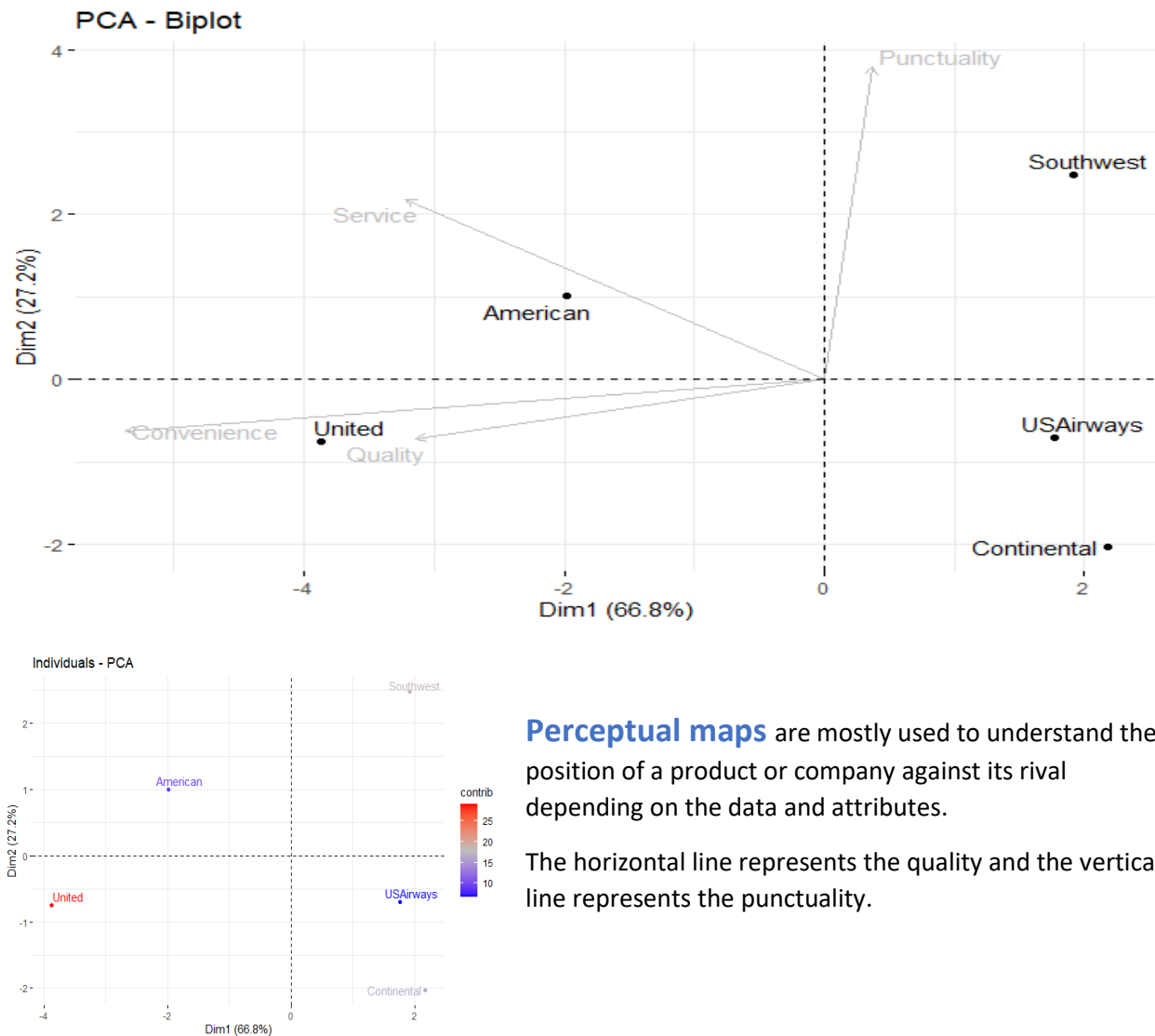
Perceptual maps are mostly used to understand the position of a product or company against its rival depending on the data and attributes.

The horizontal line represents the quality and the vertical line represents the punctuality.

Interpretations:

- South West is the most punctual airline
- United has the best quality with convenience
- American has the top-class service
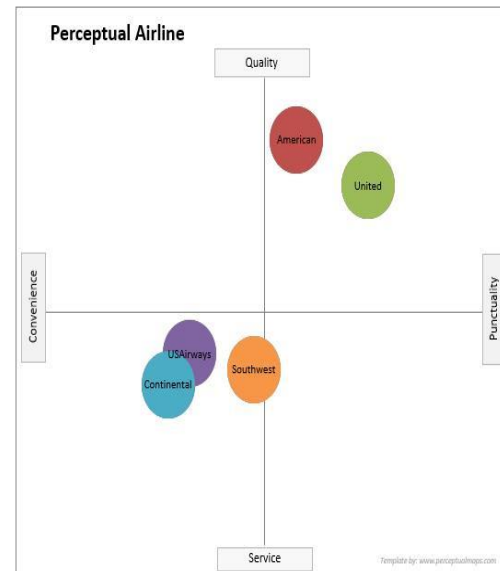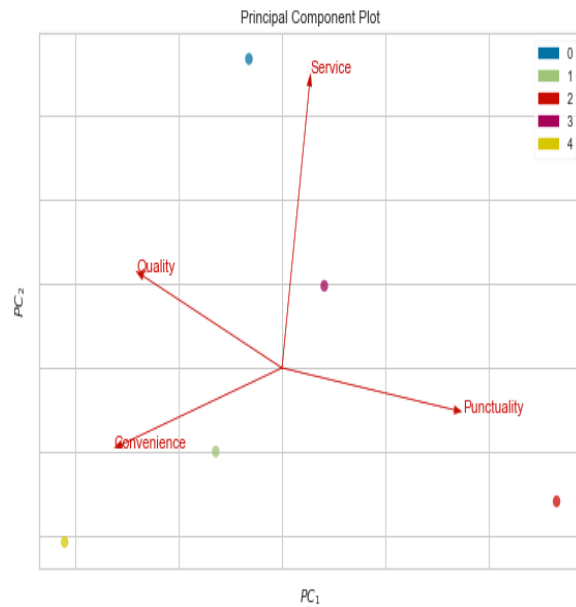
Preferential mapping of Airlines:

PCA - Biplot

Variables - PCA
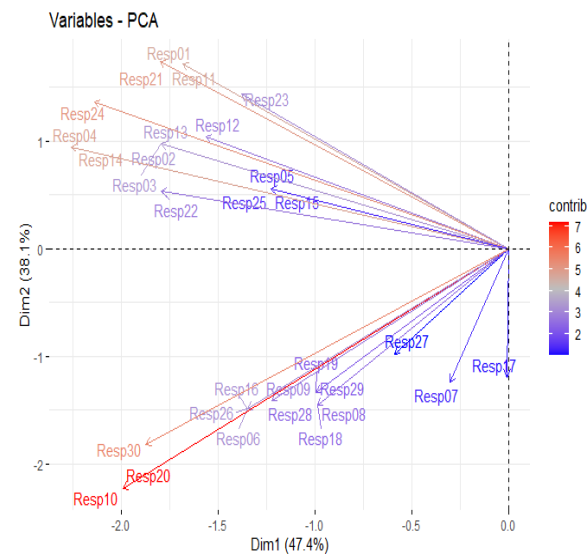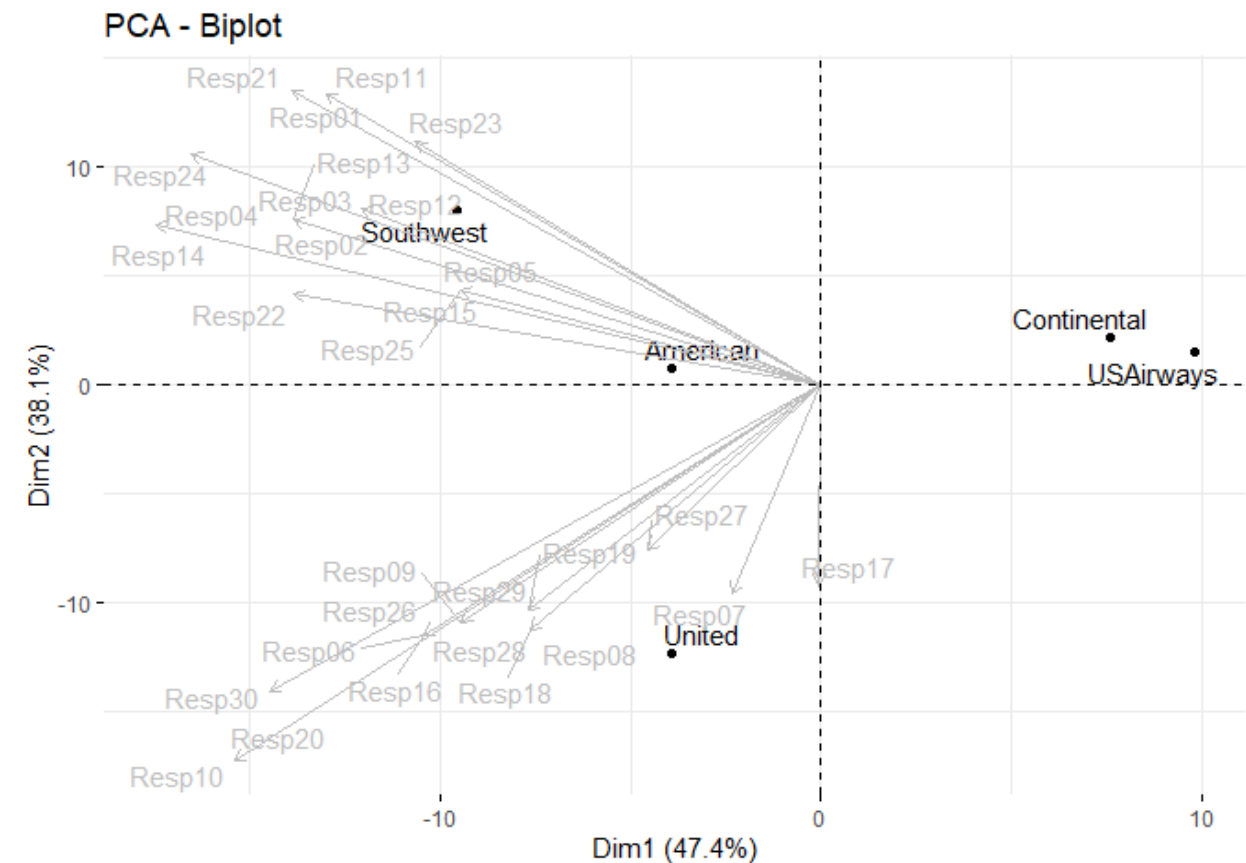
Preferential maps are widely used to understand the preference of products or services, positioned against the alternatives.

Interpretations:

- The preferential map clearly divides the customer preferences into two groups. However, the number of responses is different.
- The first group highly prefers South West and the second group highly prefers united. There could be some preferences seen also for American in the first group depending on the special representation.

Perceptual mapping in Python & Excel:

Preferential mapping in python: