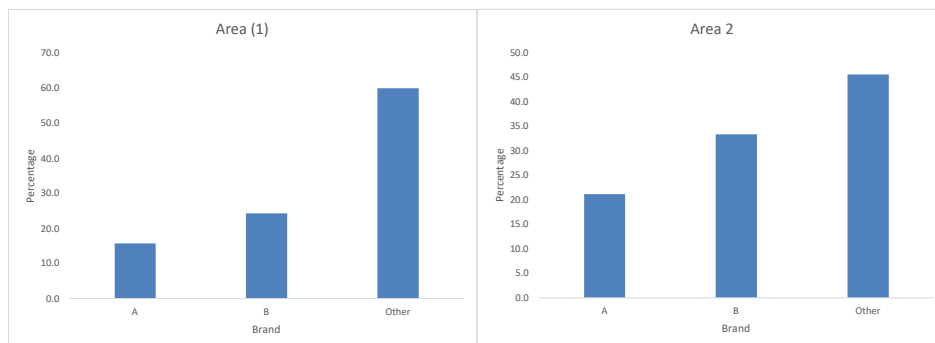


[illegible]

Frequencies		
	Area 1	Area 2
A	11	19
B	17	30
Other	42	41
Total	70	90

Percentages		
	Area 1	Area 2
A	15.7	21.1
B	24.3	33.3
Other	60.0	45.6
Total	100	100



The bar charts compare brand preferences across two demographic areas (Area 1 and Area 2) using percentage frequencies for Brands A, B, and Other.

Area 1:

Brand A: ~16%

Brand B: ~25%

Other brands: ~60%

Interpretation: In Area 1, "Other" brands are overwhelmingly preferred, accounting for about 60% of the choices. Brand B has a moderate share, while Brand A is the least preferred. This suggests a strong preference for alternative or niche brands in this demographic.

Area 2:

Brand A: ~21%

Brand B: ~33%

Other brands: ~46%

Interpretation: Area 2 shows a more balanced distribution. While "Other" brands still lead, their dominance is reduced compared to Area 1. Brand B is the second most popular, and Brand A has a slightly improved preference compared to Area 1.

Overall Insights:

Brand loyalty: Area 1 consumers are significantly less loyal to Brands A and B, preferring alternatives.

Brand competition: In Area 2, the competition between the three categories is tighter, indicating a more diverse consumer preference.

Strategic recommendation: Marketing efforts could be tailored—Area 1 may benefit from promoting unique selling points of Brand A and B to reduce dependency on "Other" brands, while Area 2 might be more responsive to comparative brand promotions.

2	B
2	B
2	B
2	Other
2	Other
2	B
2	B
2	A
2	Other
2	B
2	A
2	A
2	B
2	Other
2	Other
2	Other
2	B
2	Other
2	Other
2	A
2	Other
2	A
2	Other
2	B
2	B
2	Other
2	Other
2	B
2	B
2	Other
2	Other
2	Other
2	Other
2	A
2	B
2	A
2	A
2	B
2	B
2	Other
2	Other