



# Enginius Positioning Analysis

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# Positioning options

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**Options selected**

Option	Selection
Include preferences	Yes
Number of dimensions	2

Positioning Analysis	
Focal brand	Netflix
Show segments of preferences	Yes
Number of segments	3
Decision rule	First-Choice
Current market shares	No
Date and time	2024-04-16 23:17:29 UTC

Options selected.

Data description

	Data	Number of Rows	Number of columns	Column names
1	Perceptual data	5	6	C0, Netflix, Amazon Prime, Disney+Hotstar, Zee 5, ...
2	Preference data	50	6	ID, Netflix, Amazon Prime, Disney+Hotstar, Zee 5, ...

Data description.

# Dimensions

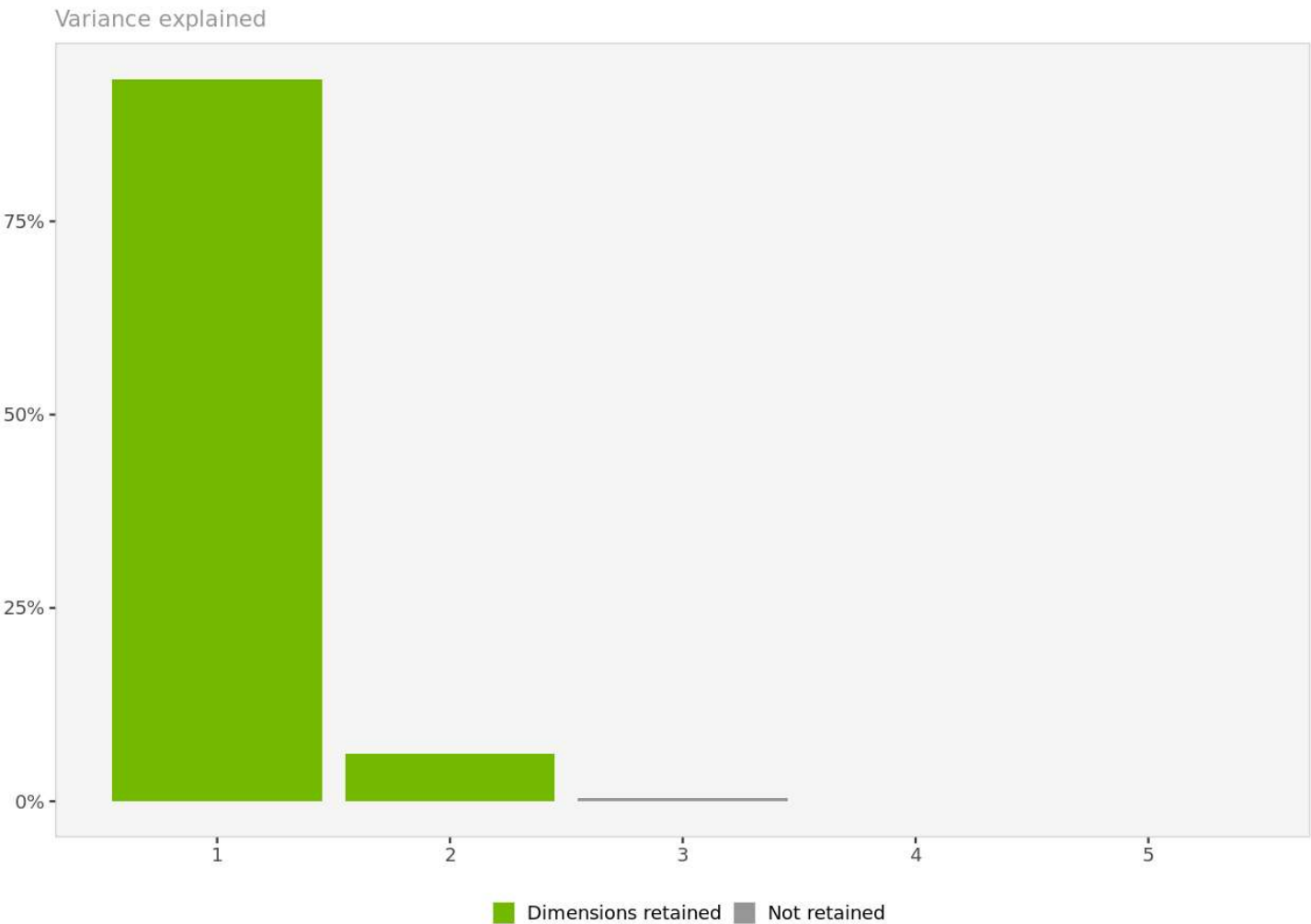
## Number of dimensions retained

You have decided to display the first 2 dimensions, which account for a total of 99.6% of the variance in the data.

	Variance explained	Cumulative variance
Dimension 1	93.4%	93.4%
Dimension 2	6.2%	99.6%
Dimension 3	0.4%	99.9%
Dimension 4	0.1%	100.0%
Dimension 5	0.0%	100.0%

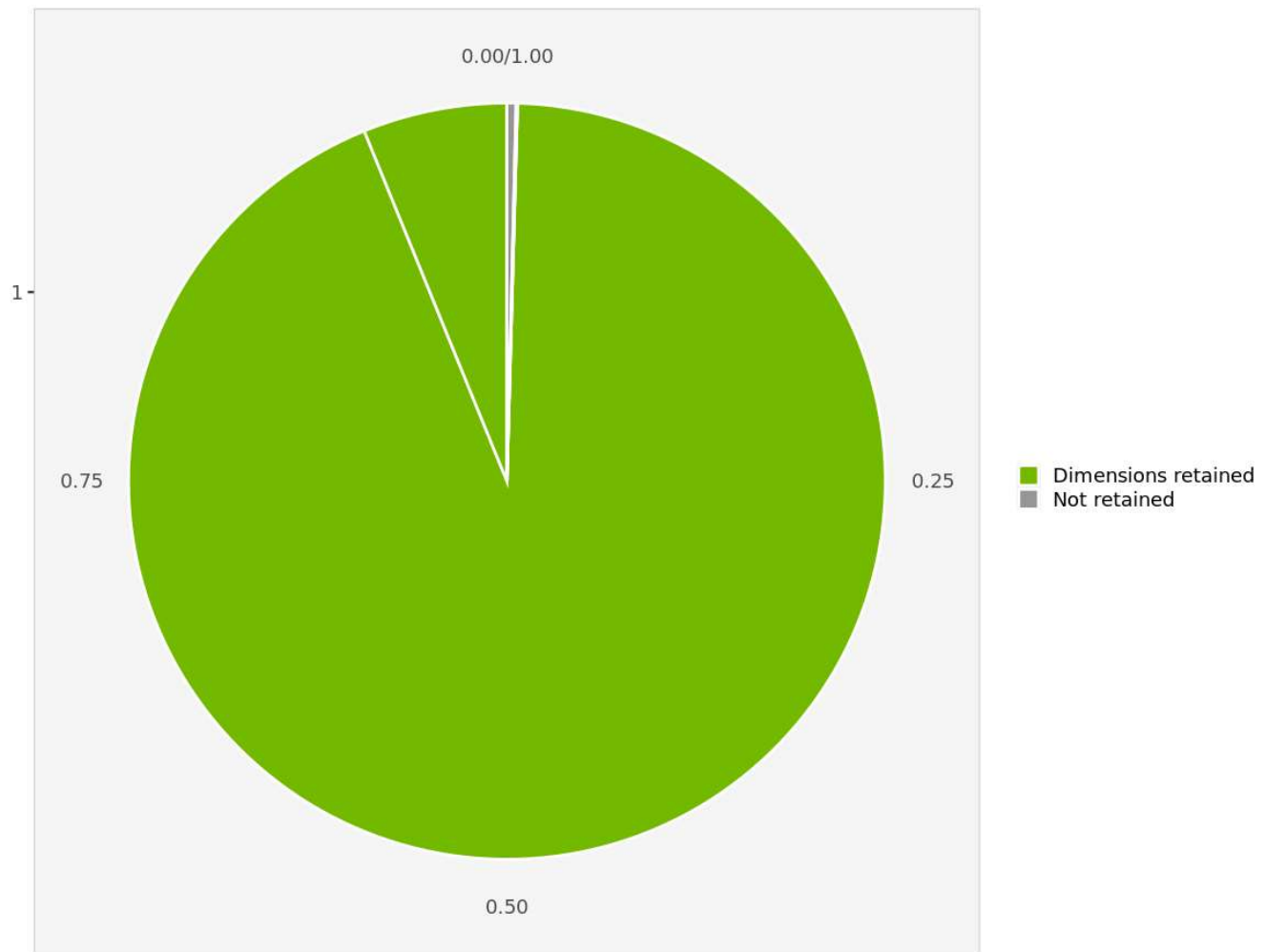
**Variance explained.** Variance and cumulated variance explained, by dimension.

## 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 99.6 % of the variance in the data.

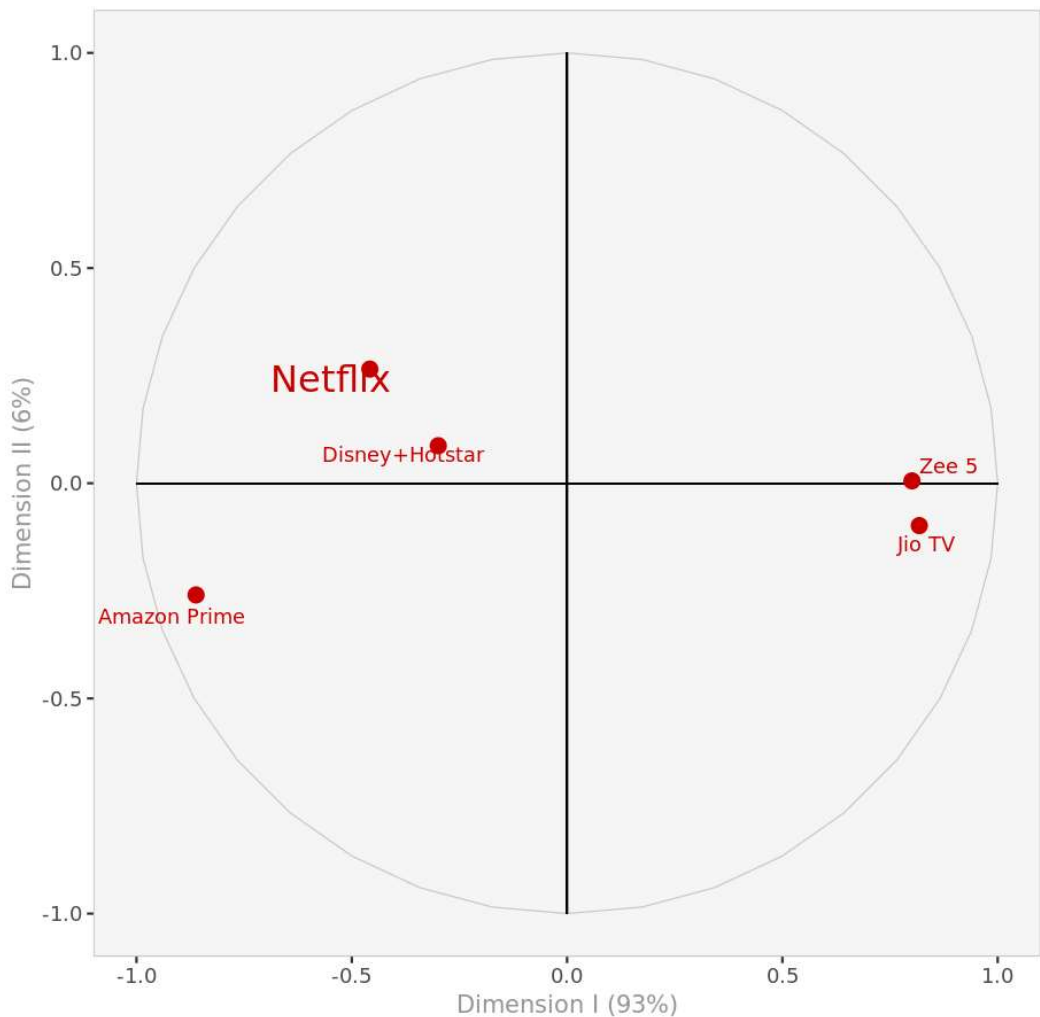
# Objects

## 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
Netflix	-0.458	0.265
Amazon Prime	-0.862	-0.260
Disney+Hotstar	-0.299	0.087

Positioning Analysis		
Zee 5	0.801	0.006
Jio TV	0.818	-0.098

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

# Attributes

## Interpretation

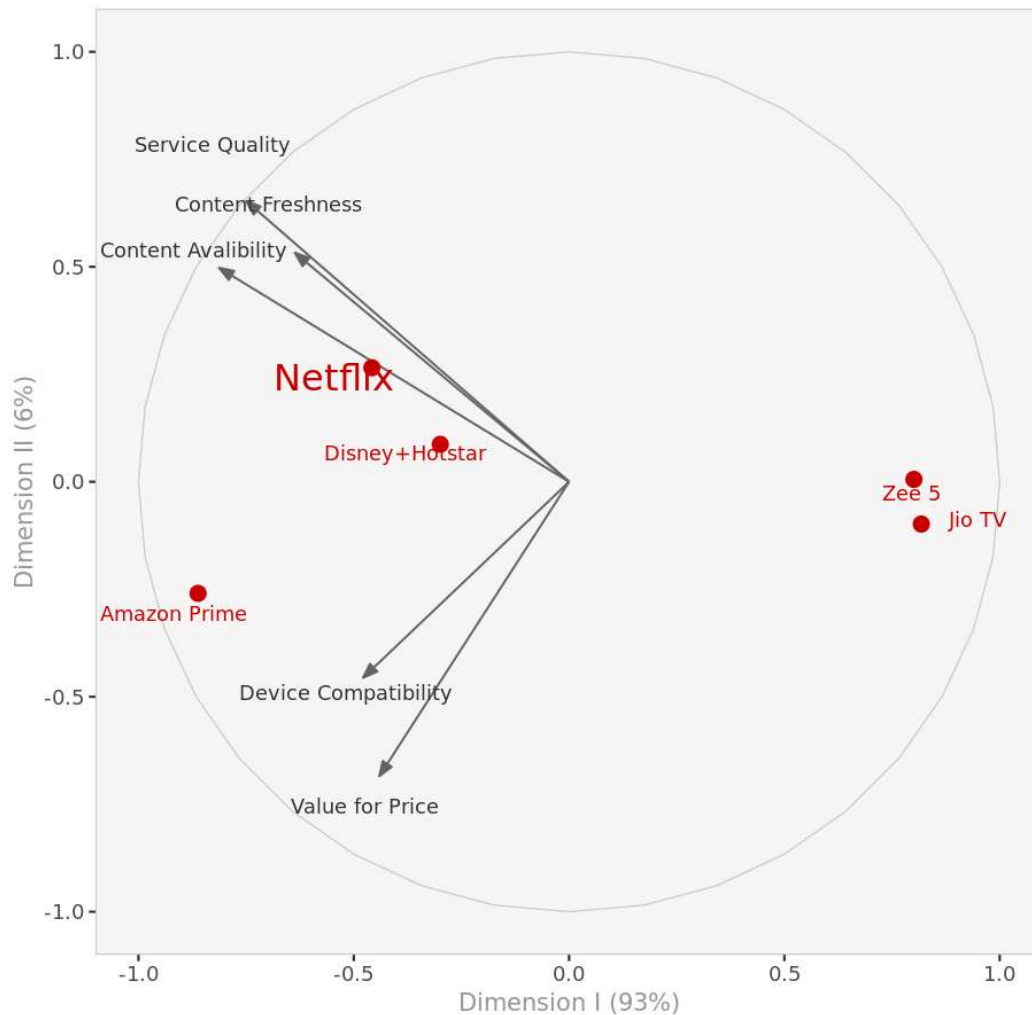
In interpreting the direction of the attributes, remember that:

- 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
Value for Price	-0.441	-0.685
Service Quality	-0.750	0.653
Content Availability	-0.813	0.498
Device Compatibility	-0.478	-0.456
Content Freshness	-0.637	0.533

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

## Summary

	Dimension I	Dimension II
4	Service Quality	
5	Content Availability	

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

	Dimension I	Dimension II	Dimension III
Value for Price	-0.1521	-0.2362	-0.2003
Service Quality	-0.1602	0.1396	0.0224
Content Availability	-0.1620	0.0992	0.0604
Device Compatibility	-0.1587	-0.1512	0.2490
Content Freshness	-0.1602	0.1340	-0.1402

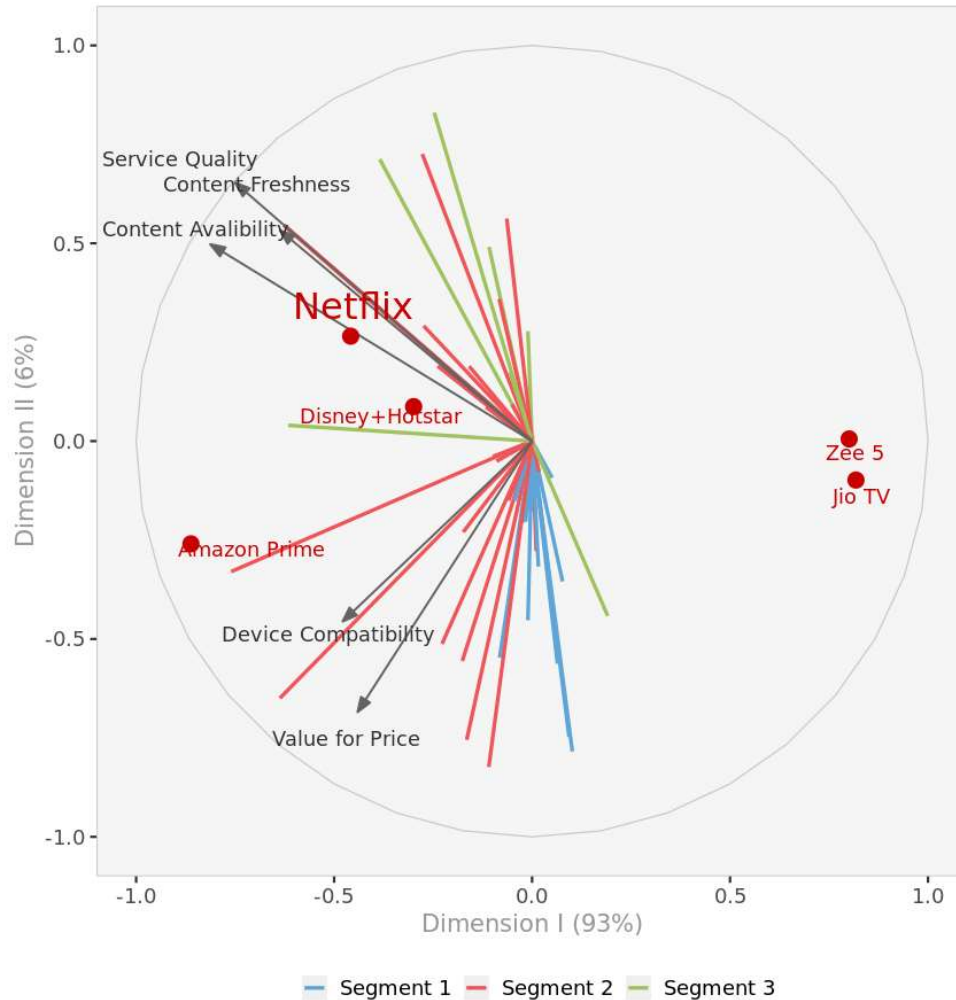
**Factor loadings (excerpt).** Displays the factor loadings of attributes.

	Mean	Stdev
Value for Price	3.348	0.4485
Service Quality	3.568	0.5345
Content Availability	3.436	0.5027
Device Compatibility	3.352	0.4261
Content Freshness	3.344	0.5636

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

# Preferences

## Dimensions I-II

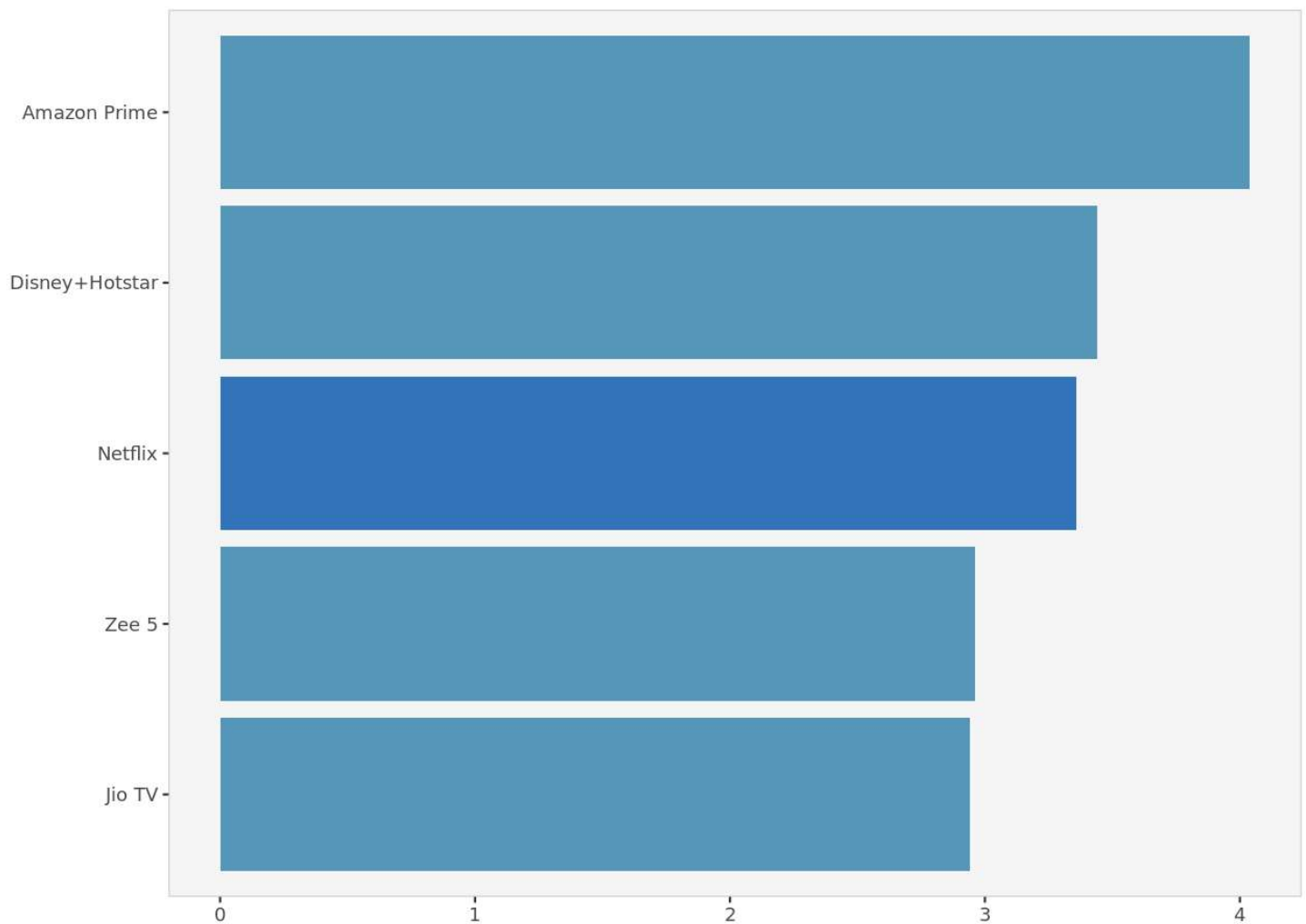


**Perceptual Map I-II.** Complete perceptual map with objects, attributes and preferences on the first and second dimensions.

## Preference data

	Average preference
<b>Amazon Prime</b>	4.04
<b>Disney+Hotstar</b>	3.44
<b>Netflix</b>	3.36
<b>Zee 5</b>	2.96
<b>Jio TV</b>	2.94

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



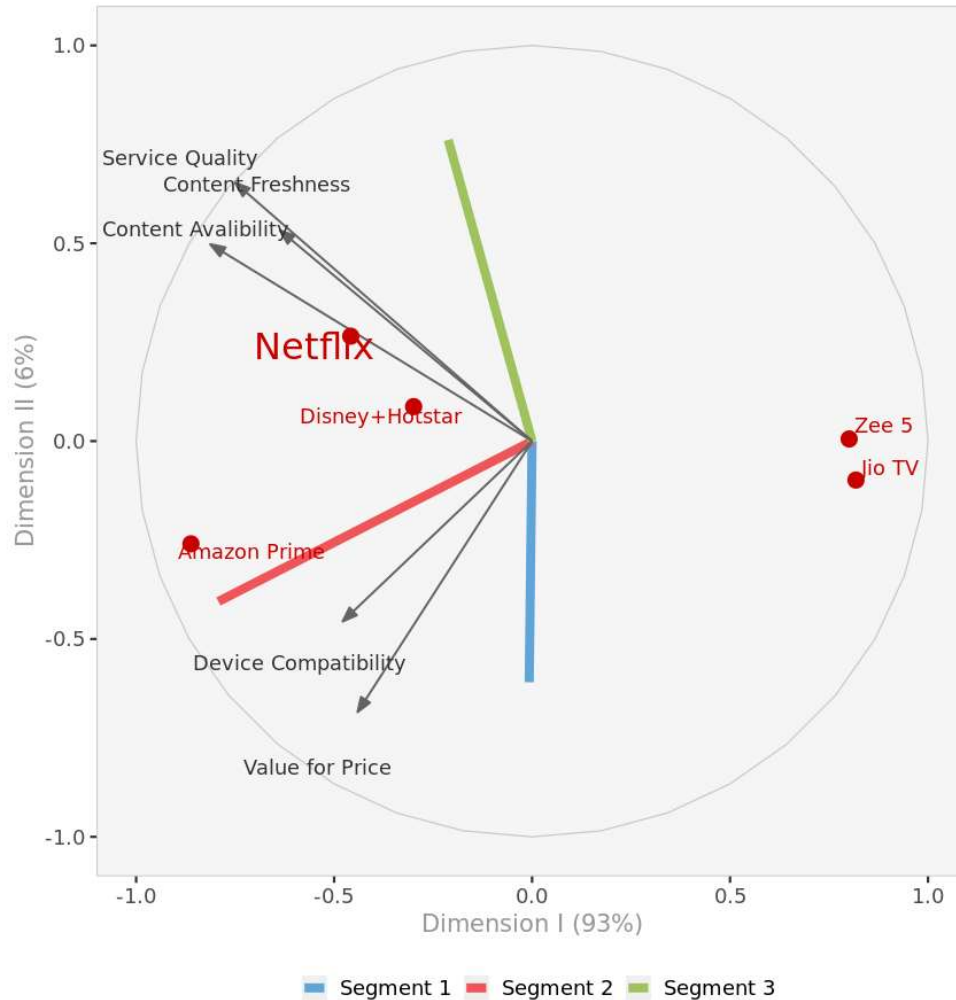
**Average preferences histogram.** For each brand, displays its average preference value.

	Dimension I	Dimension II	Dimension III
1	-0.010	-0.453	-0.314
2	-0.626	0.545	0.515
3	-0.012	-0.052	0.290
4	-0.109	0.491	0.351
5	-0.637	-0.650	-0.414
6	0.002	0.013	0.208
7	0.011	-0.278	0.475
8	0.016	-0.317	-0.927
9	-0.008	-0.171	-0.985
10	-0.165	-0.755	-0.564

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

# Segment preferences

## Dimensions I-II

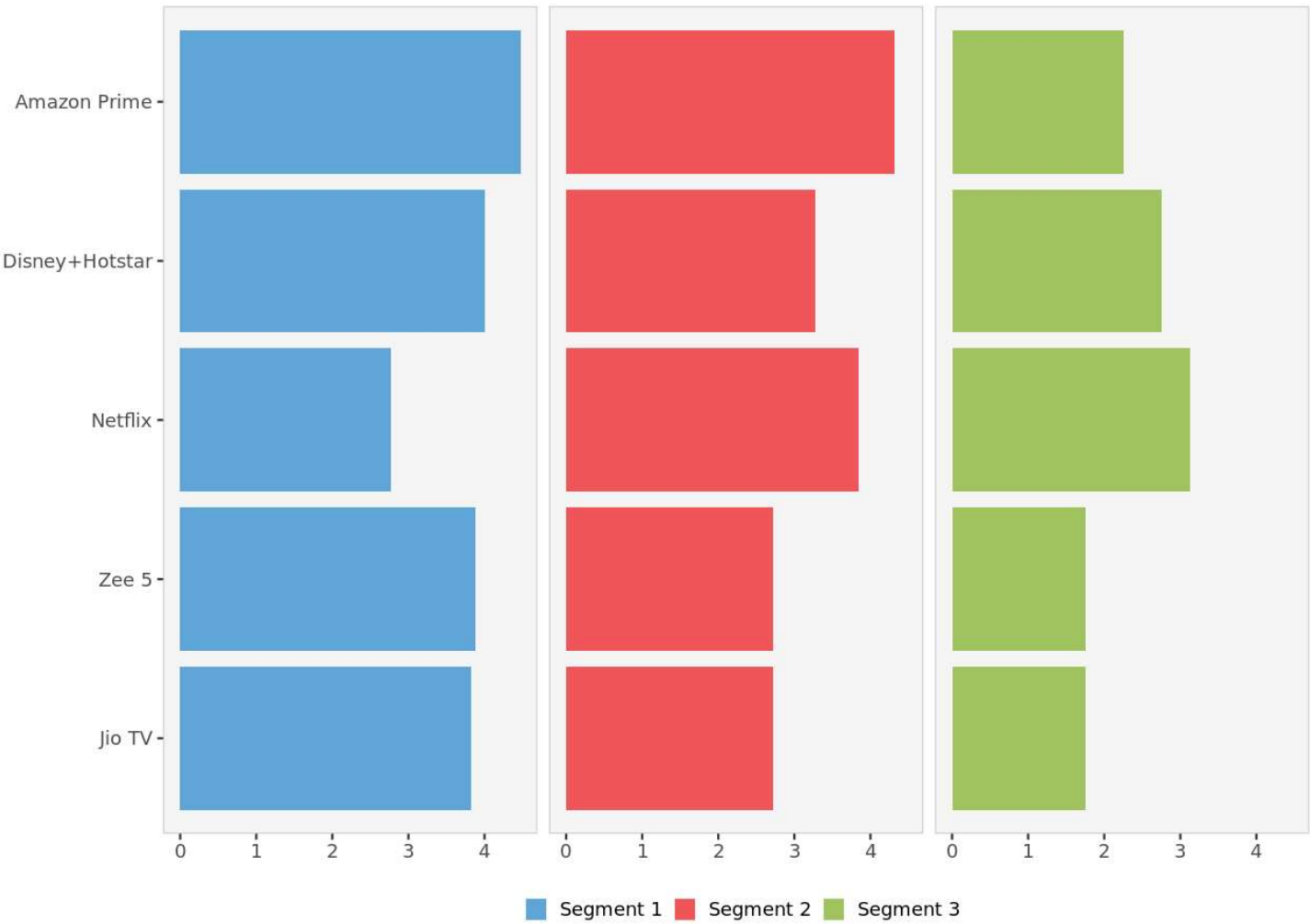


**Segment perceptual Map I-II.** Complete perceptual map with objects, attributes and average segment preferences on the first and second dimensions.

## Preference data

	Average preference Segment 1 Segment 2 Segment 3			
Amazon Prime	4.04	4.47	4.32	2.25
Disney+Hotstar	3.44	4.00	3.28	2.75
Netflix	3.36	2.76	3.84	3.13
Zee 5	2.96	3.88	2.72	1.75
Jio TV	2.94	3.82	2.72	1.75

**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	-0.007	-0.609	-0.534
Segment 2	-0.792	-0.405	-0.264
Segment 3	-0.212	0.761	0.607

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

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

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

# Market shares

## Introduction

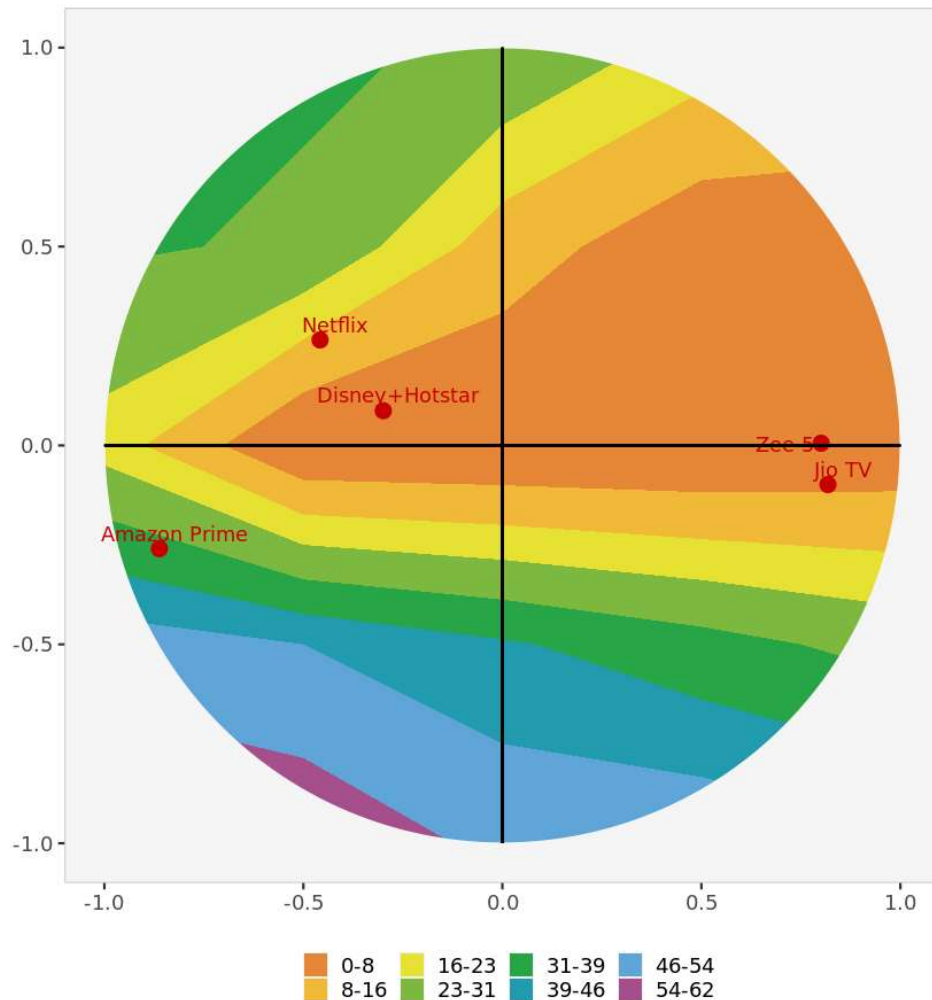
The following charts display simulations of the market shares a new product would achieve, depending on its position on the perceptual maps.

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

<b>1</b>	4.00	-0.104	-4.533
<b>2</b>	3.60	-0.688	0.599
<b>3</b>	3.80	-0.273	-1.184
<b>4</b>	2.00	-1.145	5.169
<b>5</b>	2.80	-1.055	-1.075
<b>6</b>	2.60	0.093	0.491
<b>7</b>	3.20	0.109	-2.872
<b>8</b>	3.20	0.169	-3.350
<b>9</b>	3.40	-0.205	-4.354
<b>10</b>	3.40	-0.733	-3.349

**Preference beta values (excerpt).**

	Parameter	Value
<b>1</b>	Rule	First-choice
<b>2</b>	alpha	none

**Market share parameter table.**

	Netflix	Amazon Prime	Disney+Hotstar	Zee 5	Jio TV
<b>1</b>	2	5	5	4	4
<b>2</b>	4	4	4	3	3
<b>3</b>	3	4	5	3	4
<b>4</b>	5	2	1	1	1
<b>5</b>	3	4	3	2	2
<b>6</b>	2	2	4	2	3
<b>7</b>	3	4	2	3	4
<b>8</b>	2	4	3	4	3
<b>9</b>	2	5	3	5	2
<b>10</b>	3	5	3	3	3

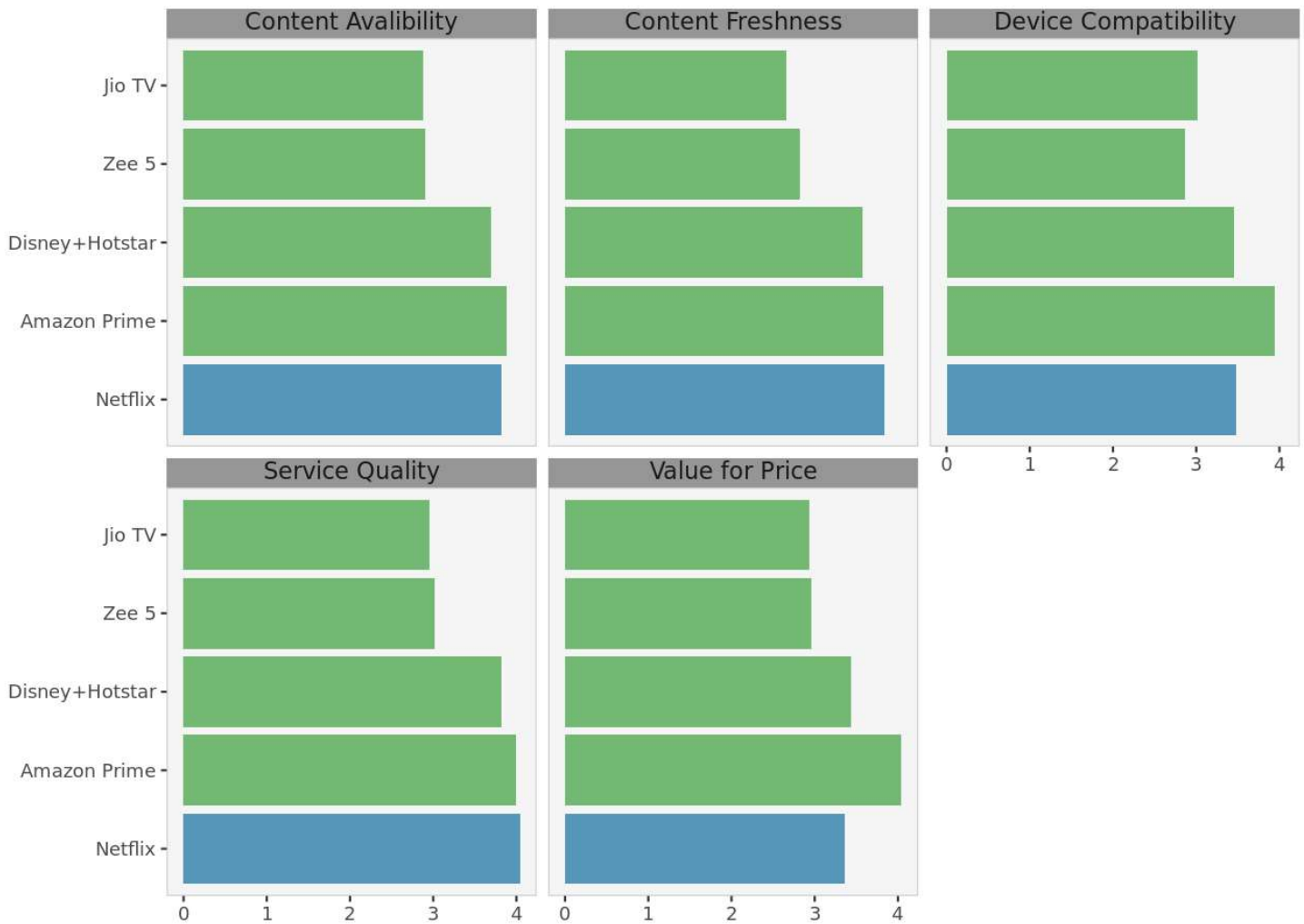
**Actual preference data (excerpt).**

# Perceptual data

## Perceptual data

	Netflix	Amazon Prime	Disney+Hotstar	Zee 5	Jio TV
Value for Price	3.4	4.0	3.4	3.0	2.9
Service Quality	4.0	4.0	3.8	3.0	3.0
Content Availability	3.8	3.9	3.7	2.9	2.9
Device Compatibility	3.5	3.9	3.5	2.9	3.0
Content Freshness	3.8	3.8	3.6	2.8	2.7

**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.



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