**Example 9.1**

**Interpretation of findings:**  
When looking at Brand A, I observe it is more popular in Area 2 than in Area 1, which suggests more penetration and acceptance in Area 2.

Brand B also performs better in Area 2, than in Area 1. This seems to indicate that Area 1 seem to be frugal/averse to both brands in comparison to Area 2.

Customers prefer other brands compared to the choice of Brand A or B in both areas.