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Marketing Analytics

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Above is a heatmap of the brand attributes. This is based on the aggregated means. Blue indicates the strongest correlation while red is the least correlated. In this case Tango is strongly correlated with the right-side attributes delightful, generous, exciting and cutting edge. The opposite of this would be with Papa where the strongest correlation is on the left side with intuitive, friendly, helpful, and adaptable. You can see a similar relationship with the attributes with Tango and Sierra. Papa and Rome also have a similar relationship with their attributes.