



# Data Review

School of Information Studies  
Syracuse University

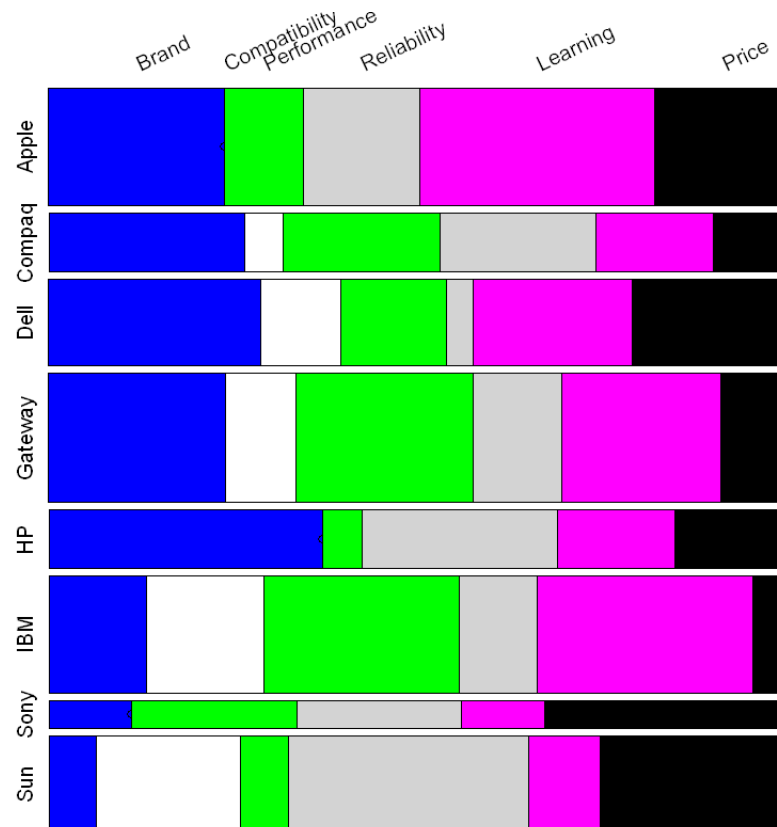
# Choosing Data



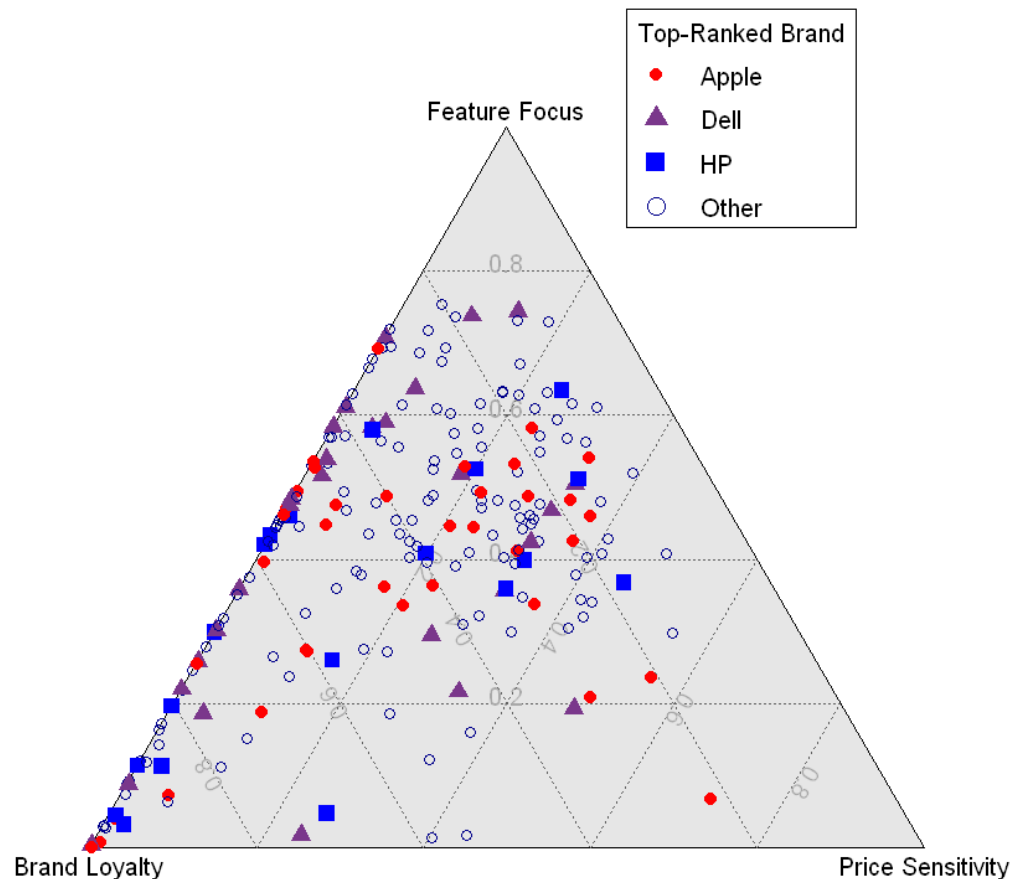
Top Ranked Brand	Valued Attributes						Total
	Brand	Compatibility	Performance	Reliability	Learning	Price	
Apple	9	0	4	6	12	7	38
Compaq	5	1	4	4	3	2	19
Dell	8	3	4	1	6	6	28
Gateway	10	4	10	5	9	4	42
HP	7	0	1	5	3	3	19
IBM	5	6	10	4	11	2	38
Sony	1	0	2	2	1	3	9
Sun	2	6	2	10	3	8	31
Total	47	20	37	37	48	35	224

Source: Adapted from Miller (2015).

# Consumer Preference

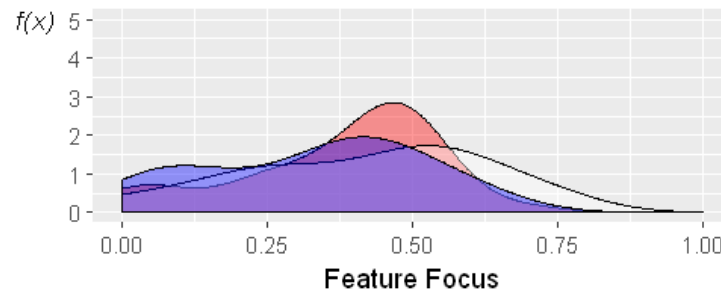
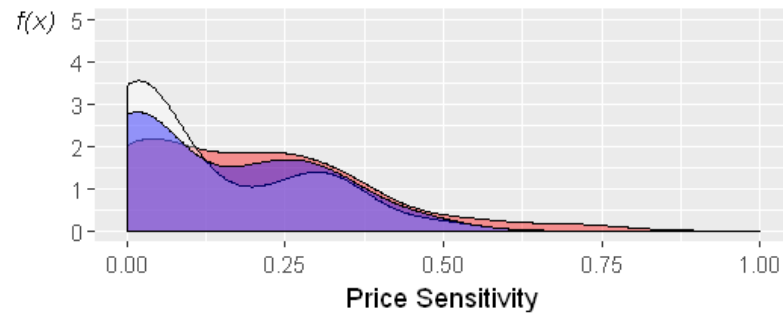
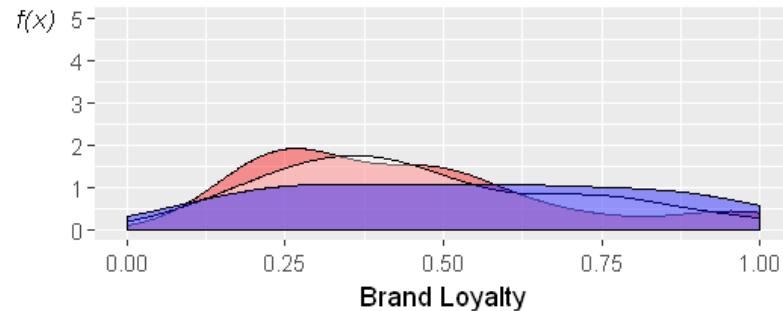


# Reduced Choice Preference





# Brand Preference



Apple Dell HP