



Enginius

Positioning Analysis

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Dimensions

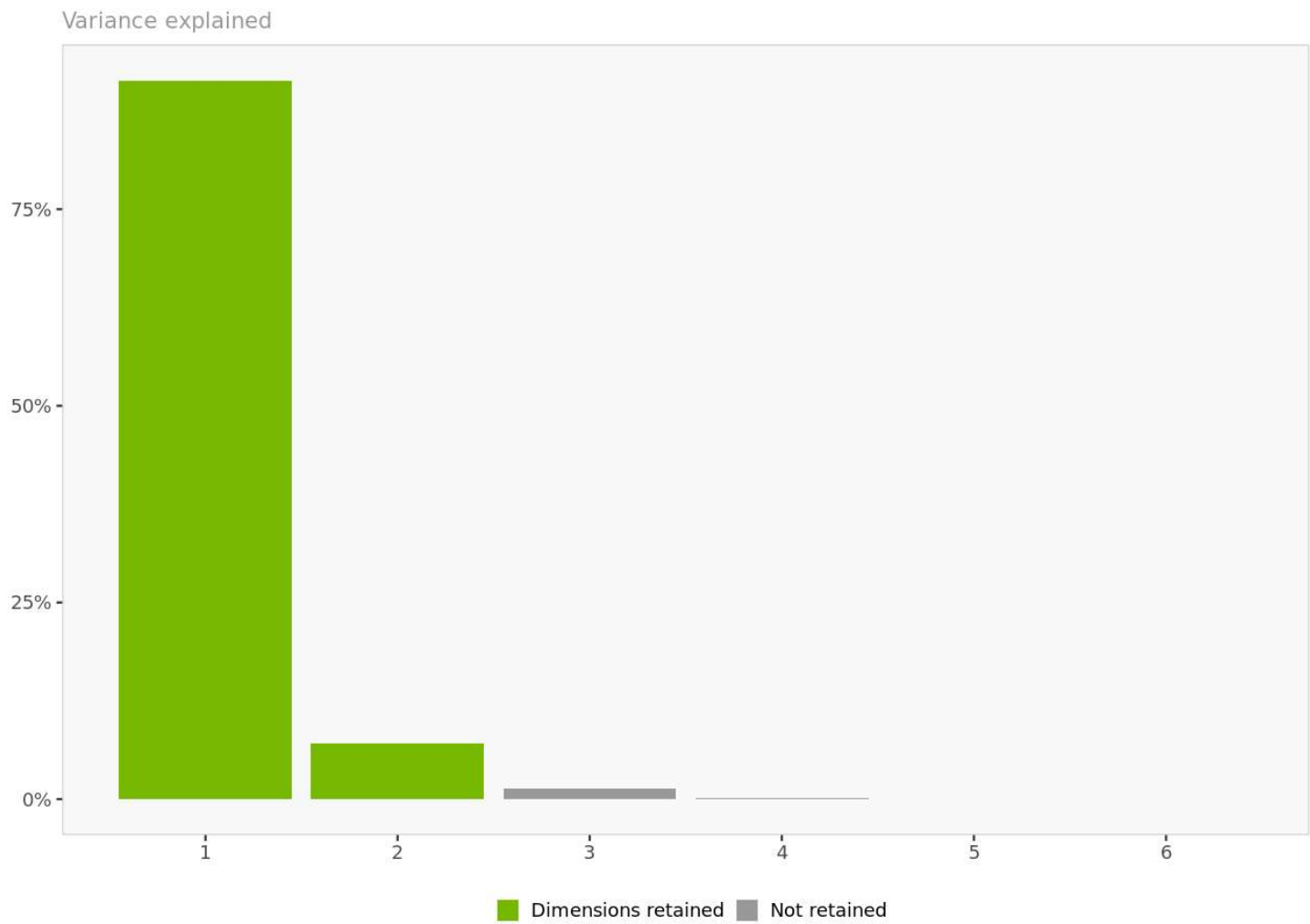
Number of dimensions retained

You have decided to display the first 2 dimensions, which account for a total of 98.4% of the variance in the data.

	Variance explained	Cumulative variance
Dimension 1	91.4%	91.4%
Dimension 2	7.1%	98.4%
Dimension 3	1.4%	99.8%
Dimension 4	0.2%	100.0%
Dimension 5	0.0%	100.0%
Dimension 6	0.0%	100.0%

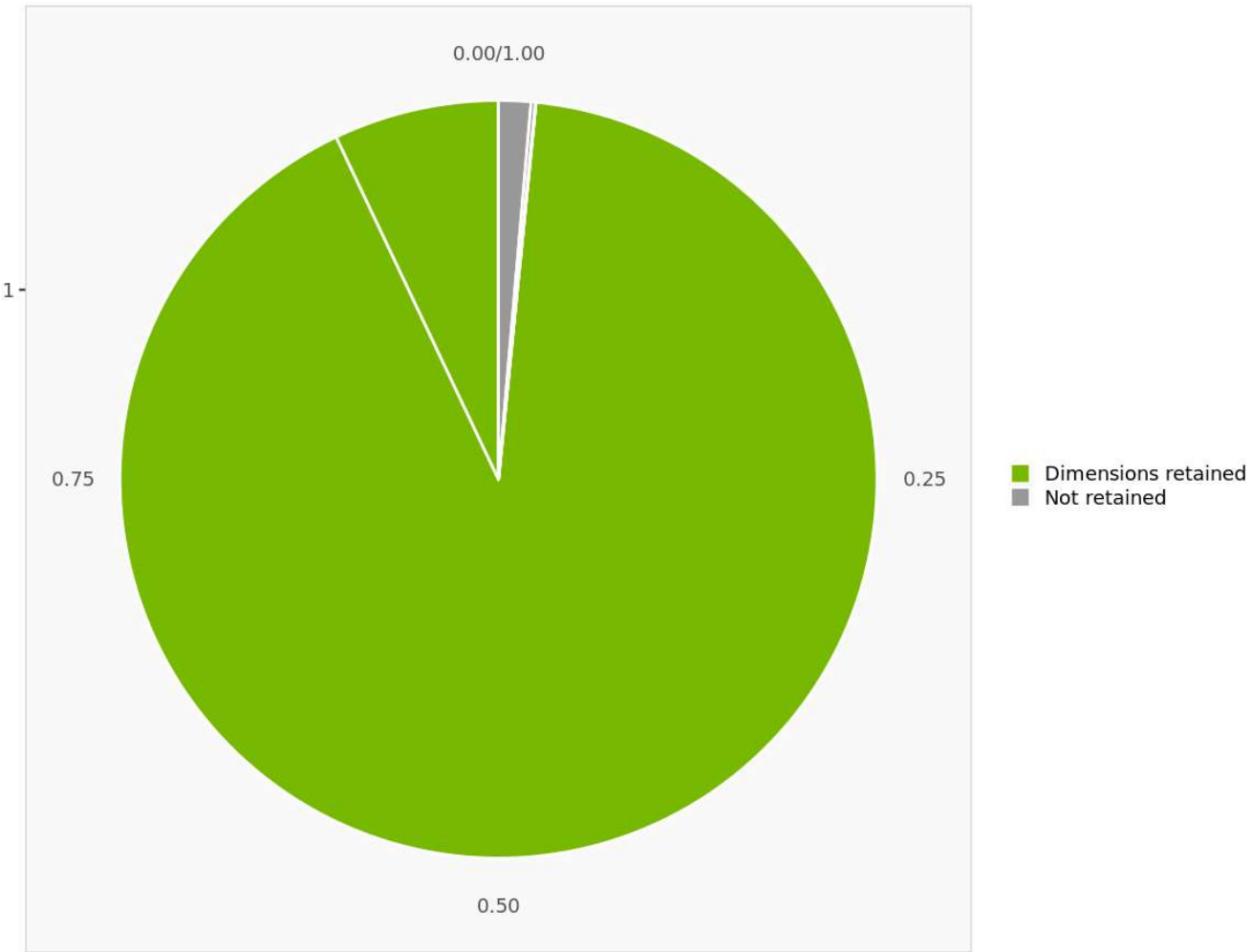
Variance explained. Variance and cumulated variance explained, by dimension.

Variance explained



Variance explained. Each additional dimension captures a decreasing portion of the variance found in the original data.

Cumulative variance explained



Cummulative variance explained. The first 2 dimensions account for 98.4 % of the variance in the data.

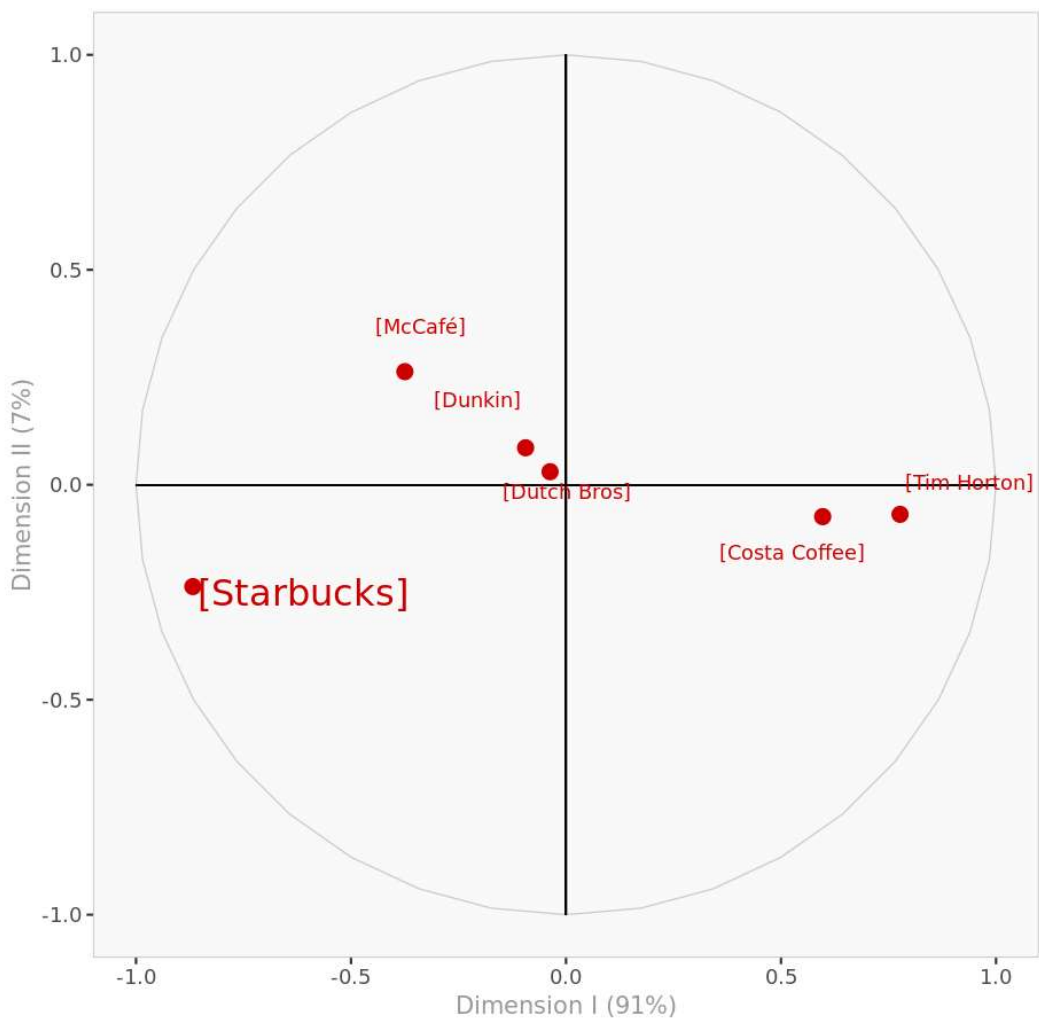
Objects

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
[Starbucks]	-0.868	-0.237
[Dutch Bros]	-0.037	0.030
[Dunkin]	-0.094	0.086

Positioning Analysis		
[McCafé]	-0.375	0.263
[Costa Coffee]	0.597	-0.074
[Tim Horton]	0.777	-0.069

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

Attributes

Interpretation

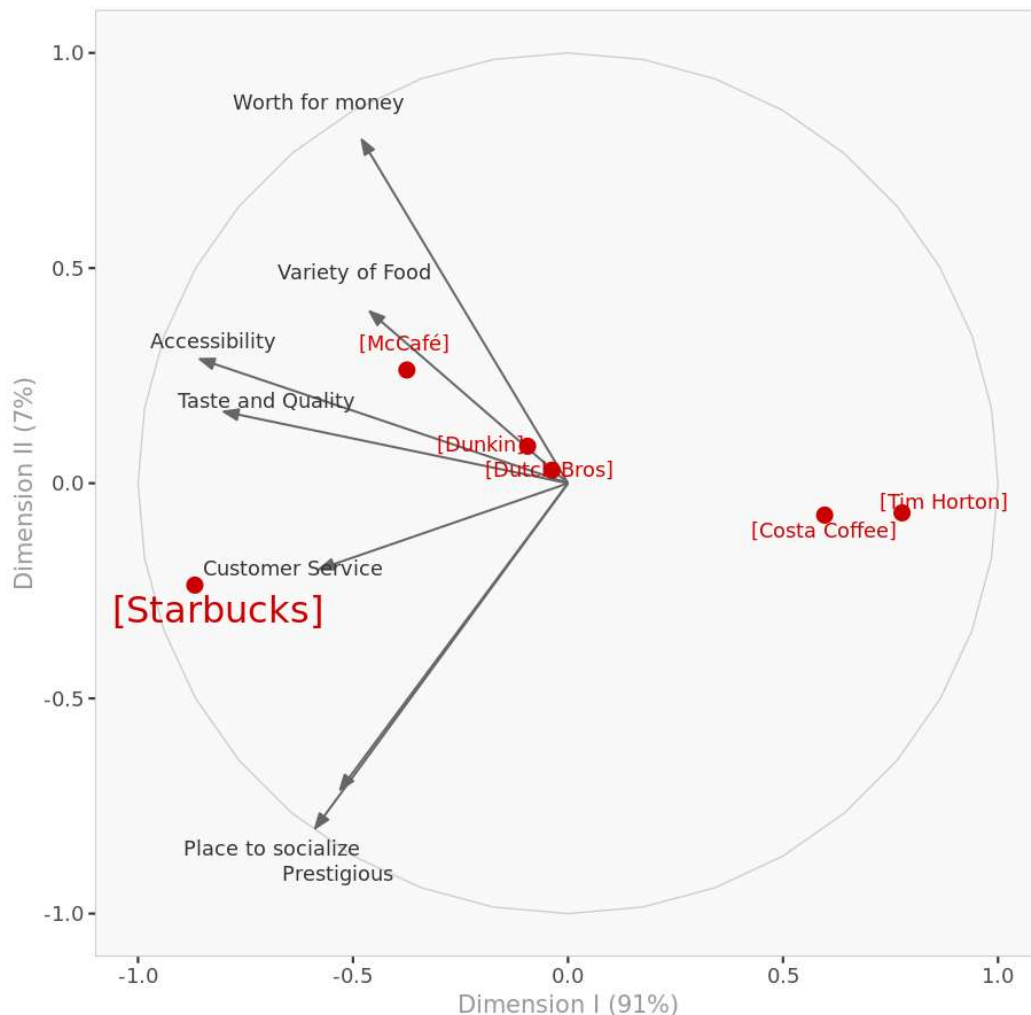
In interpreting the direction of the attributes, remember that:

- 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
Customer Service	-0.578	-0.200
Taste and Quality	-0.801	0.166
Worth for money	-0.480	0.798
Prestigious	-0.588	-0.802
Accessibility	-0.856	0.289
Variety of Food	-0.461	0.399
Place to socialize	-0.530	-0.712

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

Summary

	Dimension I	Dimension II
1 Most positive		Worth for money
2 ...		
3	Taste and Quality	Place to socialize
4 Most negative	Accessibility	Prestigious

Attributes' coordinates positions. Displays the names of the attributes depending of their position along each dimension.

	Dimension I	Dimension II	Dimension III
Customer Service	-0.0936	-0.0323	-0.1281
Taste and Quality	-0.0948	0.0197	-0.0681
Worth for money	-0.0863	0.1436	-0.0655
Prestigious	-0.0891	-0.1215	-0.0166
Accessibility	-0.0948	0.0320	0.0474
Variety of Food	-0.0909	0.0787	0.1563
Place to socialize	-0.0888	-0.1193	0.0774

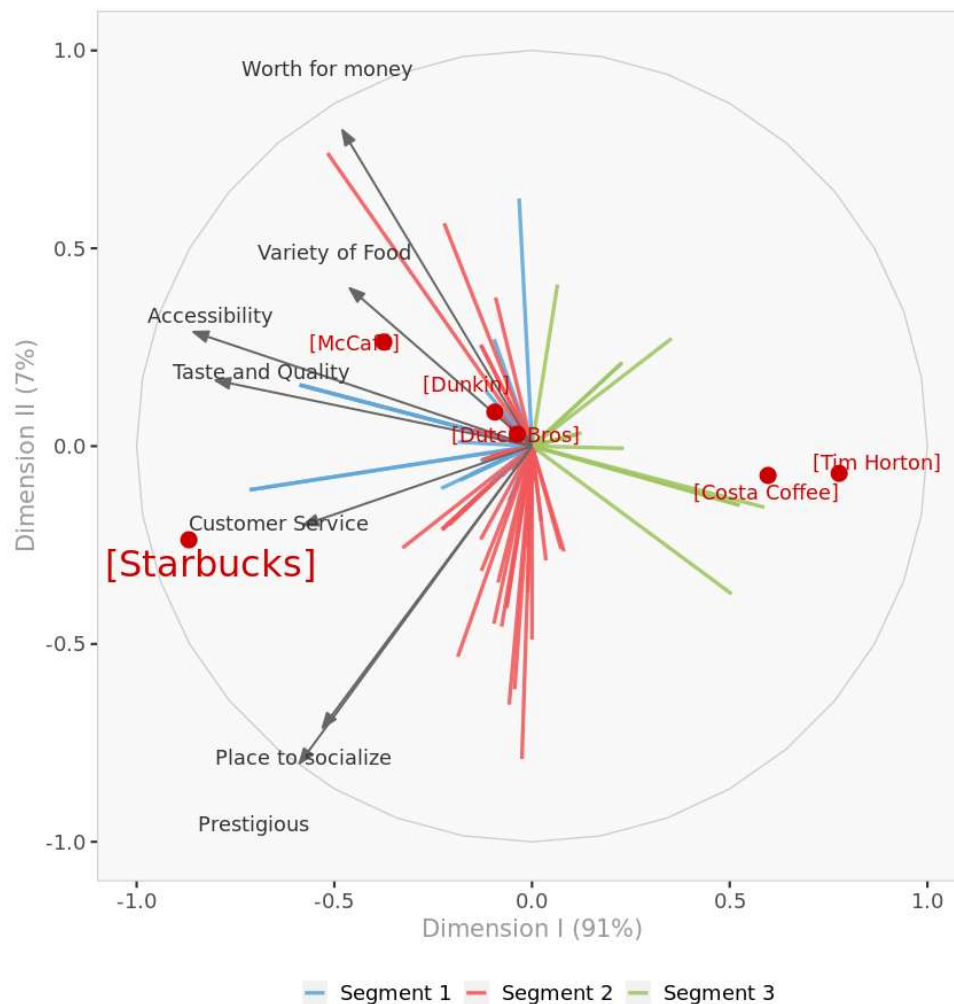
Factor loadings (excerpt). Displays the factor loadings of attributes.

	Mean	Stdev
Customer Service	2.552	0.9121
Taste and Quality	2.573	0.7987
Worth for money	2.460	0.7515
Prestigious	2.440	0.7460
Accessibility	2.831	1.0322
Variety of Food	2.481	0.8149
Place to socialize	2.354	0.7819

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

Preferences

Dimensions I-II

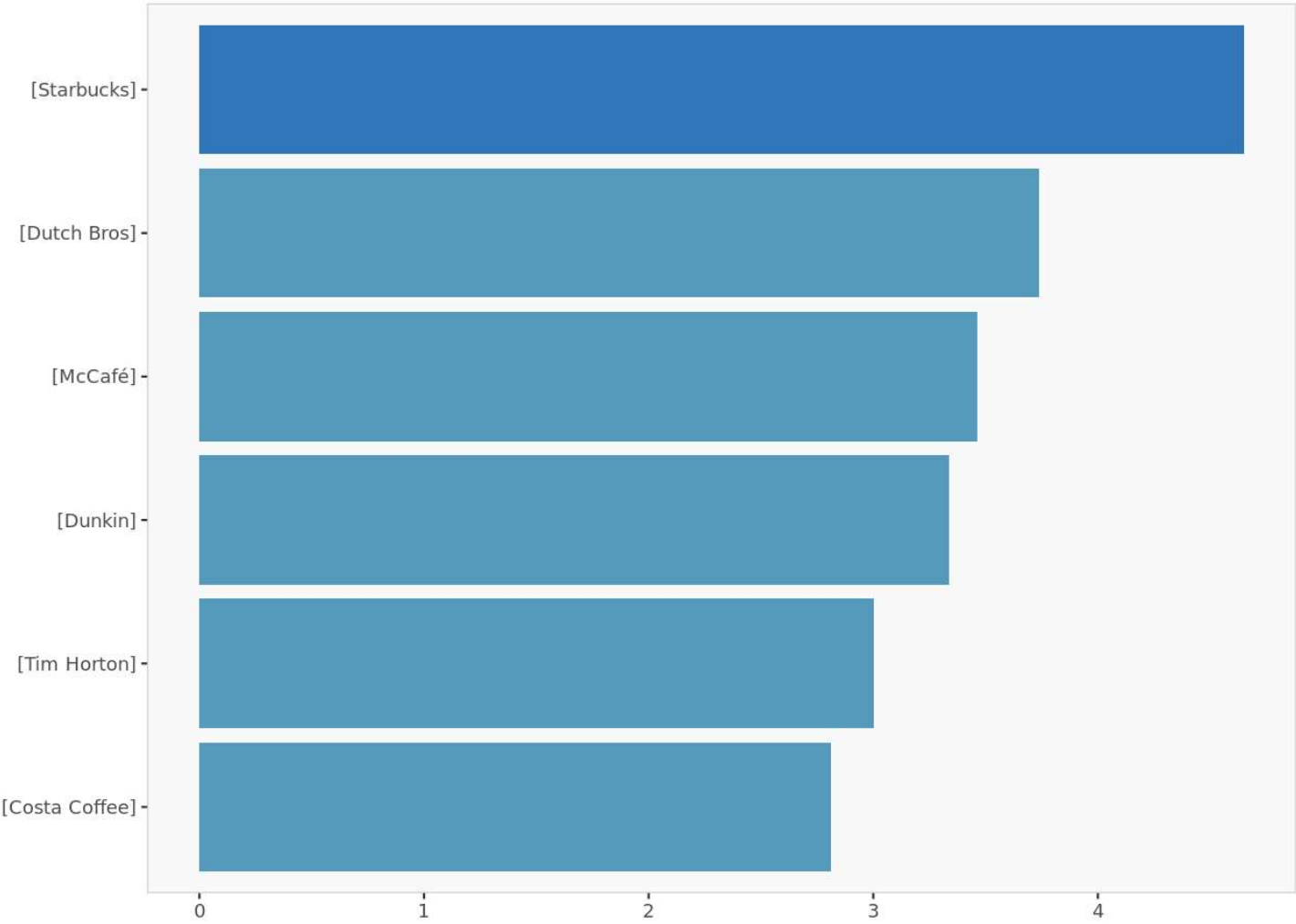


Perceptual Map I-II. Complete perceptual map with objects, attributes and preferences on the first and second dimensions.

Preference data

Average preference	
[Starbucks]	4.65
[Dutch Bros]	3.74
[McCafé]	3.46
[Dunkin]	3.34
[Tim Horton]	3.00
[Costa Coffee]	2.81

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



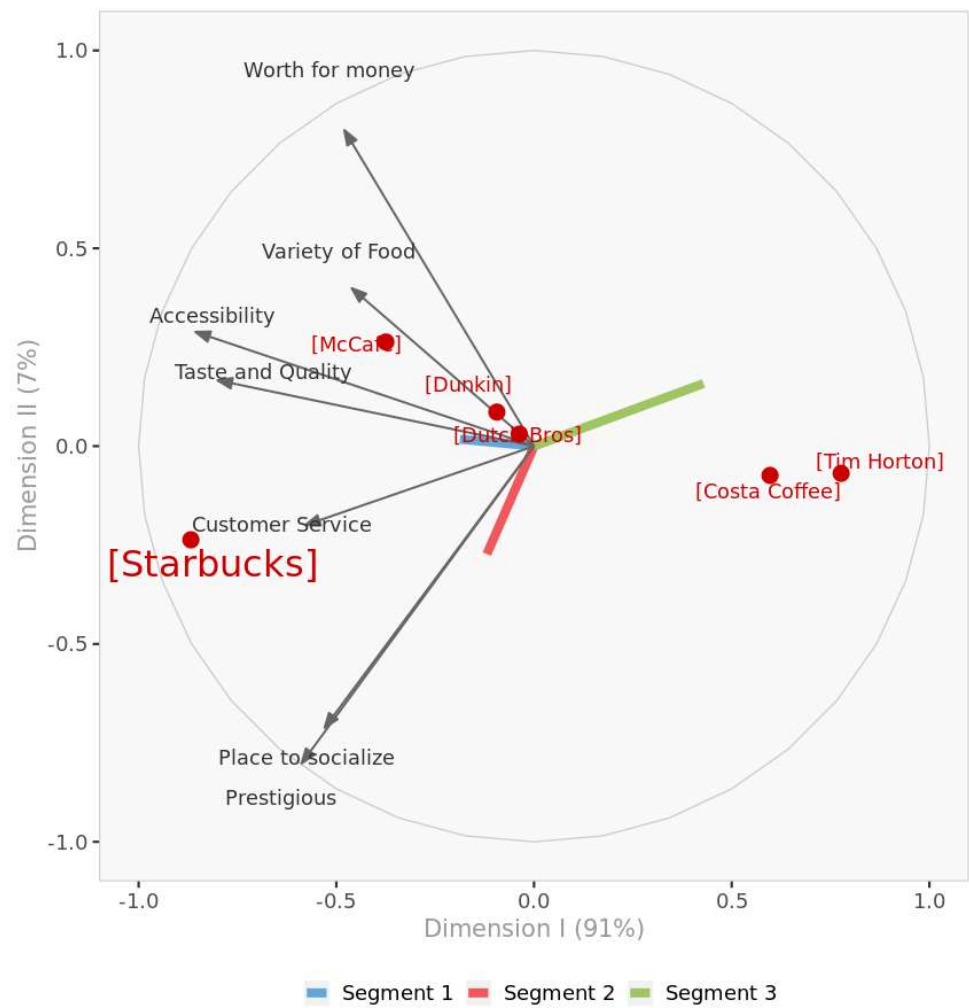
Average preferences histogram. For each brand, displays its average preference value.

	Dimension I	Dimension II	Dimension III
1	-0.714	-0.110	0.492
2	0.035	-0.289	-0.777
3	-0.129	-0.036	0.969
4	0.228	0.211	0.927
5	-0.517	0.741	-0.051
6	-0.588	0.155	0.783
7	0.588	-0.155	-0.783
8	-0.328	-0.257	-0.663
9	-0.006	-0.210	-0.149
10	-0.188	-0.532	-0.029

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

Segment preferences

Dimensions I-II

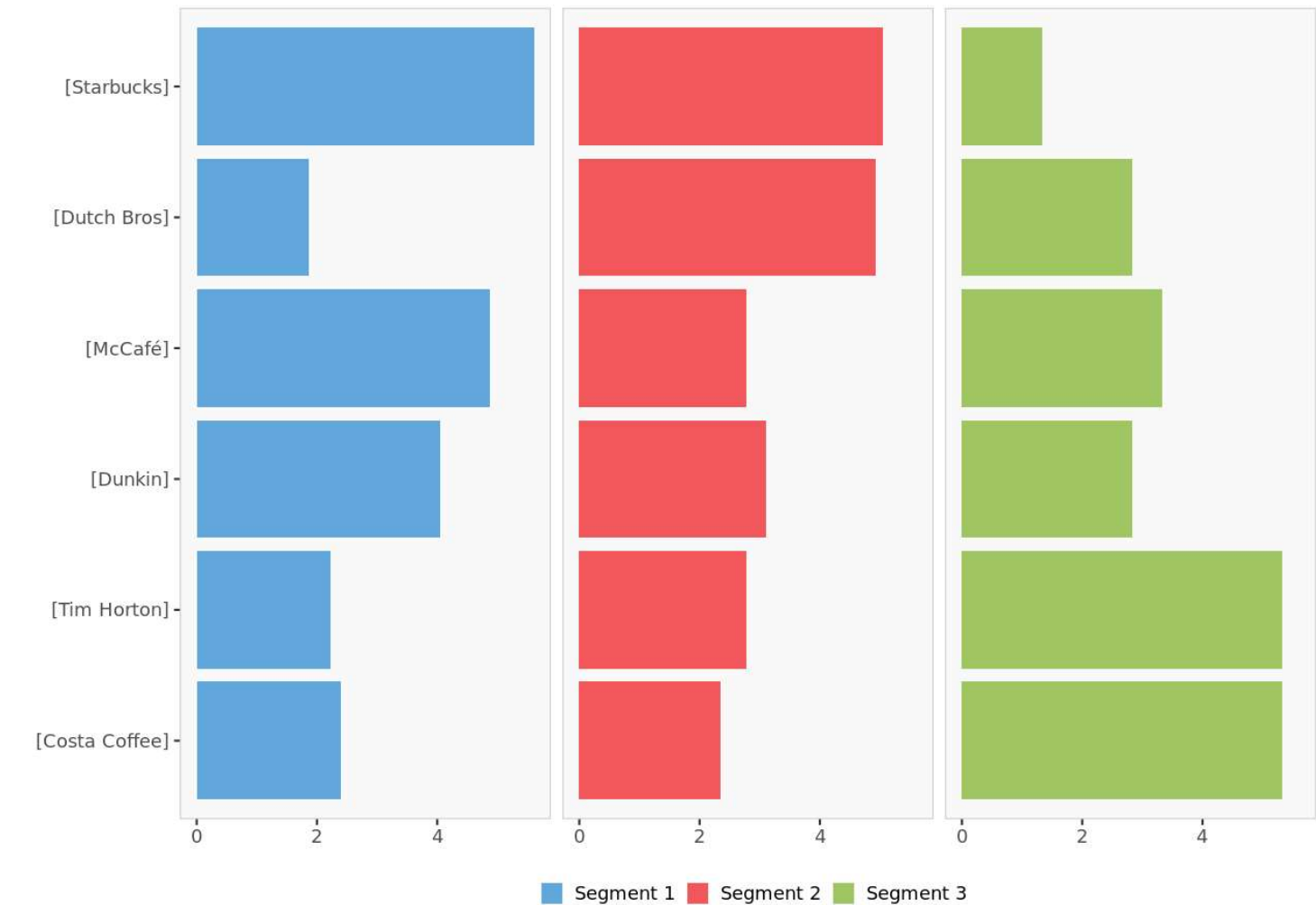


Segment perceptual Map I-II. Complete perceptual map with objects, attributes and average segment preferences on the first and second dimensions.

Preference data

	Average preference Segment 1 Segment 2 Segment 3			
[Starbucks]	4.65	5.61	5.04	1.33
[Dutch Bros]	3.74	1.87	4.93	2.83
[McCafé]	3.46	4.87	2.78	3.33
[Dunkin]	3.34	4.04	3.11	2.83
[Tim Horton]	3.00	2.22	2.78	5.33
[Costa Coffee]	2.81	2.39	2.36	5.33

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	-0.187	0.017	0.971
Segment 2	-0.119	-0.273	-0.904
Segment 3	0.429	0.158	0.847

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 1
7 Segment 3
8 Segment 2
9 Segment 2
10 Segment 2

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

Market shares

Introduction

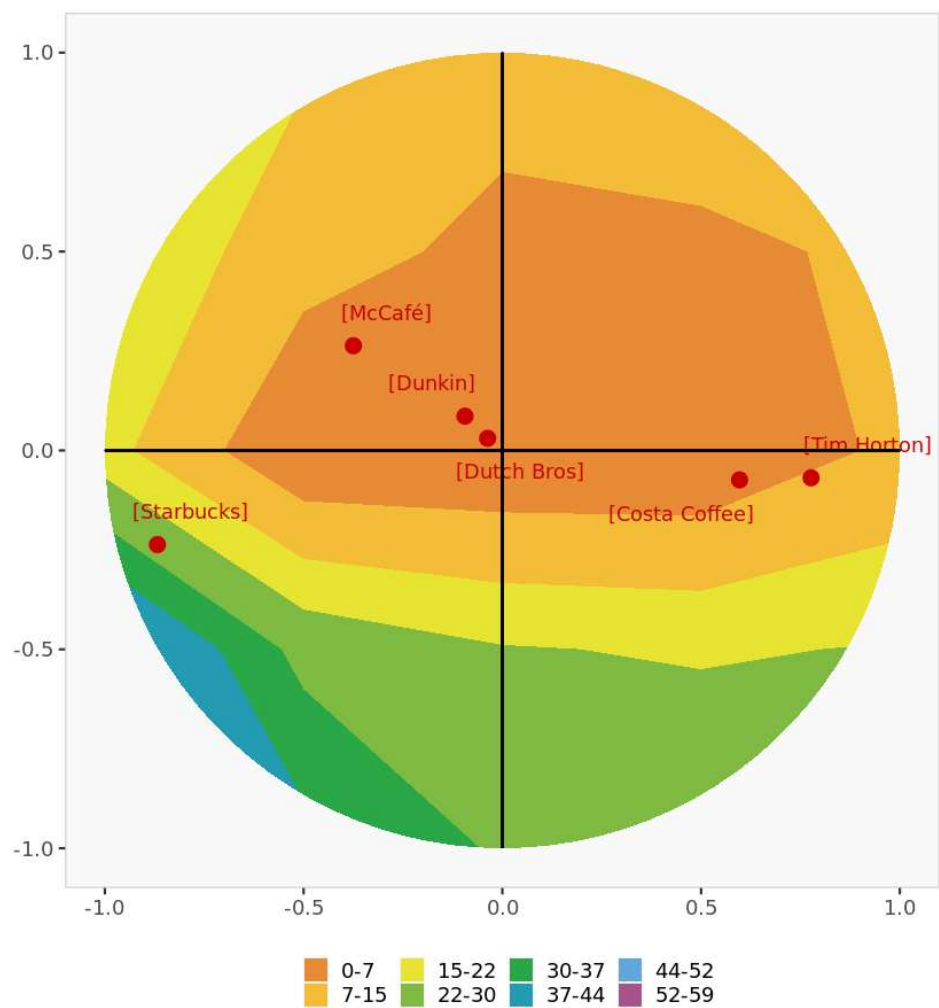
The following charts display simulations of the market shares a new product would achieve, depending on its position on the perceptual maps.

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

1	3.50	-2.853	-0.441
2	3.50	0.761	-6.225
3	3.50	-2.227	-0.625
4	3.50	2.641	2.446
5	3.50	-2.709	3.879
6	3.50	-3.004	0.790
7	3.50	3.004	-0.790
8	3.50	-2.575	-2.022
9	3.50	-0.140	-5.314
10	3.50	-1.810	-5.130

Preference beta values (excerpt).

	Parameter	Value
1	Rule	First-choice
2	alpha	none

Market share parameter table.

	[Starbucks]	[Dutch Bros]	[Dunkin]	[McCafé]	[Costa Coffee]	[Tim Horton]
1	6	3	5	4	2	1
2	4	6	2	1	3	5
3	6	1	4	5	3	2
4	1	2	3	4	5	6
5	5	4	3	6	2	1
6	6	3	4	5	2	1
7	1	4	3	2	5	6
8	6	4	5	3	1	2
9	5	4	3	2	1	6
10	6	3	5	2	4	1

Actual preference data (excerpt).

Perceptual data

Perceptual data

	[Starbucks]	[Dutch Bros]	[Dunkin]	[McCafé]	[Costa Coffee]	[Tim Horton]
Customer Service	3.9	2.9	2.6	2.9	1.7	1.4
Taste and Quality	3.6	2.8	2.8	3.1	1.7	1.6
Worth for money	3.0	2.7	2.7	3.3	1.7	1.4
Prestigious	3.8	2.5	2.5	2.4	1.8	1.7
Accessibility	4.2	2.8	3.1	3.6	1.8	1.5
Variety of Food	3.4	2.2	2.7	3.4	1.7	1.5
Place to socialize	3.8	2.2	2.3	2.5	1.9	1.5

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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