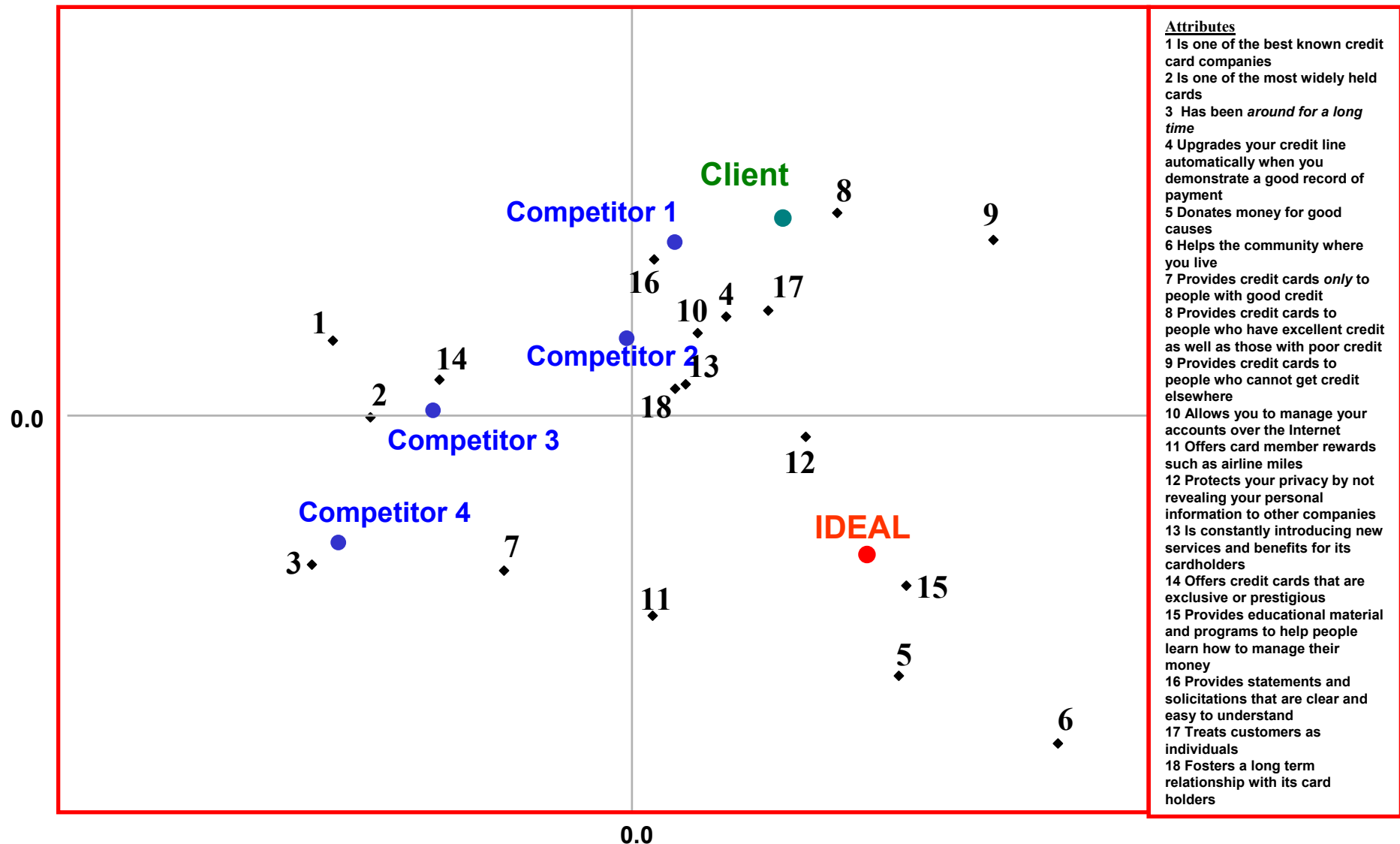


# ***Correspondence Analysis***

***Multivariate Solutions***

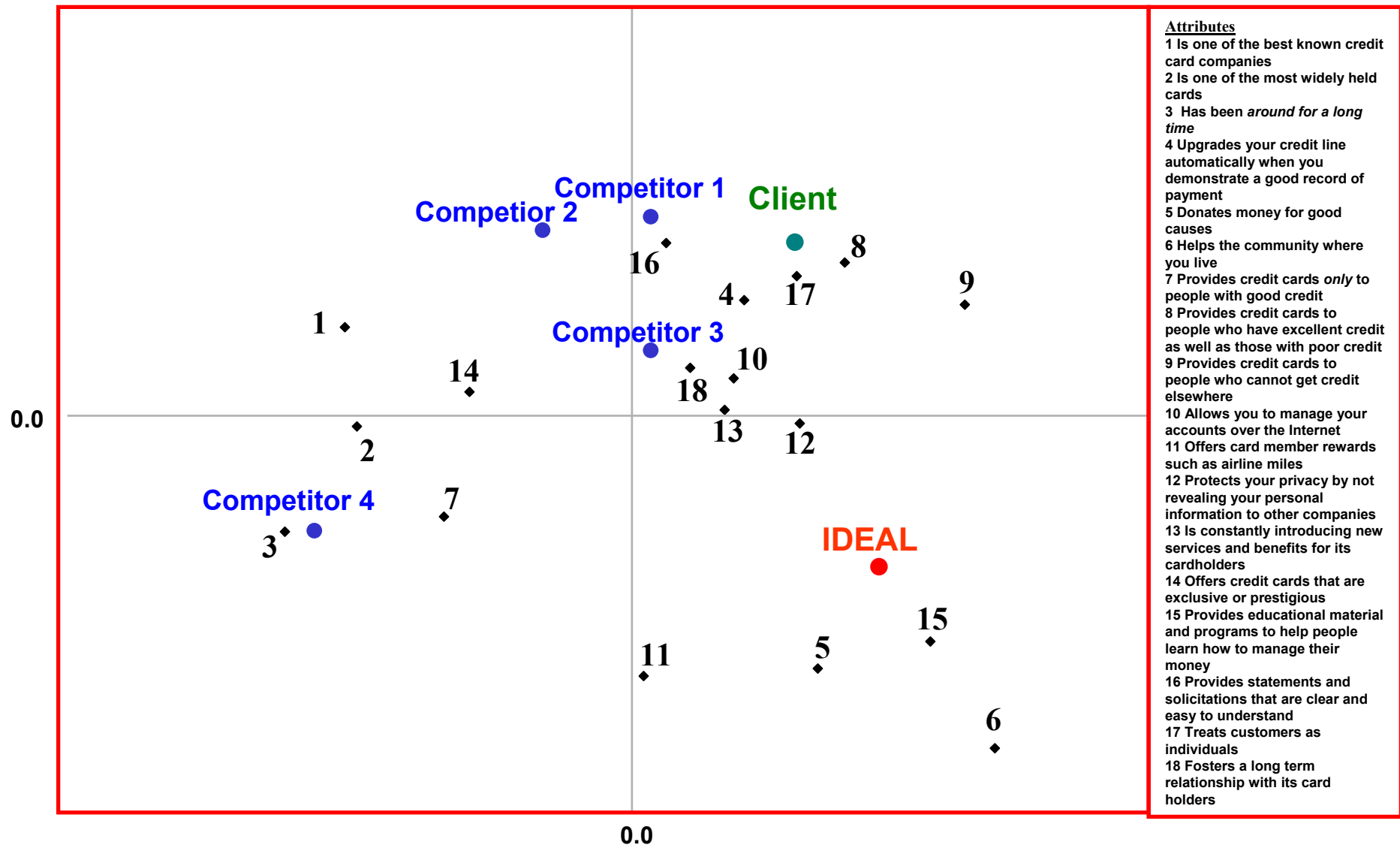
# Correspondence Analysis - Indicating Characteristics Closely Associated With Credit Cards Providers

## Total Sample



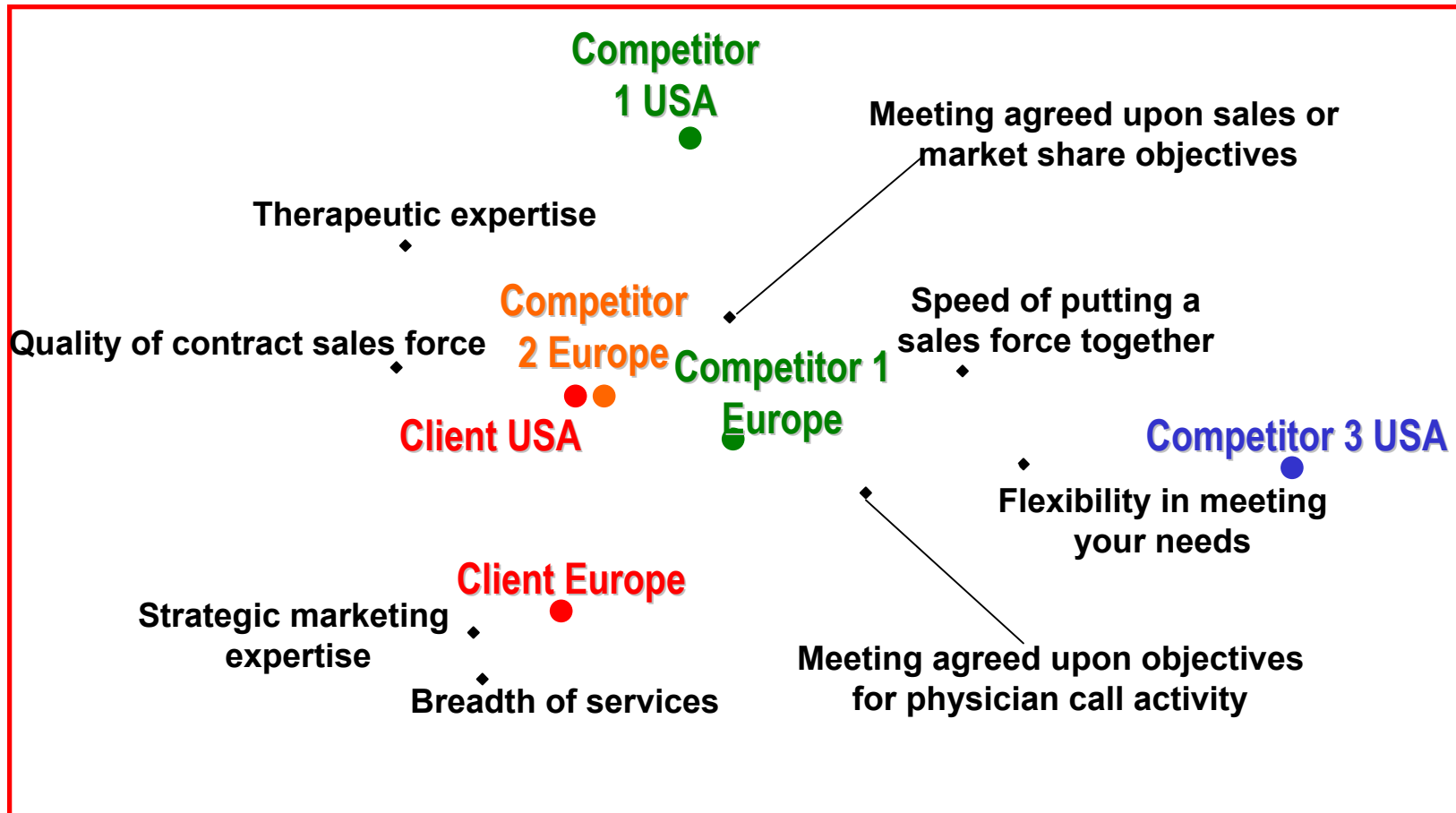
# Correspondence Analysis - Indicating Characteristics Closely Associated With Credit Cards Providers

## Client Customers

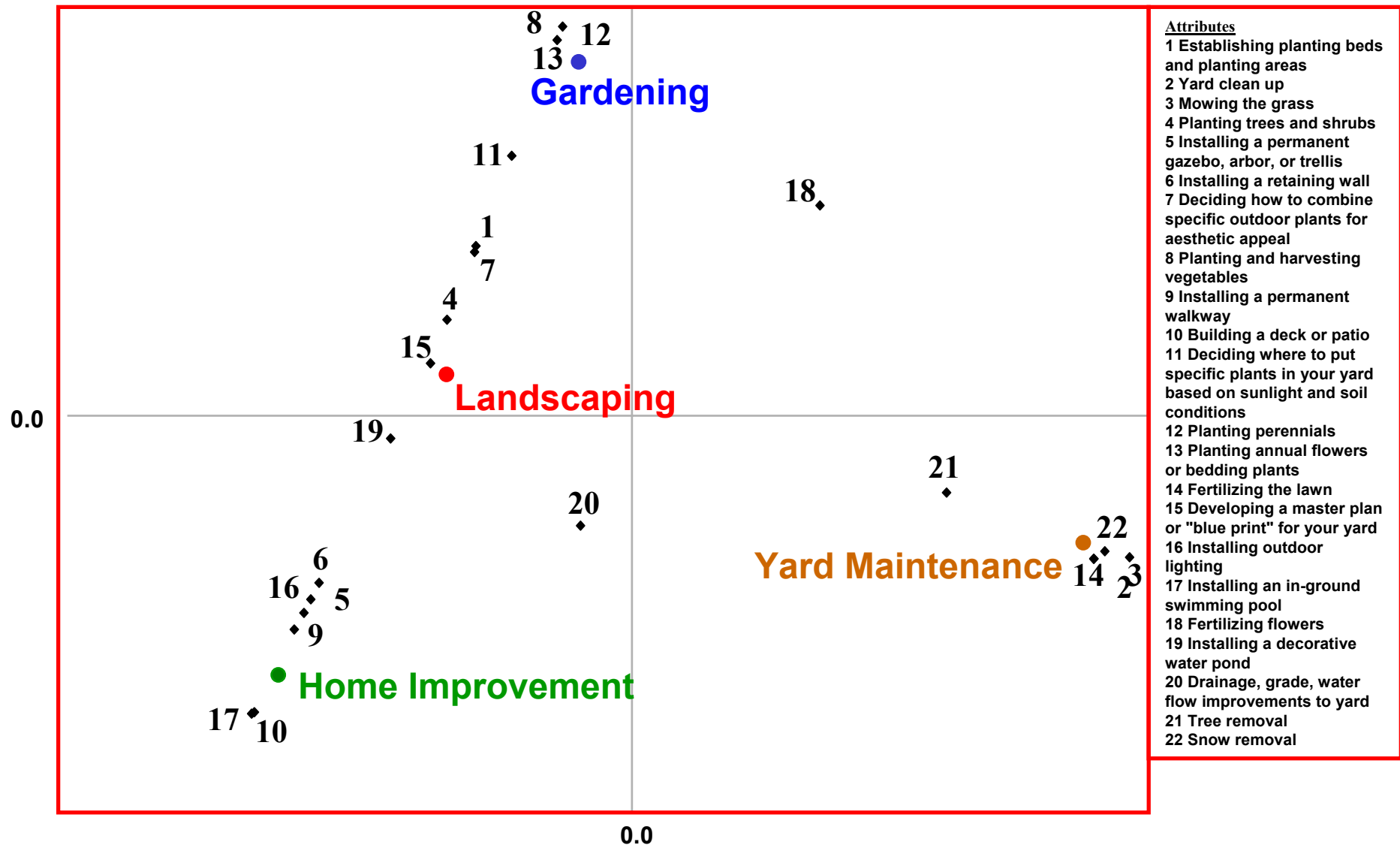


# Correspondence Analysis - Indicating Characteristics Closely Associated With Service Providers

## USA & European Markets Combined



# Correspondence Analysis - Indicating Outdoor Maintenance Categories Closely Associated With Outdoor Maintenance Activities



# ***Outdoor Maintenance Categories Closely Associated With Outdoor Maintenance Activities***

## **Attributes Nearest Proximity To:**

### **Yard**

#### **Maintenance**

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- Fertilizing the lawn
- Snow removal
- Mowing the grass
- Tree removal
- Yard cleanup

#### **Gardening**

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- Planting annual flowers or bedding plants
- Planting perennials
- Planting and harvesting vegetables
- Deciding where to put specific plants in your yard based on sunlight and soil conditions

#### **Landscaping**

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- Developing a master plan or "blue print" for your yard
- Planting trees and shrubs
- Installing a decorative water pond

### **Home**

#### **Improvement**

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- Installing a permanent walkway
- Installing outdoor lighting
- Installing a permanent gazebo, arbor, or trellis
- Installing a retaining wall
- Installing an in-ground swimming pool
- Building a deck or patio