

Fair Share Analysis

Multivariate Solutions

Fair Share Analysis

- Step 1
 - Compute Individual Mean = Individual's Mean of all Some Store Attributes Rated
 - Grand Mean = Mean of All Individual Attribute Means
- Step 2
 - Difference Score = Aggregate Attribute Mean - Grand Mean
- Step 3
 - Sort Results from High to Low, Round, and Magnify by a Factor of Ten

Fair Share Analysis--Conclusions

- Result is Either Positive or Negative According to its Position Relative to the Grand Mean.
- Slope of the Line Indicates Magnitude of Some Store Performance (Either Positive or Negative)
- Provides a Clear means of Understanding How Some Store is Perceived in Each Market

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