
Mean Drop Penalty Analysis

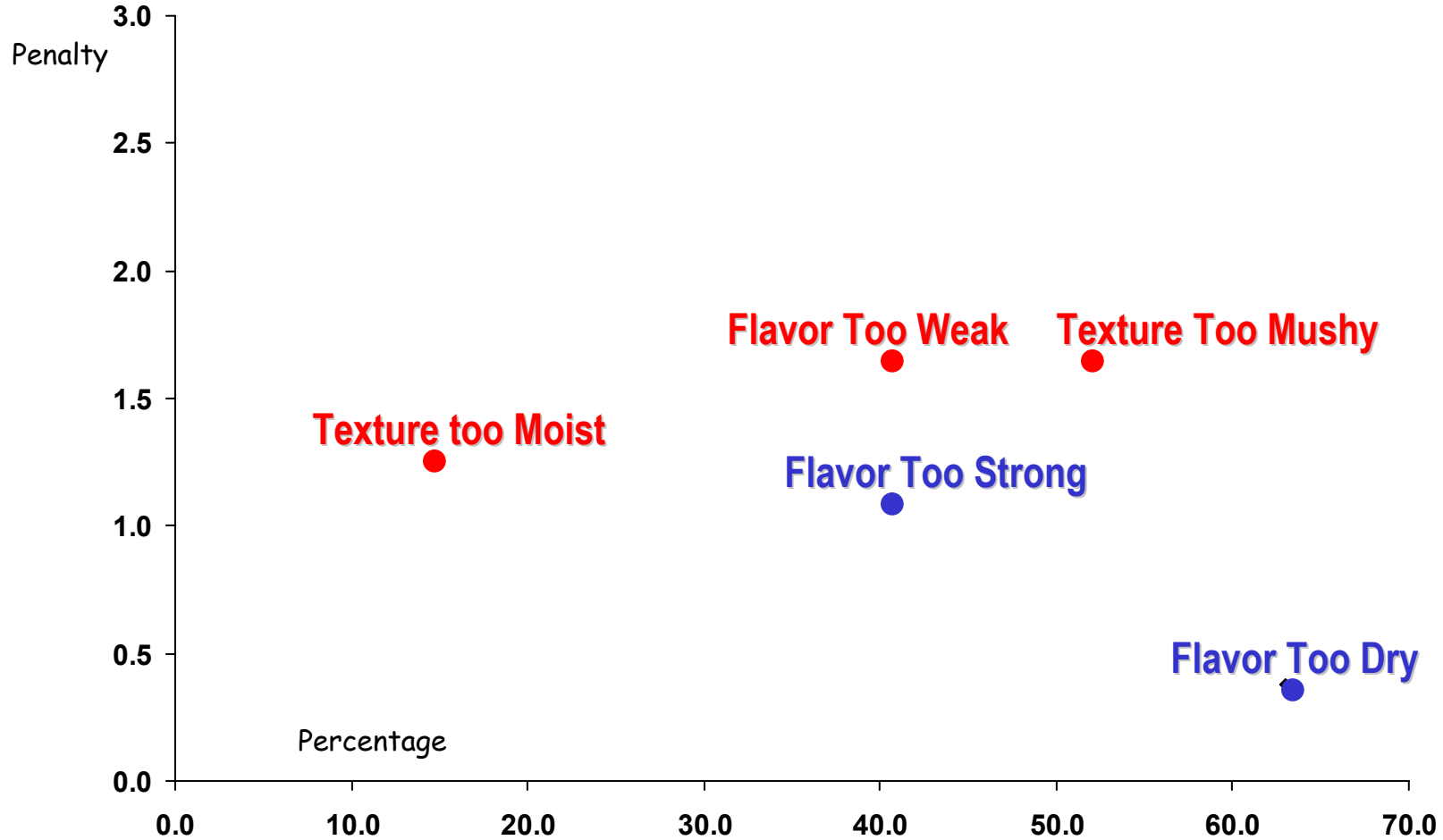
Multivariate Solutions

MeanDrop/Penalty Analysis

- † MeanDrop/Penalty analysis takes two measures. First, the difference in mean purchase intent between those who feel a flavor has too much (blue labels) or too little (red labels) of an attribute and those who feel that attribute is just right. The value is calculated JAR minus too much/too little. These are placed on the y (vertical) axis.
- † Next the percentages of those too much/too little respondents are mapped on the x (horizontal) axis.
- † Interpret the map like this:
 - High vertical, big difference in purchase intent mean between this attribute too much/too little and 'just right'.
 - High x-value, a lot of people thought this flavor was too much/too little.
 - It is worthwhile to see which attributes have either a high y or x mapping.
 - Trouble spots. Upper right hand corner. This indicates that a flavor has both a lot of people who think it is too much/too little, and their purchase intent drops accordingly.

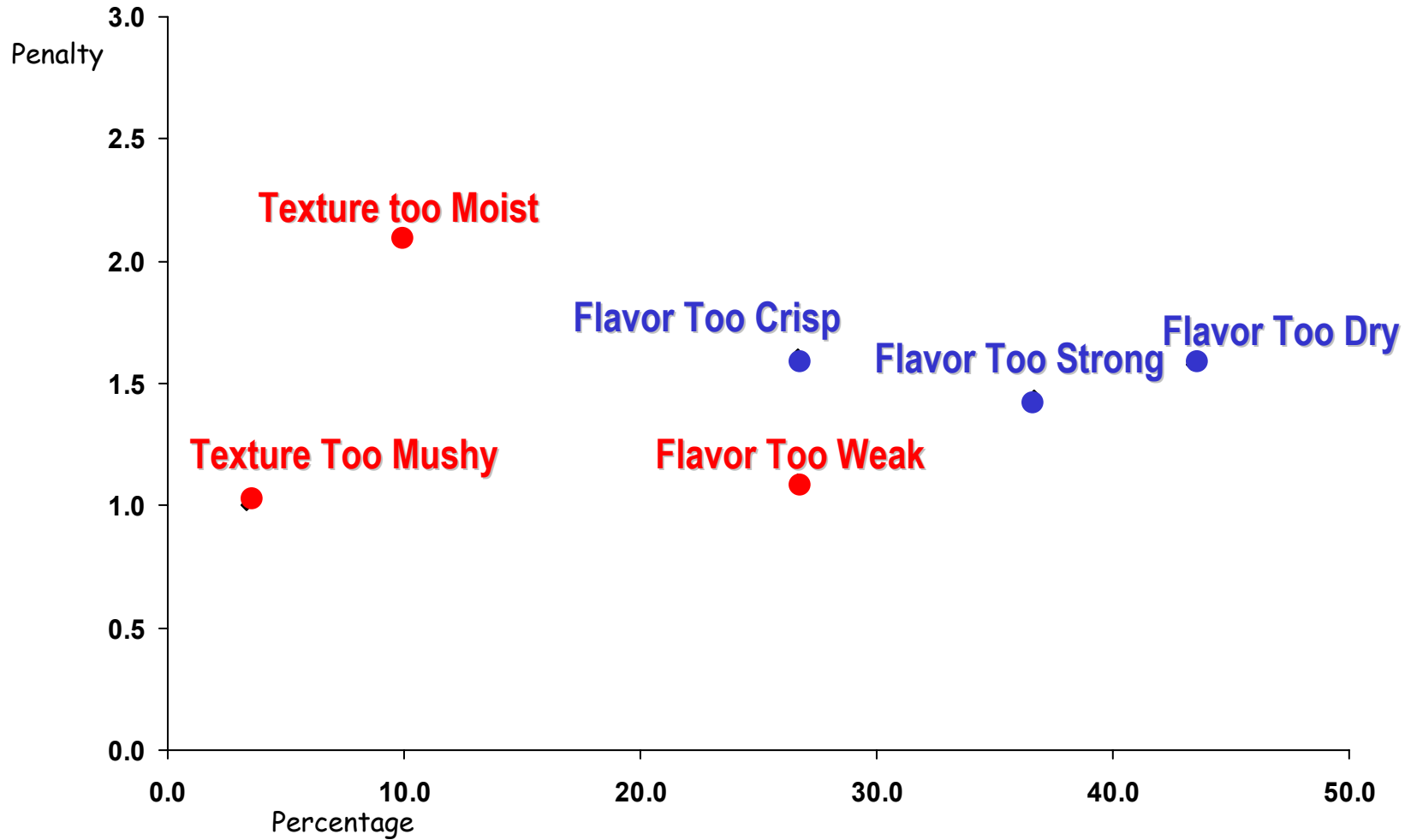
Penalty Analysis

Product 1-Blueberry Snaps



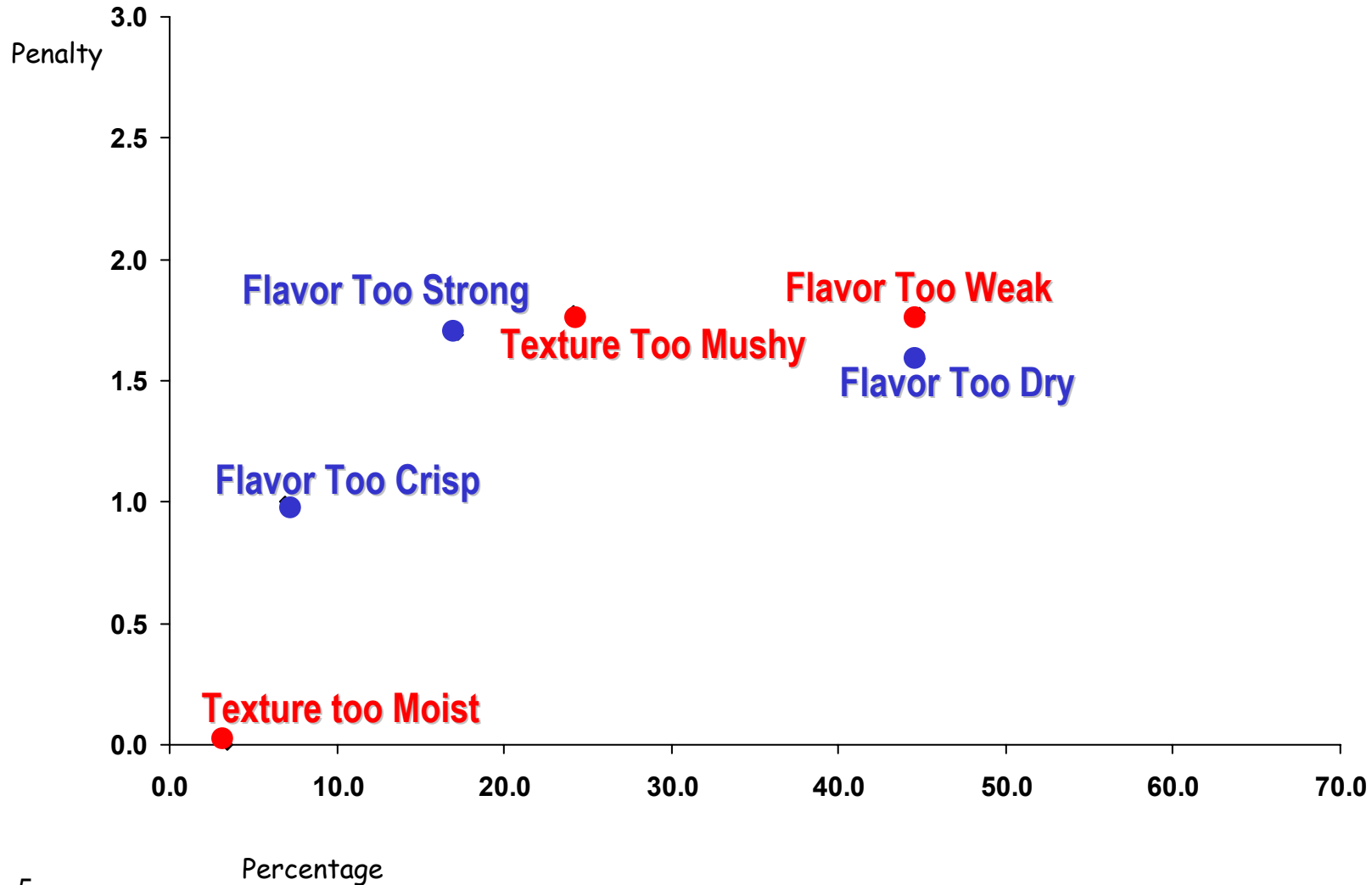
Penalty Analysis

Product 2-Raspberry Crisps



Penalty Analysis

Product 3-Strawberry Bites



Penalty Analysis

Product 4-Cherry Nibbles

