

Quadrant Analysis
Client Company vs.
Competitors

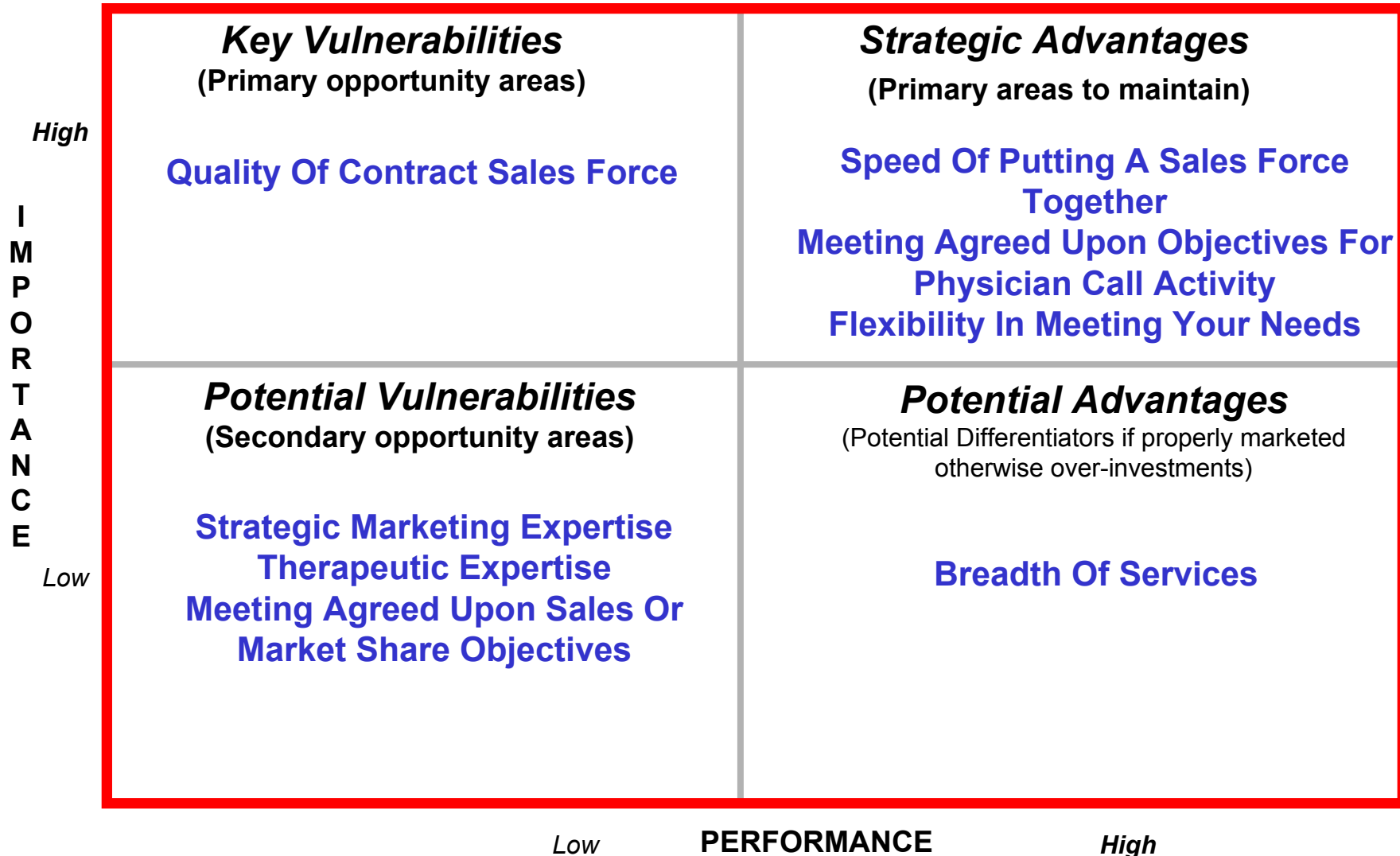
Multivariate Solutions

Quadrant Analysis

- **Use**
 - Importance Ratings for Attributes
 - Performance Ratings for Companies
- **Step 1**
 - Compute Importance Median= Median Top 3 Box (7 8 9) Percentage
 - Compute Performance Median= Median Top 3 Box (7 8 9) Percentage
- **Step 2**
 - Y-Axis = Each Importance Top 3 Box Percentage-Importance Median
 - X-Axis= Each Performance Top 3 Box Percentage-Performance Median

Client Company Quadrant Analysis

N=215



Competitor Two Quadrant Analysis

N=171

