

# ***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

# Fair Share Analysis

