

AFC – Marketing Research

Rappel des données

	Cerals	Muesli	Porridge	Bacon and eggs	Toast and tea	Fresh fruit	Stewed fruit	Yoghurt
Healthy	14	38	25	18	8	31	28	34
Nutrious	14	28	25	25	7	32	26	31
Good in summer	42	22	11	13	7	37	16	35
Good in winter	10	10	32	26	6	11	19	8
Expensive	6	33	5	27	3	9	18	10
Quick and esay	54	33	8	2	15	26	8	20
Tasty	24	21	16	34	11	33	26	26
Economical	24	3	20	3	16	7	3	7
For a treat	5	3	3	31	4	4	16	17
For weekdays	47	24	15	9	13	11	6	10
For weekend	12	5	8	56	16	10	23	18
Tasteless	8	6	2	2	0	0	2	1
Takes too long to prepare	0	0	9	35	1	0	10	0
Family's favourite	14	4	10	31	5	7	2	5
Daily	24	3	4	8	18	2	9	11
Several time per week	58	15	8	13	16	10	10	29
Several time per month	6	10	12	46	8	14	15	8
Every few months	2	4	28	9	4	47	4	2
Never	10	68	48	24	54	27	62	50
Daily	24	3	4	8	18	2	9	11
Several time per week	58	15	8	13	16	10	10	29
Several time per month	6	10	12	46	8	14	15	8
Every few months	2	4	28	9	4	47	4	2
Never	10	68	48	24	54	27	62	50

Corbi 1

Tableau des valeurs propres

Trace de la matrice: **0.36779**

Numéro	Valeur propre	Pourcentage	Pourcentage cumulé
1	0.1931	52.50	52.50
2	0.0777	21.13	73.64
3	0.0439	11.92	85.56
4	0.0328	8.92	94.48
5	0.0123	3.33	97.81
6	0.0057	1.55	99.36
7	0.0024	0.64	100.00

Somme 0.3678
Effectif 2560
Produit 941.55

Corbi 2

Identificateur			Coordonnées		Contributions		Cosinus carrés	
	Poids relatif	Distance à l'origine	Axe 1	Axe 2	Axe 1	Axe 2	Axe 1	Axe 2
Cerals	15.57	0.48969	0.56	0.36	25.53	25.66	0.65	0.26
Muesli	13.07	0.33926	0.31	-0.32	6.63	17.08	0.29	0.30
Porridge	10.74	0.35450	-0.05	0.21	0.16	6.27	0.01	0.13
Bacon and eggs	17.73	0.66963	-0.78	0.15	56.35	5.00	0.92	0.03
Toast and tea	6.36	0.37744	0.18	0.45	1.01	16.36	0.08	0.53
Fresh fruit	12.39	0.19655	0.25	-0.24	3.89	9.56	0.31	0.31
Stewed fruit	11.53	0.19120	-0.32	-0.24	5.94	8.75	0.52	0.31
Yoghurt	12.61	0.15878	0.09	-0.26	0.48	11.32	0.05	0.44

Corbi 4

Identificateur			Coordonnées		Contributions		Cosinus carrés	
	Poids relatif	Distance à l'origine	Axe 1	Axe 2	Axe 1	Axe 2	Axe 1	Axe 2
Healthy	11.14	0.16313	0.09	-0.35	0.43	17.14	0.05	0.73
Nutrious	10.68	0.10686	-0.01	-0.27	0.00	9.93	0.00	0.68
Good in summer	10.40	0.22035	0.35	-0.13	6.55	2.36	0.55	0.08
Good in winter	6.93	0.33945	-0.28	0.13	2.76	1.44	0.23	0.05
Expensive	6.31	0.40466	-0.20	-0.36	1.32	10.59	0.10	0.32
Quick and esay	9.43	0.46617	0.64	0.08	20.24	0.87	0.89	0.02
Tasty	10.85	0.03870	-0.04	-0.11	0.09	1.77	0.04	0.33
Economical	4.72	0.80423	0.42	0.66	4.25	26.18	0.22	0.54
For a treat	4.72	0.54240	-0.62	-0.06	9.37	0.26	0.71	0.01
For weekdays	7.67	0.42039	0.51	0.34	10.20	11.27	0.61	0.27
For weekend	8.41	0.43297	-0.56	0.17	13.66	3.17	0.72	0.07
Tasteless	1.19	0.78910	0.45	0.16	1.26	0.38	0.26	0.03
Takes too long to prepare	3.13	1.82554	-1.28	0.33	26.42	4.49	0.89	0.06
Family's favourite	4.43	0.43902	-0.39	0.42	3.45	10.15	0.34	0.41

Corbi 5

Identificateur			Coordonnées		Cosinus carrés	
	Poids relatif	Distance à l'origine	Axe 1	Axe 2	Axe 1	Axe 2
Daily	4.49	0.77280	0.28	0.55	0.10	0.39
Several time per week	9.03	0.47319	0.45	0.32	0.42	0.22
Several time per month	6.76	0.36431	-0.56	0.08	0.87	0.02
Every few months	5.68	1.61618	0.11	-0.16	0.01	0.02
Never	19.49	0.40746	0.04	-0.16	0.00	0.06

Représentation graphique des profils lignes et colonnes

Facteur 2 - 21.13 %

