BAYESIALAB

Target Dynamic Profile

Webinar on November 13, 2019

What is Importance?

Webinar on August 28, 2019

bayesia.com/2019-08-28-what-is-importance

Today's Agenda

Quick Recap: Webinar on August 28, 2019

- What is importance?
- How can we quantify importance?

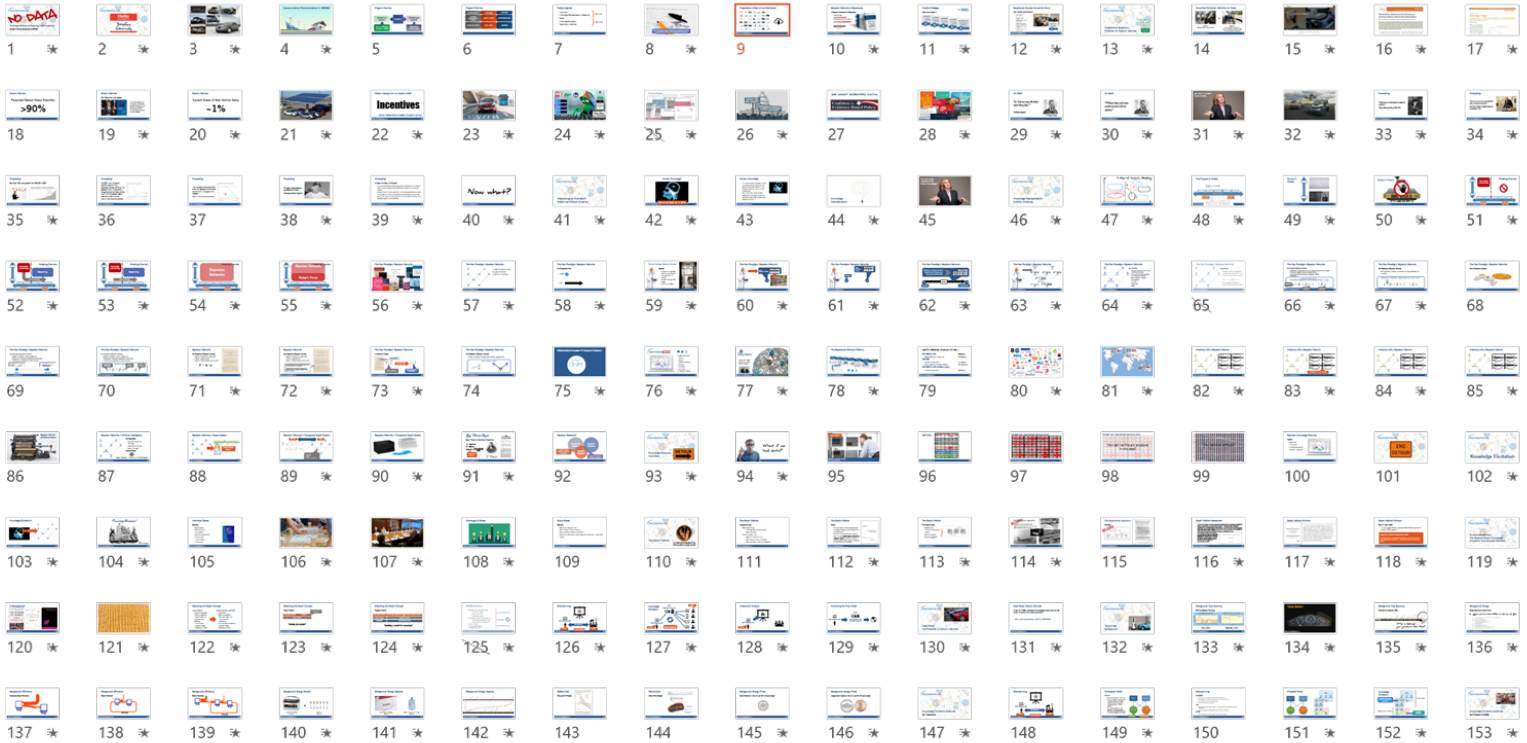
Today's New Objectives

- What do we need to do?
- What is the best course of action?

Example

- Key drivers analysis of auto buyer satisfaction
- Prioritizing product improvements

Slides, network, and recording will be available



Customer Satisfaction Study

- Chevrolet Malibu
- Honda Accord
- Nissan Altima
- Toyota Camry
- Mazda6
- Hyundai Sonata

Vehicle Segment Under Study: 2009 Midsize Sedans

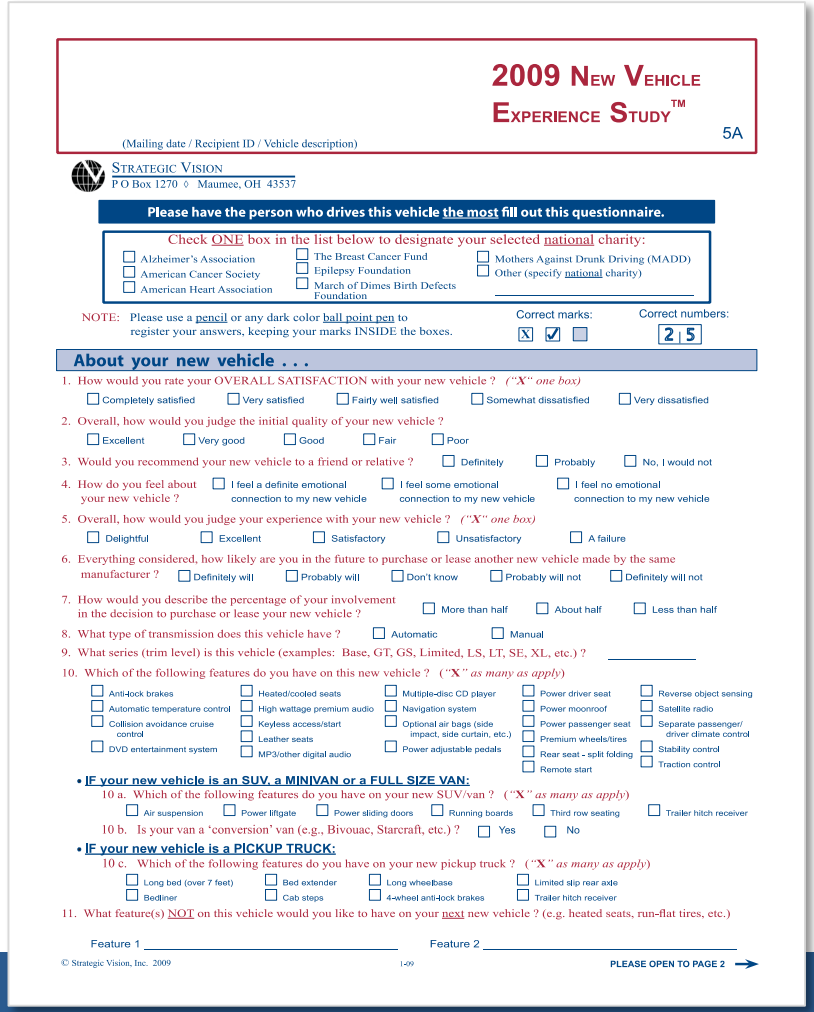
Customer Satisfaction Study

Strategic Vision NVES™

- 200,000+ records
- 1,000+ variables

9.5 – Completely Satisfied
7.5 – Very Satisfied
5.5 – Fairly Well Satisfied
3.5 – Somewhat Dissatisfied
1.5 – Very Dissatisfied

STRATEGIC VISION



2009 NEW VEHICLE EXPERIENCE STUDY™ 5A

(Mailing date / Recipient ID / Vehicle description)

STRATEGIC VISION
P O Box 1270 ◊ Maumee, OH 43537

Please have the person who drives this vehicle the most fill out this questionnaire.

Check ONE box in the list below to designate your selected national charity:

☐ Alzheimer's Association ☐ American Cancer Society ☐ American Heart Association ☐ The Breast Cancer Fund ☐ Epilepsy Foundation ☐ March of Dimes Birth Defects Foundation ☐ Mothers Against Drunk Driving (MADD) ☐ Other (specify national charity) _____

NOTE: Please use a pencil or any dark color ball point pen to register your answers, keeping your marks INSIDE the boxes.

Correct marks: ☒ ☑ ☐ Correct numbers: 2 5

About your new vehicle . . .

1. How would you rate your OVERALL SATISFACTION with your new vehicle ? *("X" one box)*
☐ Completely satisfied ☐ Very satisfied ☐ Fairly well satisfied ☐ Somewhat dissatisfied ☐ Very dissatisfied
2. Overall, how would you judge the initial quality of your new vehicle ?
☐ Excellent ☐ Very good ☐ Good ☐ Fair ☐ Poor
3. Would you recommend your new vehicle to a friend or relative ? ☐ Definitely ☐ Probably ☐ No, I would not
4. How do you feel about your new vehicle ? ☐ I feel a definite emotional connection to my new vehicle ☐ I feel some emotional connection to my new vehicle ☐ I feel no emotional connection to my new vehicle
5. Overall, how would you judge your experience with your new vehicle ? *("X" one box)*
☐ Delightful ☐ Excellent ☐ Satisfactory ☐ Unsatisfactory ☐ A failure
6. Everything considered, how likely are you in the future to purchase or lease another new vehicle made by the same manufacturer ? ☐ Definitely will ☐ Probably will ☐ Don't know ☐ Probably will not ☐ Definitely will not
7. How would you describe the percentage of your involvement in the decision to purchase or lease your new vehicle ? ☐ More than half ☐ About half ☐ Less than half
8. What type of transmission does this vehicle have ? ☐ Automatic ☐ Manual
9. What series (trim level) is this vehicle (examples: Base, GT, GS, Limited, LS, LT, SE, XL, etc.) ? _____
10. Which of the following features do you have on this new vehicle ? *("X" as many as apply)*
☐ Anti-lock brakes ☐ Automatic temperature control ☐ Collision avoidance cruise control ☐ DVD entertainment system ☐ Heated/cooled seats ☐ High wattage premium audio ☐ Keyless access/start ☐ Leather seats ☐ MP3/other digital audio ☐ Multiple-disc CD player ☐ Navigation system ☐ Optional air bags (side impact, side curtain, etc.) ☐ Power adjustable pedals ☐ Power driver seat ☐ Power moonroof ☐ Power passenger seat ☐ Premium wheels/tires ☐ Rear seat - split folding ☐ Remote start ☐ Reverse object sensing ☐ Satellite radio ☐ Separate passenger/driver climate control ☐ Stability control ☐ Traction control

• **IF your new vehicle is an SUV, a MINIVAN or a FULL SIZE VAN:**
10 a. Which of the following features do you have on your new SUV/van ? *("X" as many as apply)*
☐ Air suspension ☐ Power liftgate ☐ Power sliding doors ☐ Running boards ☐ Third row seating ☐ Trailer hitch receiver
10 b. Is your van a 'conversion' van (e.g., Bivouac, Starcraft, etc.) ? ☐ Yes ☐ No

• **IF your new vehicle is a PICKUP TRUCK:**
10 c. Which of the following features do you have on your new pickup truck ? *("X" as many as apply)*
☐ Long bed (over 7 feet) ☐ Bedliner ☐ Bed extender ☐ Cab steps ☐ Long wheelbase ☐ 4-wheel anti-lock brakes ☐ Limited slip rear axle ☐ Trailer hitch receiver

11. What feature(s) NOT on this vehicle would you like to have on your next new vehicle ? (e.g. heated seats, run-flat tires, etc.)

Feature 1 _____ Feature 2 _____

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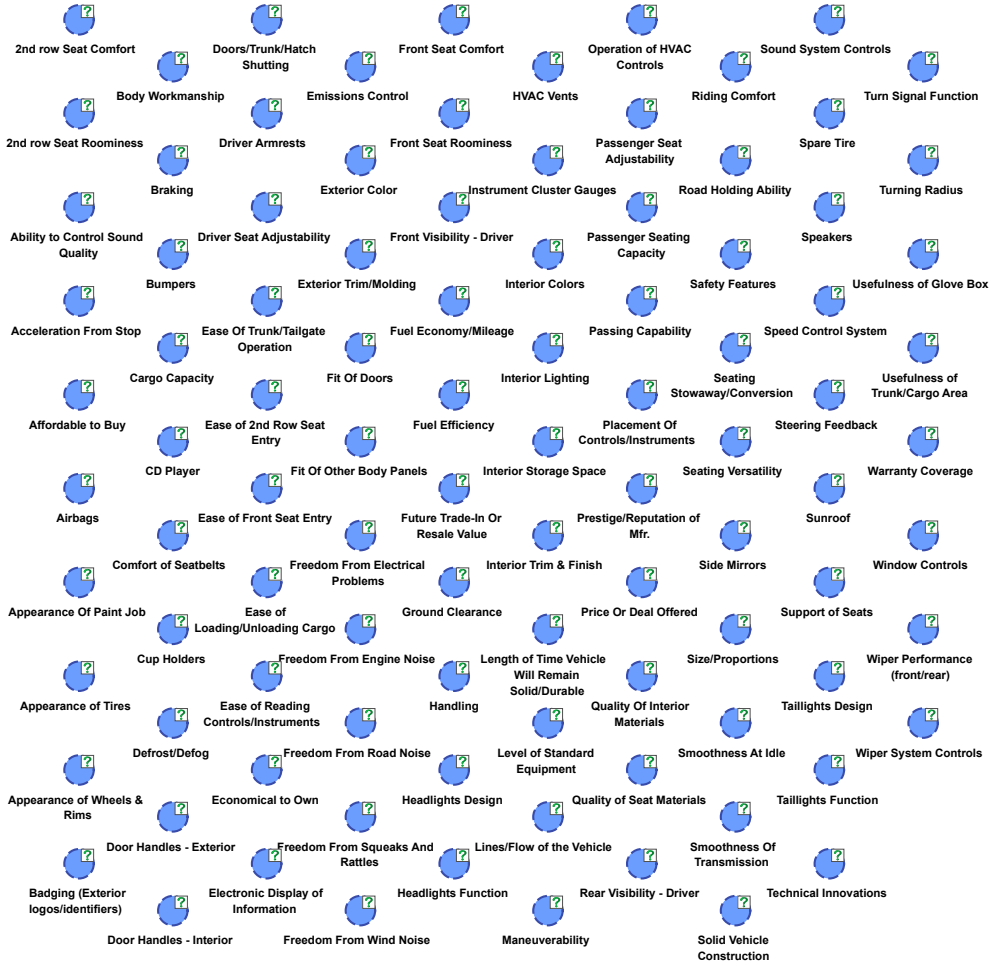
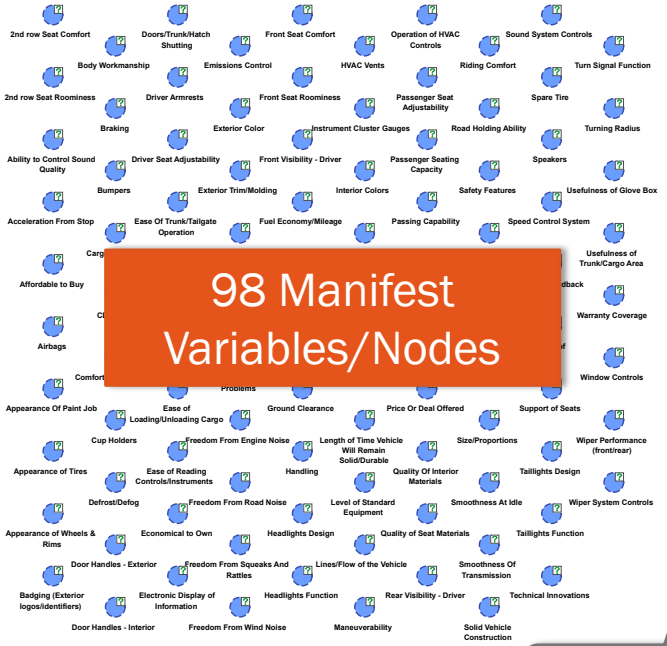
Customer Satisfaction

Overall New Vehicle Experience

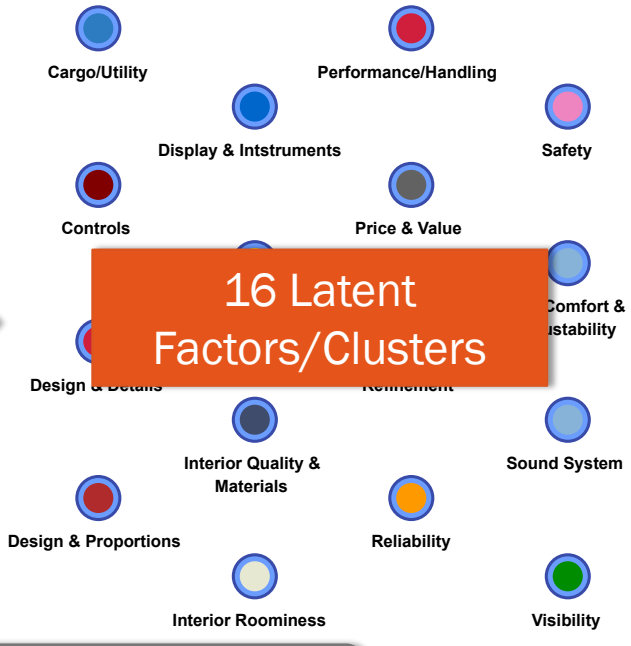


Customer Satisfaction Study

Preparation: Factor Analysis



98 Manifest Variables/Nodes

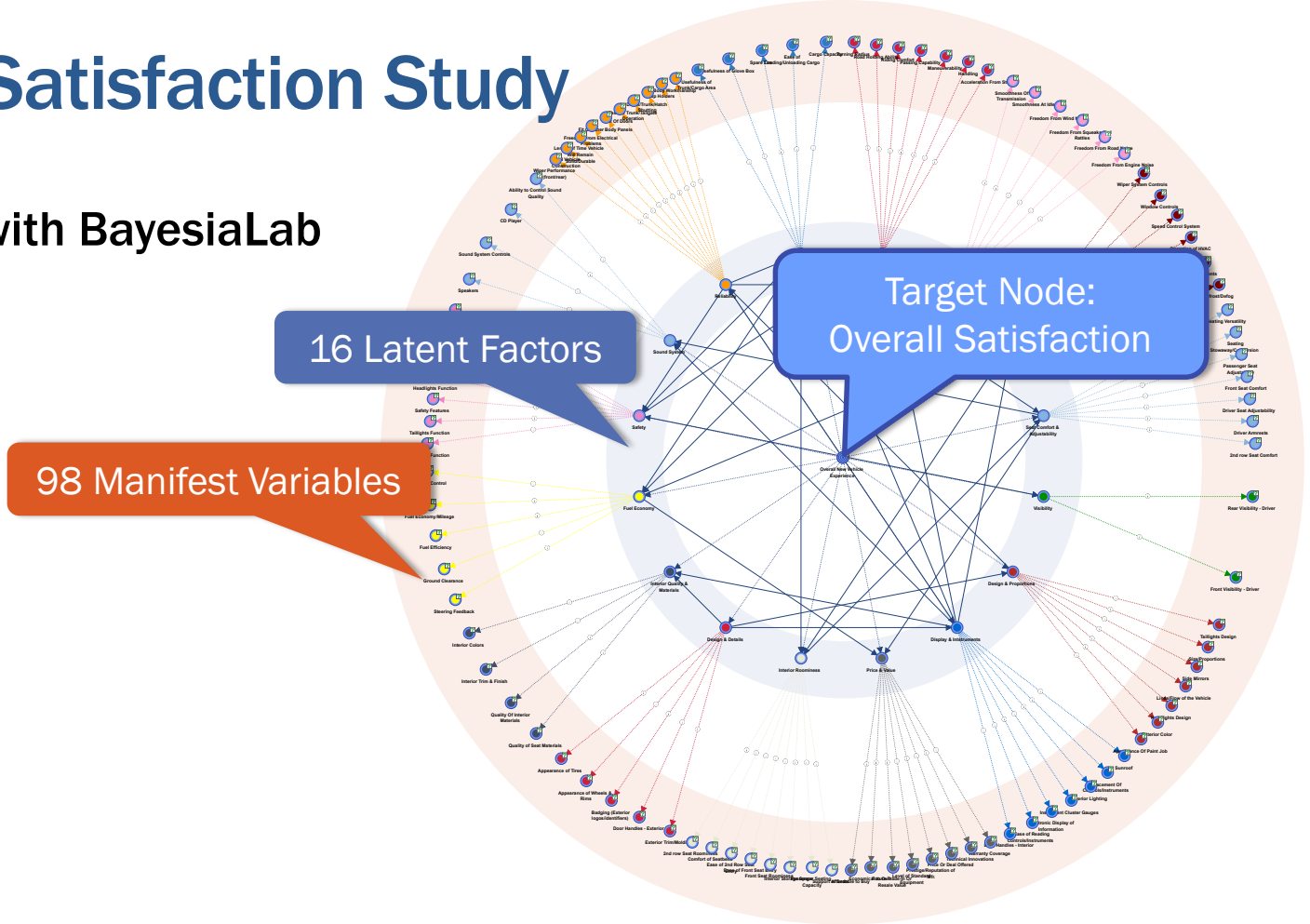


16 Latent Factors/Clusters

bayesia.com/seminar-key-drivers-analysis

Customer Satisfaction Study

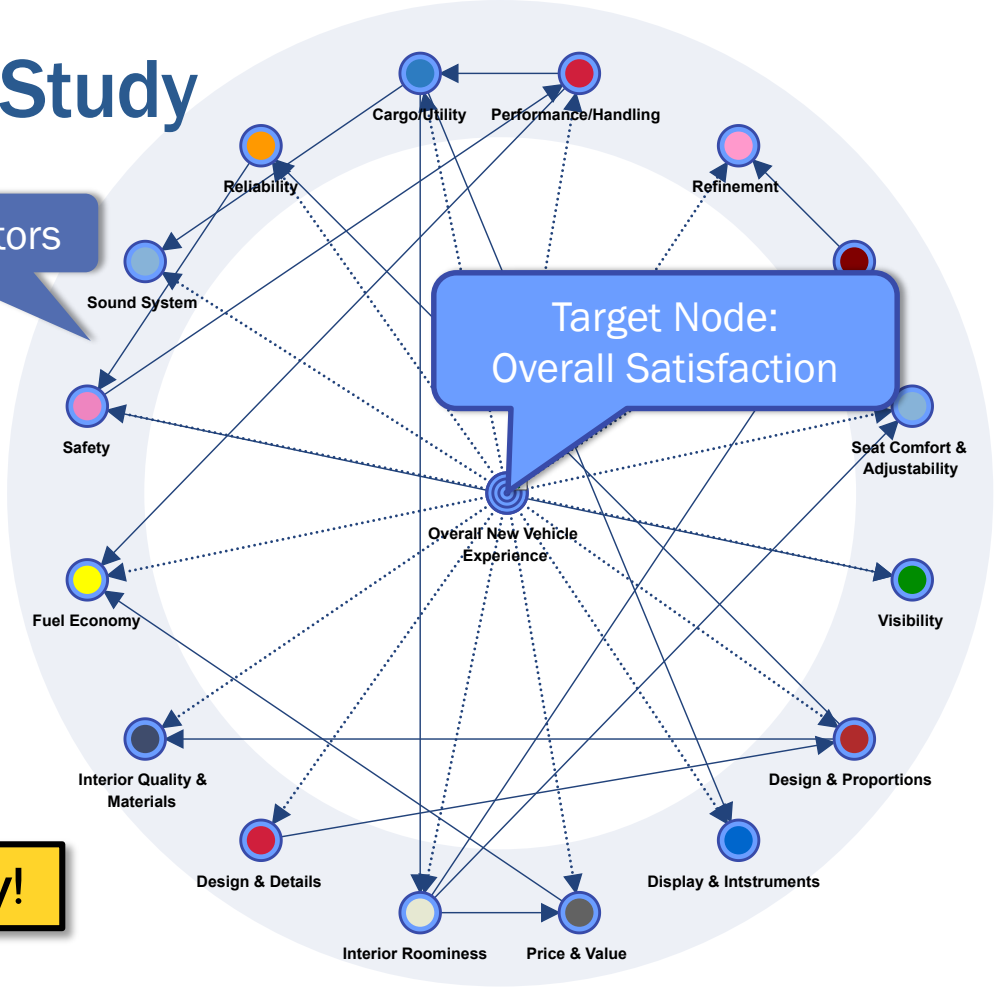
Factor Analysis with BayesiaLab



Customer Satisfaction Study

Starting Point

- Machine-learned model
- 16 Latent Factors
- 1 Target Node

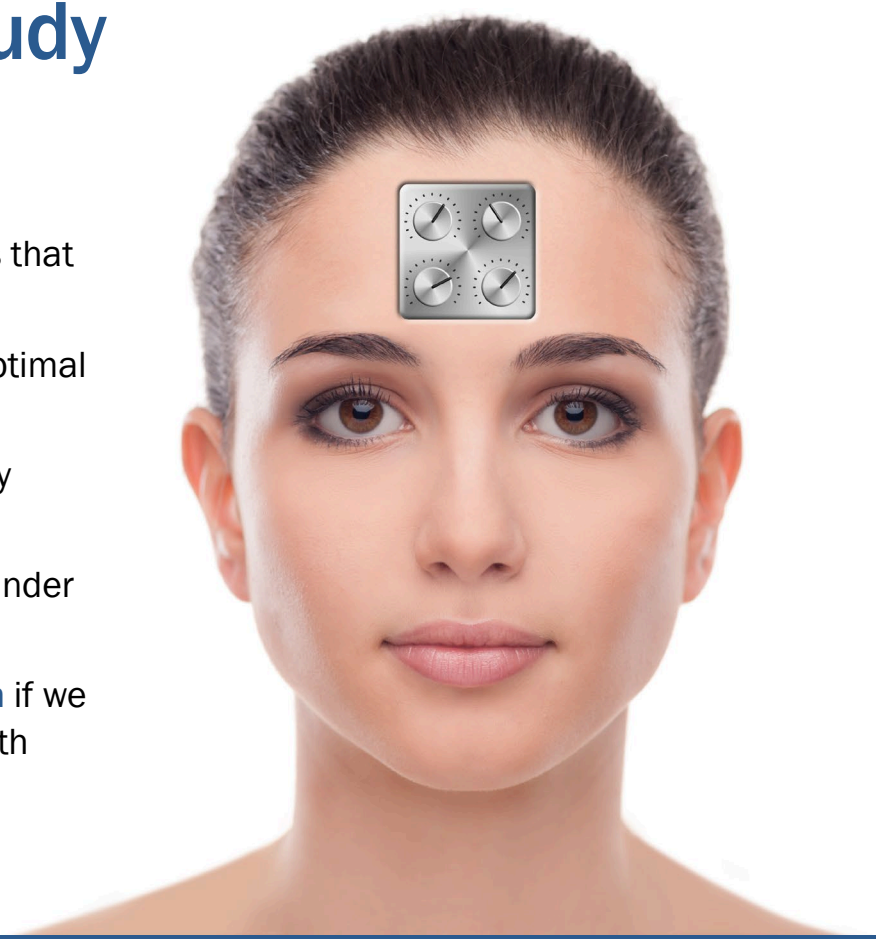


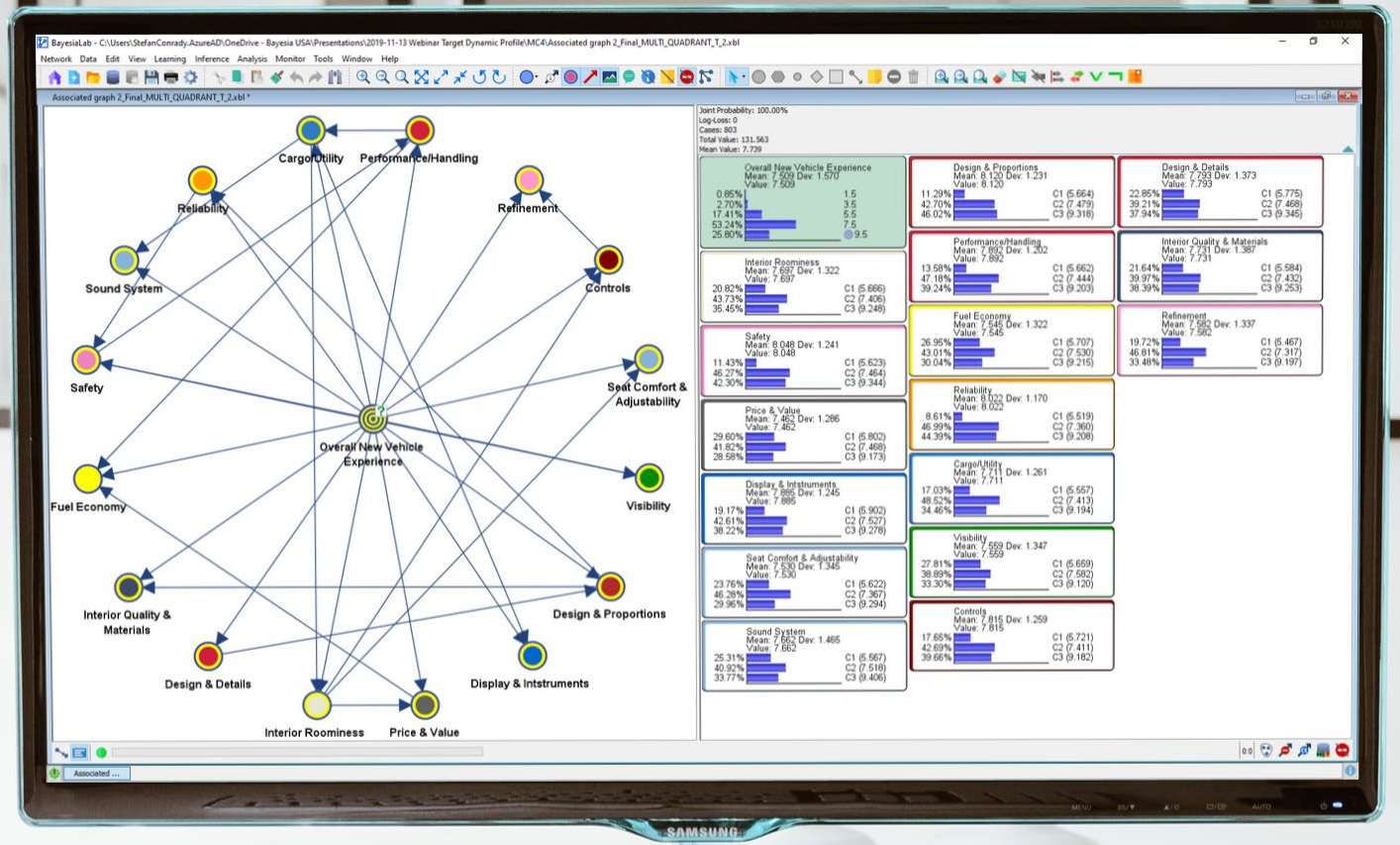
Observational Inference Only!

Customer Satisfaction Study

Observational Inference

- We have a machine-learned model, which means that we can only perform observational inference.
- Isn't that a problem as we try to determine our optimal actions for improving customer satisfaction?
- Not necessarily. As it turns out, we cannot directly manipulate consumer opinion in a causal sense.
- Rather, we can only predict what would happen under hypothetical conditions, such as:
    - "What would be the **Overall Satisfaction** if we were to observe a higher satisfaction with **Performance**?"

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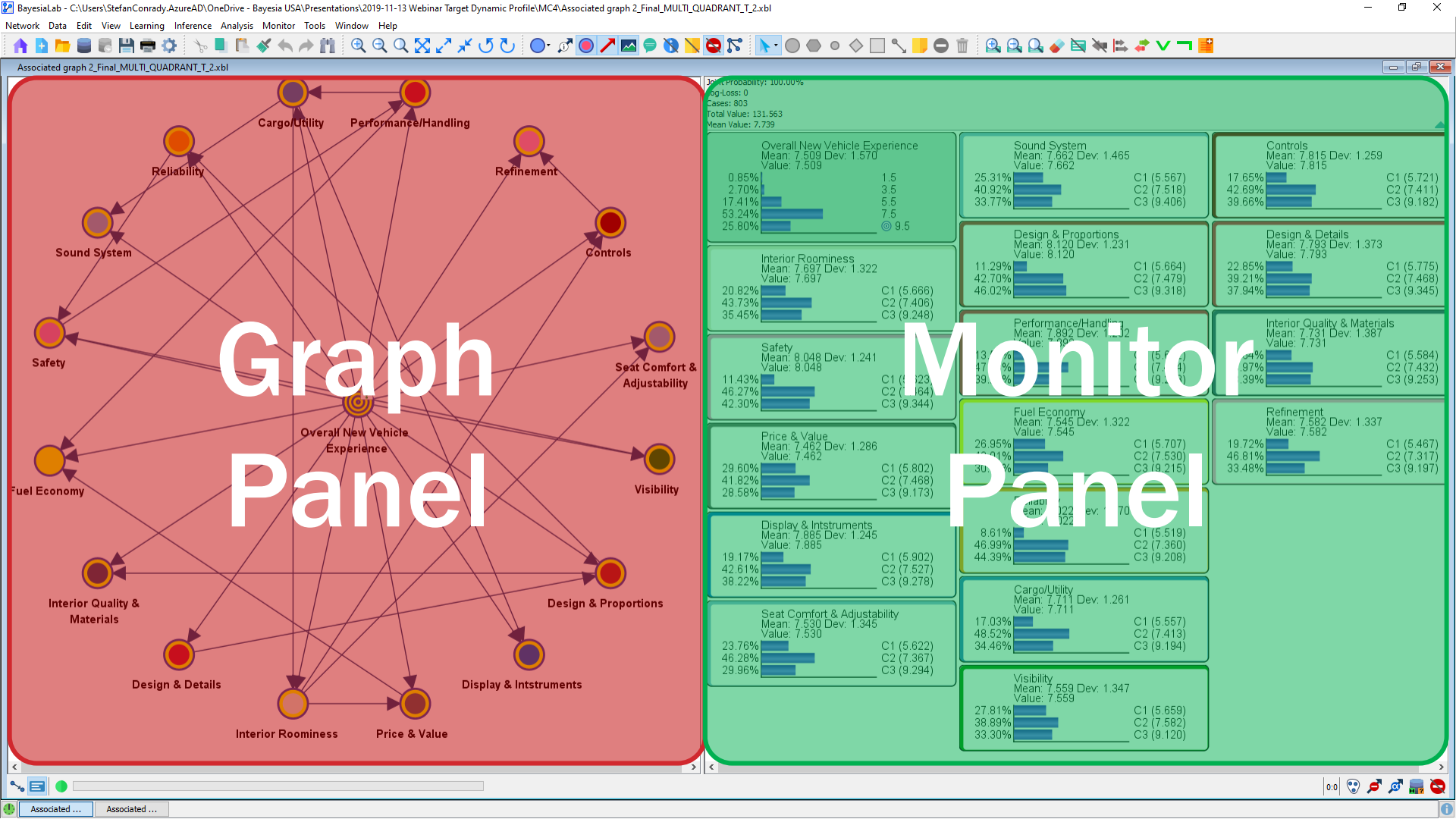
Cargo/Utility
Performance/Handling
Reliability
Refinement
Sound System
Controls
Safety
Seat Comfort & Adjustability
Overall New Vehicle Experience
Fuel Economy
Visibility
Interior Quality & Materials
Design & Proportions
Design & Details
Display & Intstruments
Interior Roominess
Price & Value
Joint Probability: 100.00%
Log-Loss: 0
Cases: 803
Total Value: 131.563
Mean Value: 7.739
Overall New Vehicle Experience
Mean: 7.509 Dev: 1.570
Value: 7.509
Design & Proportions
Mean: 8.120 Dev: 1.231
Value: 8.120
Design & Details
Mean: 7.793 Dev: 1.373
Value: 7.793
Interior Roominess
Mean: 7.697 Dev: 1.322
Value: 7.697
Performance/Handling
Mean: 7.892 Dev: 1.202
Value: 7.892
Interior Quality & Materials
Mean: 7.731 Dev: 1.387
Value: 7.731
Safety
Mean: 8.048 Dev: 1.241
Value: 8.048
Fuel Economy
Mean: 7.545 Dev: 1.322
Value: 7.545
Refinement
Mean: 7.582 Dev: 1.337
Value: 7.582
Price & Value
Mean: 7.462 Dev: 1.286
Value: 7.462
Reliability
Mean: 8.022 Dev: 1.170
Value: 8.022
Display & Intstruments
Mean: 7.885 Dev: 1.245
Value: 7.885
Cargo/Utility
Mean: 7.711 Dev: 1.261
Value: 7.711
Seat Comfort & Adjustability
Mean: 7.530 Dev: 1.345
Value: 7.530
Visibility
Mean: 7.659 Dev: 1.347
Value: 7.659
Sound System
Mean: 7.662 Dev: 1.465
Value: 7.662
Controls
Mean: 7.815 Dev: 1.259
Value: 7.815
Associated ...
SAMSUNG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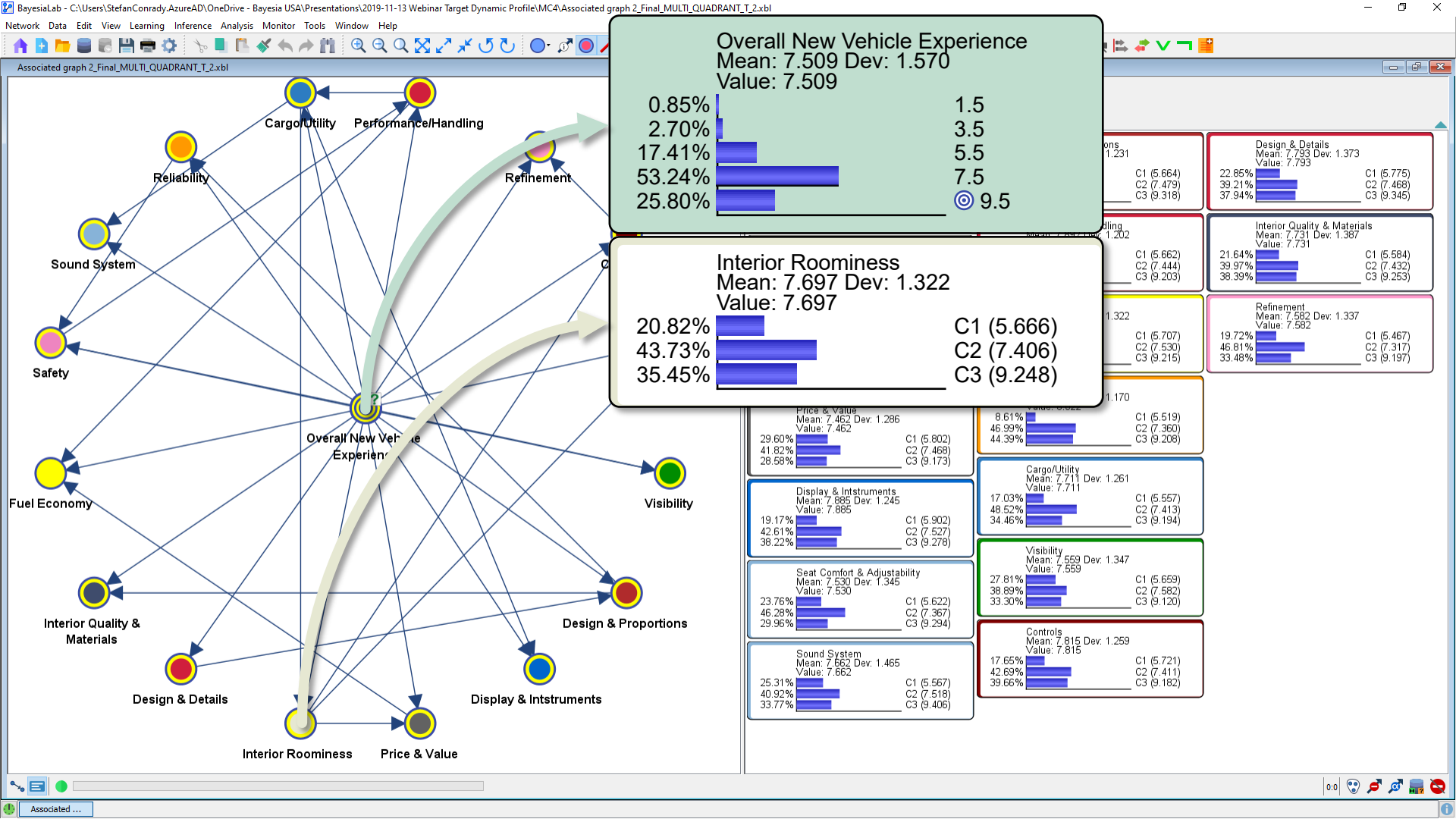
Cargo/Utility
Performance/Handling
Reliability
Refinement
Sound System
Controls
Safety
Seat Comfort & Adjustability
Overall New Vehicle Experience
Fuel Economy
Visibility
Interior Quality & Materials
Design & Proportions
Design & Details
Display & Intstruments
Interior Roominess
Price & Value
Graph Panel
Joint Probability: 100.00%
Log-Loss: 0
Cases: 803
Total Value: 131.563
Mean Value: 7.739
Overall New Vehicle Experience
Mean: 7.509 Dev: 1.570
Value: 7.509
0.85% 1.5
2.70% 3.5
17.41% 5.5
53.24% 7.5
25.80% 9.5
Interior Roominess
Mean: 7.697 Dev: 1.322
Value: 7.697
20.82% C1 (5.666)
43.73% C2 (7.406)
35.45% C3 (9.248)
Safety
Mean: 8.048 Dev: 1.241
Value: 8.048
11.43% C1 (5.623)
46.27% C2 (7.964)
42.30% C3 (9.344)
Price & Value
Mean: 7.462 Dev: 1.286
Value: 7.462
29.60% C1 (5.802)
41.82% C2 (7.468)
28.58% C3 (9.173)
Display & Intstruments
Mean: 7.885 Dev: 1.245
Value: 7.885
19.17% C1 (5.902)
42.61% C2 (7.527)
38.22% C3 (9.278)
Seat Comfort & Adjustability
Mean: 7.530 Dev: 1.345
Value: 7.530
23.76% C1 (5.622)
46.28% C2 (7.367)
29.96% C3 (9.294)
Sound System
Mean: 7.662 Dev: 1.465
Value: 7.662
25.31% C1 (5.567)
40.92% C2 (7.518)
33.77% C3 (9.406)
Design & Proportions
Mean: 8.120 Dev: 1.231
Value: 8.120
11.29% C1 (5.664)
42.70% C2 (7.479)
46.02% C3 (9.318)
Performance/Handling
Mean: 7.892 Dev: 1.32
Fuel Economy
Mean: 7.545 Dev: 1.322
Value: 7.545
26.95% C1 (5.707)
C2 (7.530)
C3 (9.215)
8.61% C1 (5.519)
46.99% C2 (7.360)
44.39% C3 (9.208)
Cargo/Utility
Mean: 7.711 Dev: 1.261
Value: 7.711
17.03% C1 (5.557)
48.52% C2 (7.413)
34.46% C3 (9.194)
Visibility
Mean: 7.559 Dev: 1.347
Value: 7.559
27.81% C1 (5.659)
38.89% C2 (7.582)
33.30% C3 (9.120)
Controls
Mean: 7.815 Dev: 1.259
Value: 7.815
17.65% C1 (5.721)
42.69% C2 (7.411)
39.66% C3 (9.182)
Design & Details
Mean: 7.793 Dev: 1.373
Value: 7.793
22.85% C1 (5.775)
39.21% C2 (7.468)
37.94% C3 (9.345)
Interior Quality & Materials
Mean: 7.731 Dev: 1.387
Value: 7.731
C1 (5.584)
C2 (7.432)
C3 (9.253)
Refinement
Mean: 7.582 Dev: 1.337
Value: 7.582
19.72% C1 (5.467)
46.81% C2 (7.317)
33.48% C3 (9.197)
Monitor Panel
Associated ...
Associated ...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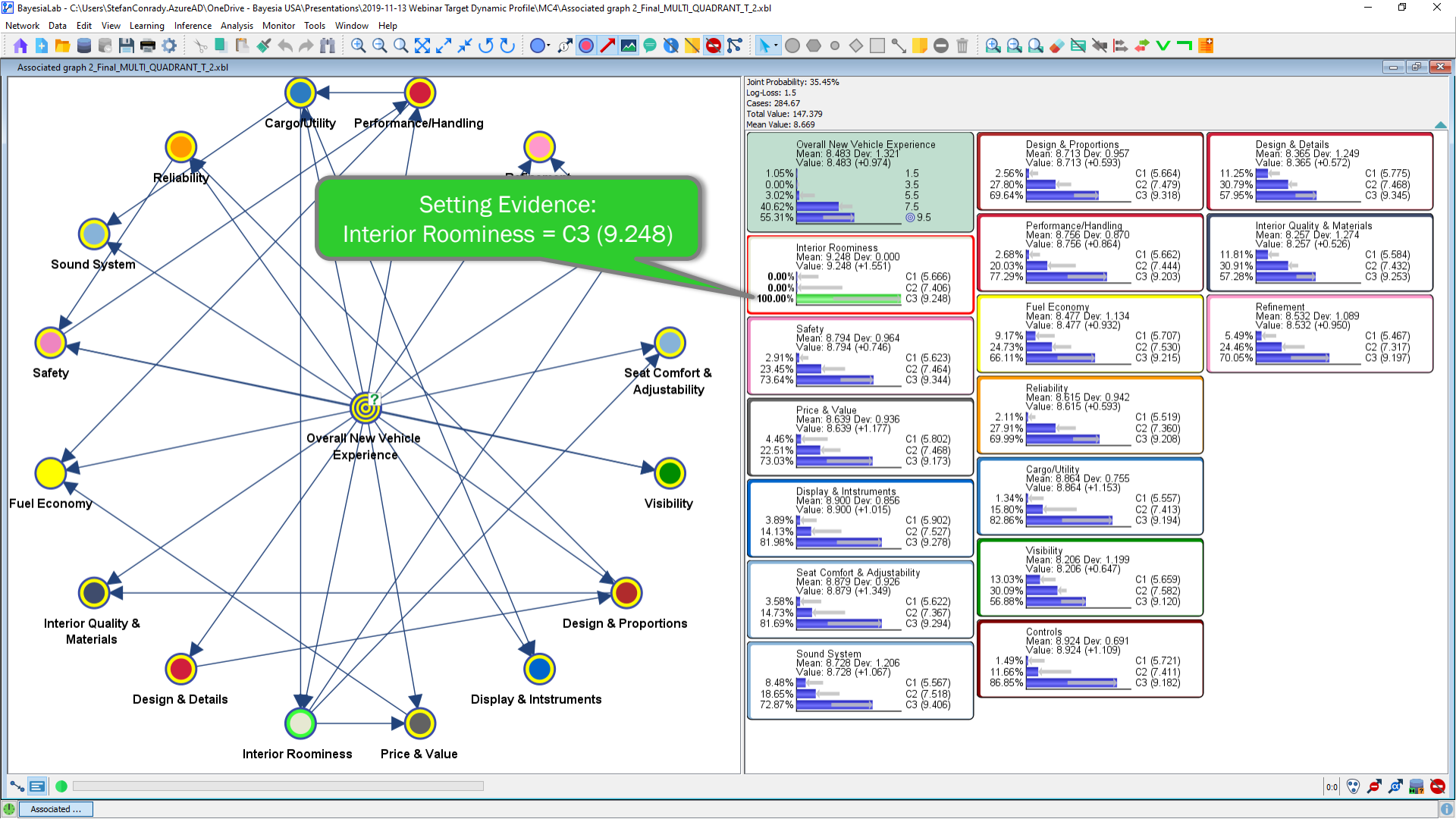
Overall New Vehicle Experience
Mean: 7.509 Dev: 1.570
Value: 7.509
0.85% 1.5
2.70% 3.5
17.41% 5.5
53.24% 7.5
25.80% 9.5
Interior Roominess
Mean: 7.697 Dev: 1.322
Value: 7.697
20.82% C1 (5.666)
43.73% C2 (7.406)
35.45% C3 (9.248)
Cargo/Utility
Performance/Handling
Reliability
Refinement
Sound System
Safety
Fuel Economy
Visibility
Interior Quality & Materials
Design & Proportions
Design & Details
Display & Intstruments
Interior Roominess
Price & Value
Design & Details
Mean: 7.793 Dev: 1.373
Value: 7.793
22.85% C1 (5.775)
39.21% C2 (7.468)
37.94% C3 (9.345)
Interior Quality & Materials
Mean: 7.731 Dev: 1.387
Value: 7.731
21.64% C1 (5.584)
39.97% C2 (7.432)
38.39% C3 (9.253)
Refinement
Mean: 7.582 Dev: 1.337
Value: 7.582
19.72% C1 (5.467)
46.81% C2 (7.317)
33.48% C3 (9.197)
Price & Value
Mean: 7.462 Dev: 1.286
Value: 7.462
29.60% C1 (5.802)
41.82% C2 (7.468)
28.58% C3 (9.173)
Display & Intstruments
Mean: 7.885 Dev: 1.245
Value: 7.885
19.17% C1 (5.902)
42.61% C2 (7.527)
38.22% C3 (9.278)
Seat Comfort & Adjustability
Mean: 7.530 Dev: 1.345
Value: 7.530
23.76% C1 (5.622)
46.28% C2 (7.367)
29.96% C3 (9.294)
Sound System
Mean: 7.662 Dev: 1.465
Value: 7.662
25.31% C1 (5.567)
40.92% C2 (7.518)
33.77% C3 (9.406)
8.61% C1 (5.519)
46.99% C2 (7.360)
44.39% C3 (9.208)
Cargo/Utility
Mean: 7.711 Dev: 1.261
Value: 7.711
17.03% C1 (5.557)
48.52% C2 (7.413)
34.46% C3 (9.194)
Visibility
Mean: 7.559 Dev: 1.347
Value: 7.559
27.81% C1 (5.659)
38.89% C2 (7.582)
33.30% C3 (9.120)
Controls
Mean: 7.815 Dev: 1.259
Value: 7.815
17.65% C1 (5.721)
42.69% C2 (7.411)
39.66% C3 (9.182)
Associated ...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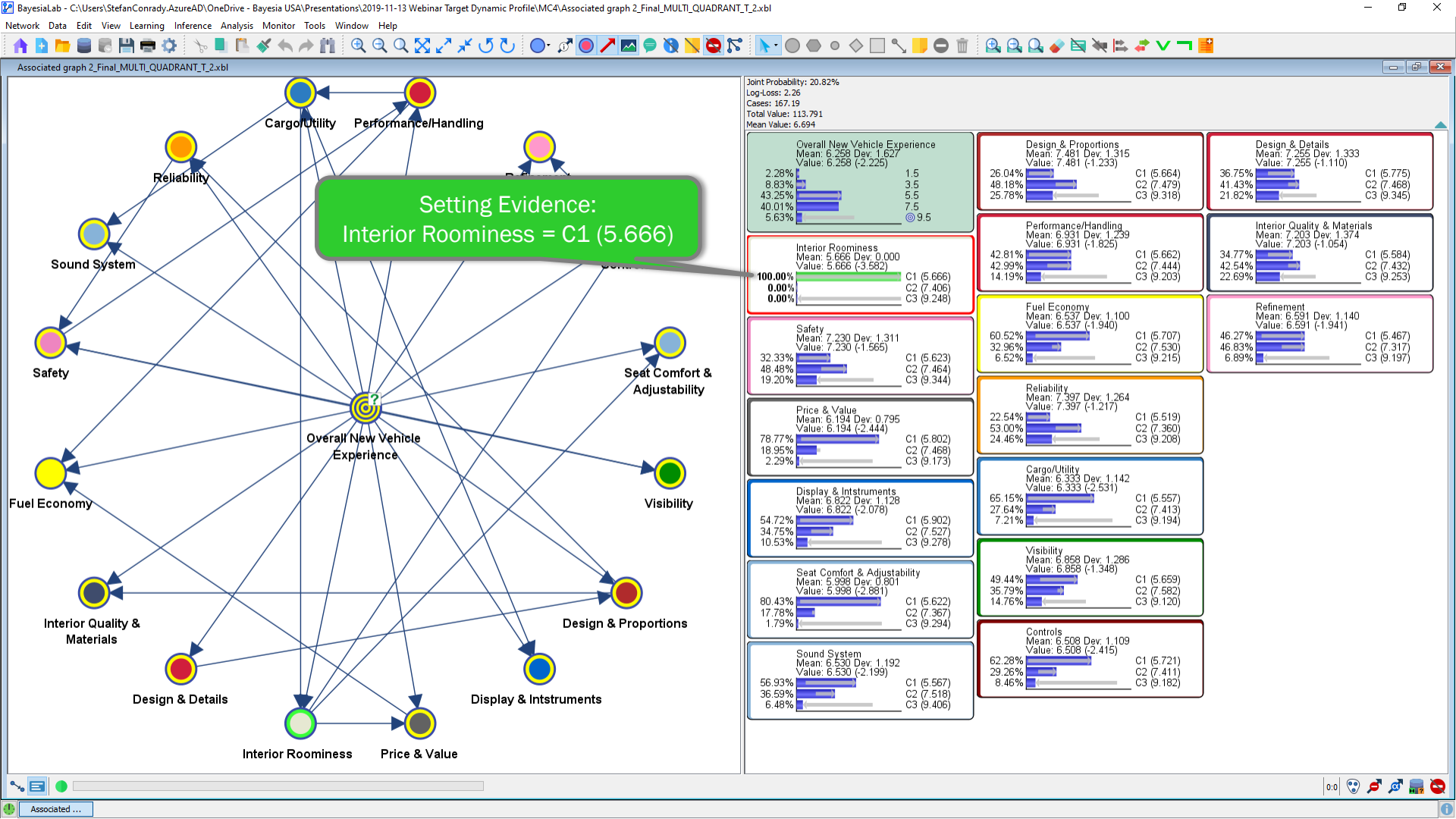
Setting Evidence:
Interior Roominess = C3 (9.248)
Cargo/Utility
Performance/Handling
Reliability
Sound System
Safety
Seat Comfort & Adjustability
Overall New Vehicle Experience
Fuel Economy
Visibility
Interior Quality & Materials
Design & Proportions
Design & Details
Display & Intstruments
Interior Roominess
Price & Value
Joint Probability: 35.45%
Log-Loss: 1.5
Cases: 284.67
Total Value: 147.379
Mean Value: 8.669
Overall New Vehicle Experience
Mean: 8.483 Dev: 1.321
Value: 8.483 (+0.974)
Interior Roominess
Mean: 9.248 Dev: 0.000
Value: 9.248 (+1.551)
Safety
Mean: 8.794 Dev: 0.964
Value: 8.794 (+0.746)
Price & Value
Mean: 8.639 Dev: 0.936
Value: 8.639 (+1.177)
Display & Intstruments
Mean: 8.900 Dev: 0.856
Value: 8.900 (+1.015)
Seat Comfort & Adjustability
Mean: 8.879 Dev: 0.926
Value: 8.879 (+1.349)
Sound System
Mean: 8.728 Dev: 1.206
Value: 8.728 (+1.067)
Design & Proportions
Mean: 8.713 Dev: 0.957
Value: 8.713 (+0.593)
Performance/Handling
Mean: 8.756 Dev: 0.870
Value: 8.756 (+0.864)
Fuel Economy
Mean: 8.477 Dev: 1.134
Value: 8.477 (+0.932)
Reliability
Mean: 8.615 Dev: 0.942
Value: 8.615 (+0.593)
Cargo/Utility
Mean: 8.864 Dev: 0.755
Value: 8.864 (+1.153)
Visibility
Mean: 8.206 Dev: 1.199
Value: 8.206 (+0.647)
Controls
Mean: 8.924 Dev: 0.691
Value: 8.924 (+1.109)
Design & Details
Mean: 8.365 Dev: 1.249
Value: 8.365 (+0.572)
Interior Quality & Materials
Mean: 8.257 Dev: 1.274
Value: 8.257 (+0.526)
Refinement
Mean: 8.532 Dev: 1.089
Value: 8.532 (+0.950)
Associated ...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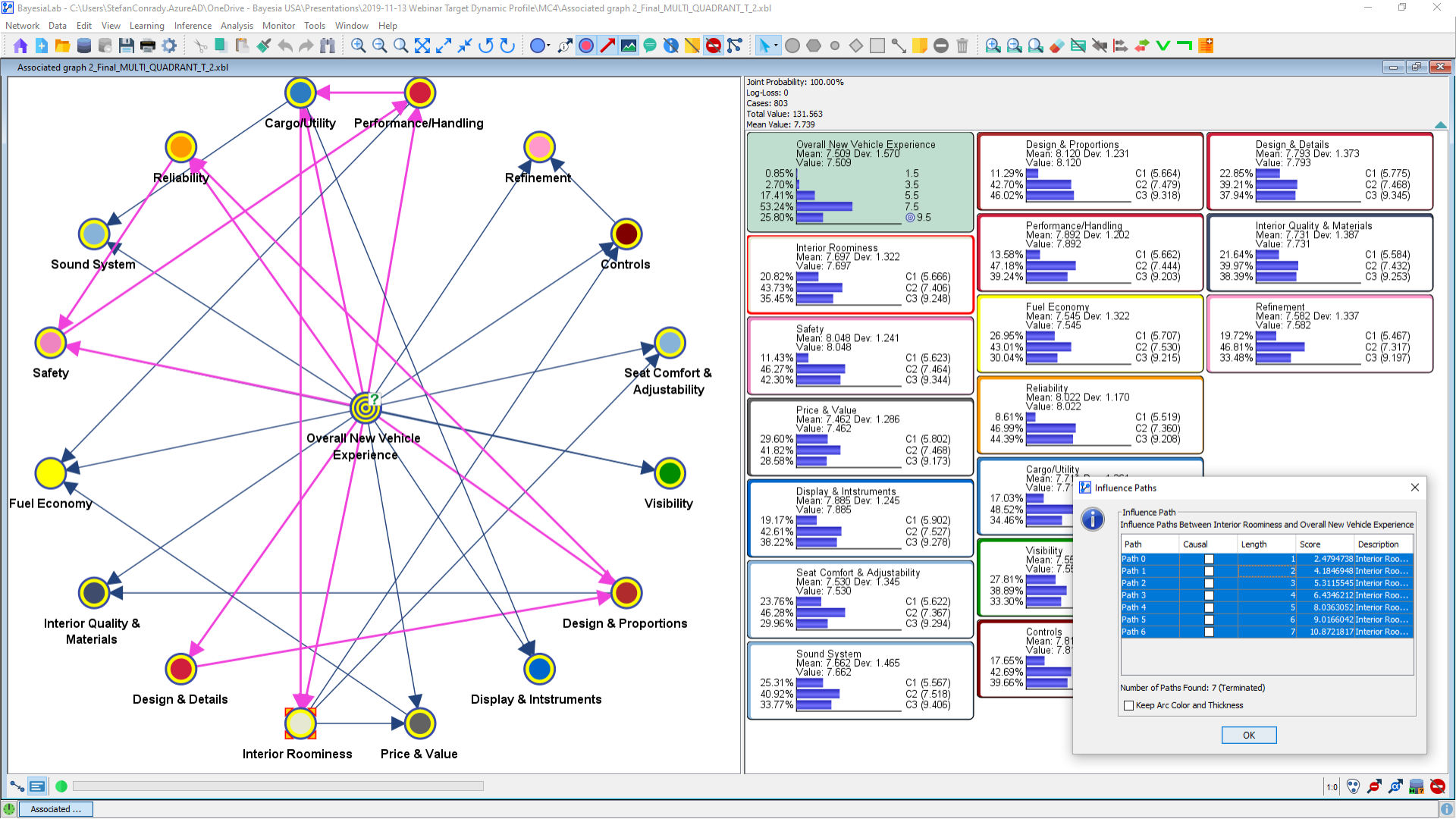
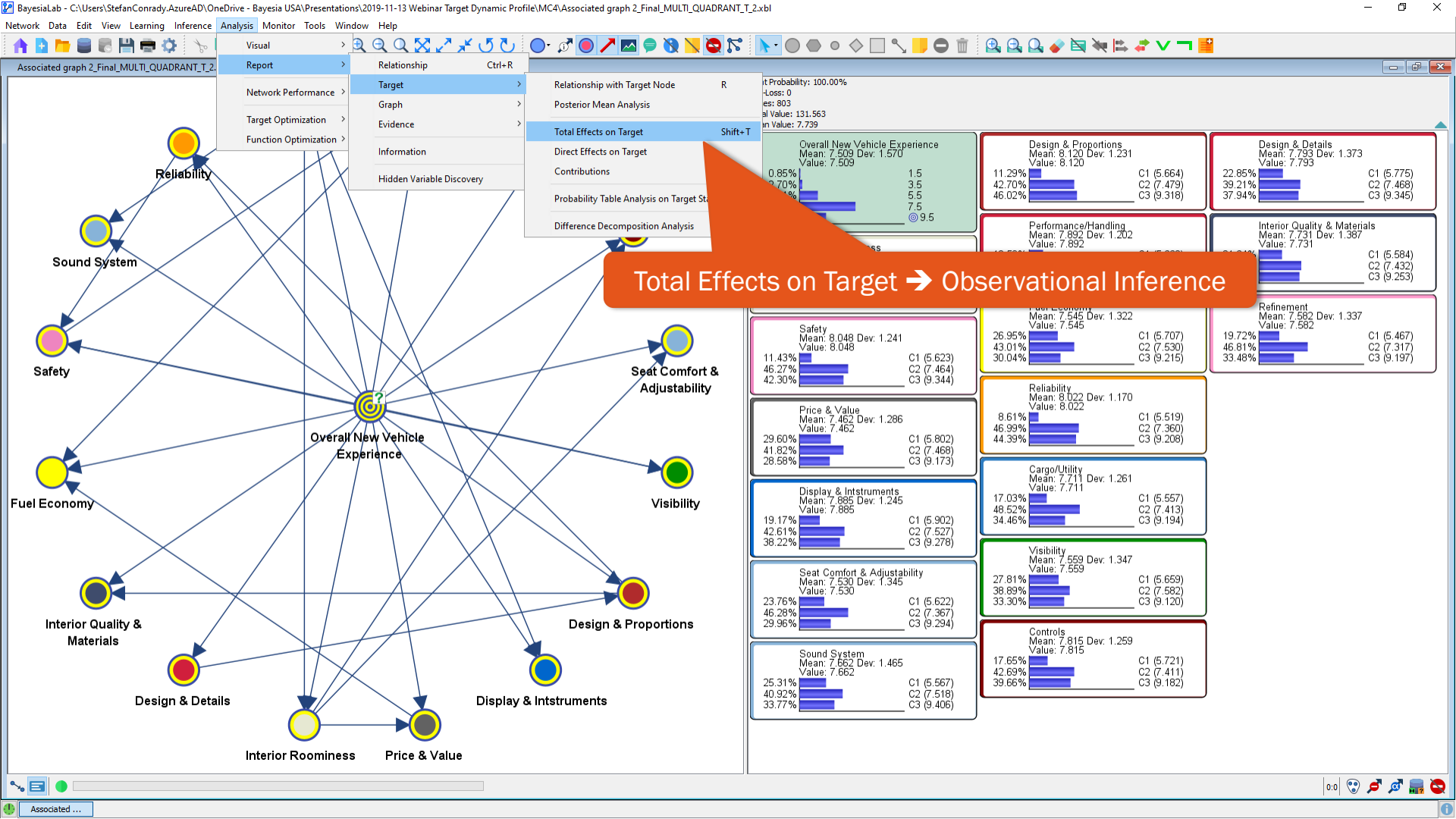
Setting Evidence:
Interior Roominess = C1 (5.666)
Cargo/Utility
Performance/Handling
Reliability
Sound System
Safety
Seat Comfort & Adjustability
Overall New Vehicle Experience
Fuel Economy
Visibility
Interior Quality & Materials
Design & Proportions
Design & Details
Display & Intstruments
Interior Roominess
Price & Value
Joint Probability: 20.82%
Log-Loss: 2.26
Cases: 167.19
Total Value: 113.791
Mean Value: 6.694
Overall New Vehicle Experience
Mean: 6.258 Dev: 1.627
Value: 6.258 (-2.225)
2.28% 1.5
8.83% 3.5
43.25% 5.5
40.01% 7.5
5.63% 9.5
Interior Roominess
Mean: 5.666 Dev: 0.000
Value: 5.666 (-3.582)
100.00% C1 (5.666)
0.00% C2 (7.406)
0.00% C3 (9.248)
Safety
Mean: 7.230 Dev: 1.311
Value: 7.230 (-1.565)
32.33% C1 (5.623)
48.48% C2 (7.464)
19.20% C3 (9.344)
Price & Value
Mean: 6.194 Dev: 0.795
Value: 6.194 (-2.444)
78.77% C1 (5.802)
18.95% C2 (7.468)
2.29% C3 (9.173)
Display & Intstruments
Mean: 6.822 Dev: 1.128
Value: 6.822 (-2.078)
54.72% C1 (5.902)
34.75% C2 (7.527)
10.53% C3 (9.278)
Seat Comfort & Adjustability
Mean: 5.998 Dev: 0.801
Value: 5.998 (-2.881)
80.43% C1 (5.622)
17.78% C2 (7.367)
1.79% C3 (9.294)
Sound System
Mean: 6.530 Dev: 1.192
Value: 6.530 (-2.199)
56.93% C1 (5.567)
36.59% C2 (7.518)
6.48% C3 (9.406)
Design & Proportions
Mean: 7.481 Dev: 1.315
Value: 7.481 (-1.233)
26.04% C1 (5.664)
48.18% C2 (7.479)
25.78% C3 (9.318)
Design & Details
Mean: 7.255 Dev: 1.333
Value: 7.255 (-1.110)
36.75% C1 (5.775)
41.43% C2 (7.468)
21.82% C3 (9.345)
Performance/Handling
Mean: 6.931 Dev: 1.239
Value: 6.931 (-1.825)
42.81% C1 (5.662)
42.99% C2 (7.444)
14.19% C3 (9.203)
Interior Quality & Materials
Mean: 7.203 Dev: 1.374
Value: 7.203 (-1.054)
34.77% C1 (5.584)
42.54% C2 (7.432)
22.69% C3 (9.253)
Fuel Economy
Mean: 6.537 Dev: 1.100
Value: 6.537 (-1.940)
60.52% C1 (5.707)
32.96% C2 (7.530)
6.52% C3 (9.215)
Refinement
Mean: 6.591 Dev: 1.140
Value: 6.591 (-1.941)
46.27% C1 (5.467)
46.83% C2 (7.317)
6.89% C3 (9.197)
Reliability
Mean: 7.397 Dev: 1.264
Value: 7.397 (-1.217)
22.54% C1 (5.519)
53.00% C2 (7.360)
24.46% C3 (9.208)
Cargo/Utility
Mean: 6.333 Dev: 1.142
Value: 6.333 (-2.531)
65.15% C1 (5.557)
27.64% C2 (7.413)
7.21% C3 (9.194)
Visibility
Mean: 6.858 Dev: 1.286
Value: 6.858 (-1.348)
49.44% C1 (5.659)
35.79% C2 (7.582)
14.76% C3 (9.120)
Controls
Mean: 6.508 Dev: 1.109
Value: 6.508 (-2.415)
62.28% C1 (5.721)
29.26% C2 (7.411)
8.46% C3 (9.182)
Associated ...


BayesiaLab - C:\Users\StefanConrady.AzureAD\OneDrive - Bayesia USA\Presentations\2019-11-13 Webinar Target Dynamic Profile\MC4\Associated graph 2_Final_MULTI_QUADRANT_T_2.xbl
Network Data Edit View Learning Inference Analysis Monitor Tools Window Help
Associated graph 2_Final_MULTI_QUADRANT_T_2.xbl
Cargo/Utility
Performance/Handling
Reliability
Refinement
Sound System
Controls
Safety
Seat Comfort & Adjustability
Overall New Vehicle Experience
Fuel Economy
Visibility
Interior Quality & Materials
Design & Proportions
Design & Details
Display & Intstruments
Interior Roominess
Price & Value
Joint Probability: 100.00%
Log-Loss: 0
Cases: 803
Total Value: 131.563
Mean Value: 7.739
Overall New Vehicle Experience
Mean: 7.509 Dev: 1.570
Value: 7.509
0.85% 1.5
2.70% 3.5
17.41% 5.5
53.24% 7.5
25.80% 9.5
Design & Proportions
Mean: 8.120 Dev: 1.231
Value: 8.120
11.29% C1 (5.664)
42.70% C2 (7.479)
46.02% C3 (9.318)
Design & Details
Mean: 7.793 Dev: 1.373
Value: 7.793
22.85% C1 (5.775)
39.21% C2 (7.468)
37.94% C3 (9.345)
Interior Roominess
Mean: 7.697 Dev: 1.322
Value: 7.697
20.82% C1 (5.666)
43.73% C2 (7.406)
35.45% C3 (9.248)
Performance/Handling
Mean: 7.892 Dev: 1.202
Value: 7.892
13.58% C1 (5.662)
47.18% C2 (7.444)
39.24% C3 (9.203)
Interior Quality & Materials
Mean: 7.731 Dev: 1.387
Value: 7.731
21.64% C1 (5.584)
39.97% C2 (7.432)
38.39% C3 (9.253)
Safety
Mean: 8.048 Dev: 1.241
Value: 8.048
11.43% C1 (5.623)
46.27% C2 (7.464)
42.30% C3 (9.344)
Fuel Economy
Mean: 7.545 Dev: 1.322
Value: 7.545
26.95% C1 (5.707)
43.01% C2 (7.530)
30.04% C3 (9.215)
Refinement
Mean: 7.582 Dev: 1.337
Value: 7.582
19.72% C1 (5.467)
46.81% C2 (7.317)
33.48% C3 (9.197)
Price & Value
Mean: 7.462 Dev: 1.286
Value: 7.462
29.60% C1 (5.802)
41.82% C2 (7.468)
28.58% C3 (9.173)
Reliability
Mean: 8.022 Dev: 1.170
Value: 8.022
8.61% C1 (5.519)
46.99% C2 (7.360)
44.39% C3 (9.208)
Display & Intstruments
Mean: 7.885 Dev: 1.245
Value: 7.885
19.17% C1 (5.902)
42.61% C2 (7.527)
38.22% C3 (9.278)
Cargo/Utility
17.03%
48.52%
34.46%
Seat Comfort & Adjustability
Mean: 7.530 Dev: 1.345
Value: 7.530
23.76% C1 (5.622)
46.28% C2 (7.367)
29.96% C3 (9.294)
Visibility
27.81%
38.89%
33.30%
Sound System
Mean: 7.662 Dev: 1.465
Value: 7.662
25.31% C1 (5.567)
40.92% C2 (7.518)
33.77% C3 (9.406)
Controls
17.65%
42.69%
39.66%
Influence Paths
Influence Path
Influence Paths Between Interior Roominess and Overall New Vehicle Experience
Path Causal Length Score Description
Path 0 1 2.4794738 Interior Roo...
Path 1 2 4.1846948 Interior Roo...
Path 2 3 5.3115545 Interior Roo...
Path 3 4 6.4346212 Interior Roo...
Path 4 5 8.0363052 Interior Roo...
Path 5 6 9.0166042 Interior Roo...
Path 6 7 10.8721817 Interior Roo...
Number of Paths Found: 7 (Terminated)
Keep Arc Color and Thickness
OK
Associated ...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Network Data Edit View Learning Inference Analysis Monitor Tools Window Help
Visual
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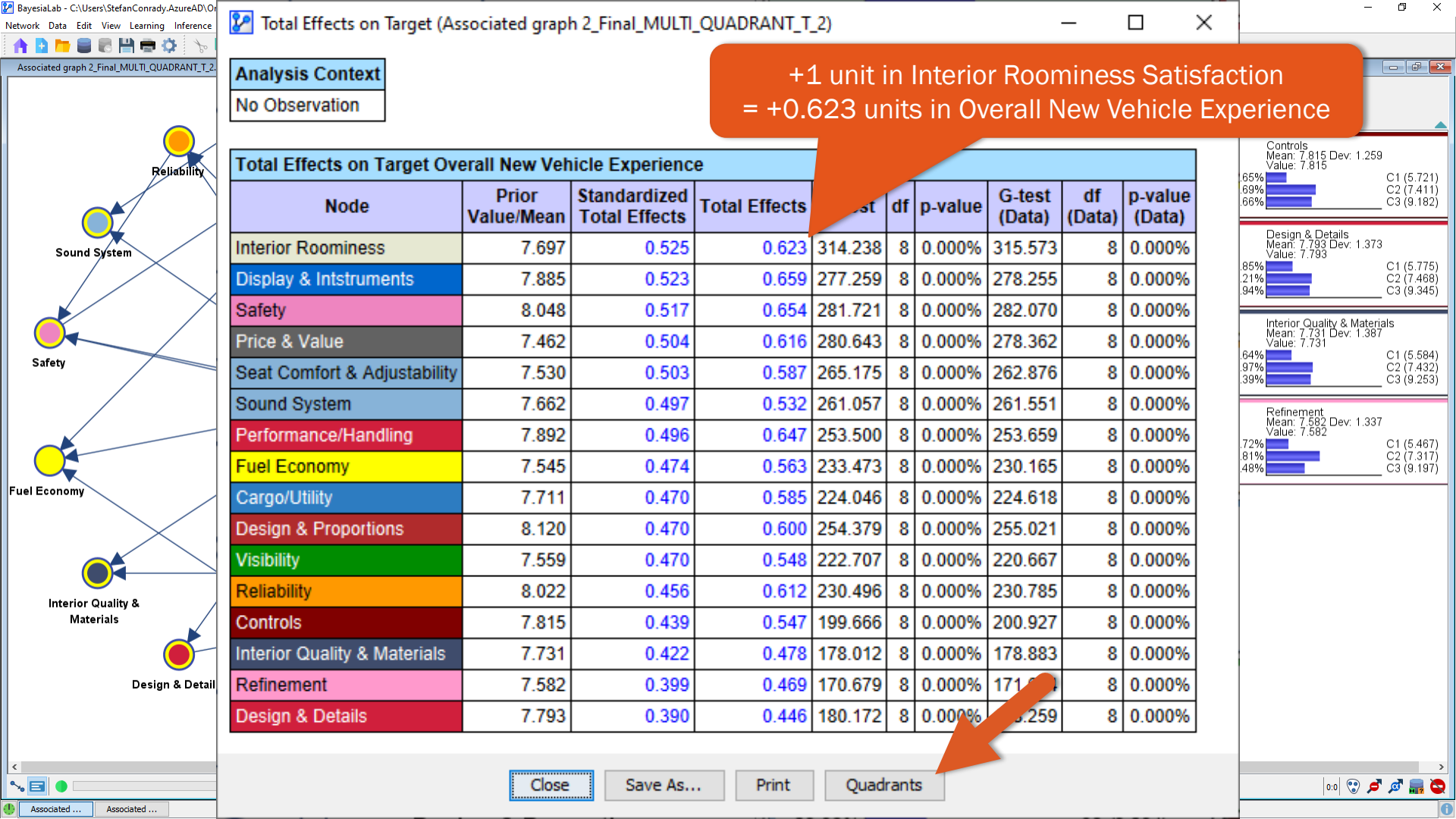
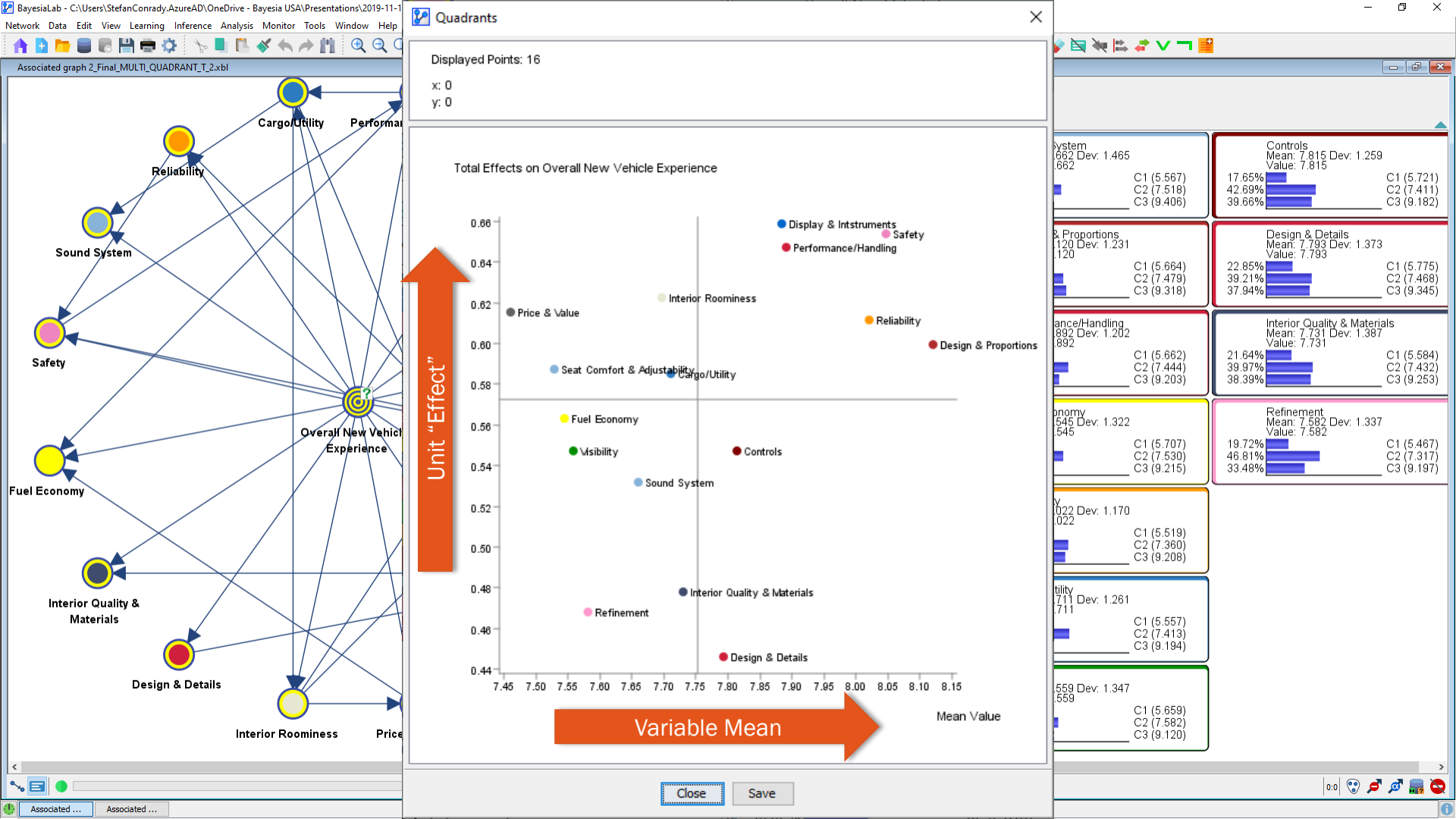
Network Performance
Target Optimization
Function Optimization
Relationship Ctrl+R
Target
Graph
Evidence
Information
Hidden Variable Discovery
Relationship with Target Node R
Posterior Mean Analysis
Total Effects on Target Shift+T
Direct Effects on Target
Contributions
Probability Table Analysis on Target
Difference Decomposition Analysis
Total Effects on Target ➔ Observational Inference
Reliability
Sound System
Safety
Seat Comfort & Adjustability
Overall New Vehicle Experience
Fuel Economy
Visibility
Interior Quality & Materials
Design & Proportions
Design & Details
Display & Intstruments
Interior Roominess
Price & Value
Overall New Vehicle Experience Mean: 7.509 Dev: 1.570 Value: 7.509
Design & Proportions Mean: 8.120 Dev: 1.231 Value: 8.120
Design & Details Mean: 7.793 Dev: 1.373 Value: 7.793
Performance/Handling Mean: 7.892 Dev: 1.202 Value: 7.892
Interior Quality & Materials Mean: 7.731 Dev: 1.387 Value: 7.731
Refinement Mean: 7.582 Dev: 1.337 Value: 7.582
Safety Mean: 8.048 Dev: 1.241 Value: 8.048
Reliability Mean: 8.022 Dev: 1.170 Value: 8.022
Price & Value Mean: 7.462 Dev: 1.286 Value: 7.462
Cargo/Utility Mean: 7.711 Dev: 1.261 Value: 7.711
Display & Intstruments Mean: 7.885 Dev: 1.245 Value: 7.885
Visibility Mean: 7.559 Dev: 1.347 Value: 7.559
Seat Comfort & Adjustability Mean: 7.530 Dev: 1.345 Value: 7.530
Controls Mean: 7.815 Dev: 1.259 Value: 7.815
Sound System Mean: 7.662 Dev: 1.465 Value: 7.662
Associated ...


Total Effects on Target (Associated graph 2_Final_MULTI_QUADRANT_T_2)
Analysis Context
No Observation
+1 unit in Interior Roominess Satisfaction
= +0.623 units in Overall New Vehicle Experience
Total Effects on Target Overall New Vehicle Experience
Node | Prior Value/Mean | Standardized Total Effects | Total Effects | df | p-value | G-test (Data) | df (Data) | p-value (Data)
Interior Roominess | 7.697 | 0.525 | 0.623 | 314.238 | 8 | 0.000% | 315.573 | 8 | 0.000%
Display & Intstruments | 7.885 | 0.523 | 0.659 | 277.259 | 8 | 0.000% | 278.255 | 8 | 0.000%
Safety | 8.048 | 0.517 | 0.654 | 281.721 | 8 | 0.000% | 282.070 | 8 | 0.000%
Price & Value | 7.462 | 0.504 | 0.616 | 280.643 | 8 | 0.000% | 278.362 | 8 | 0.000%
Seat Comfort & Adjustability | 7.530 | 0.503 | 0.587 | 265.175 | 8 | 0.000% | 262.876 | 8 | 0.000%
Sound System | 7.662 | 0.497 | 0.532 | 261.057 | 8 | 0.000% | 261.551 | 8 | 0.000%
Performance/Handling | 7.892 | 0.496 | 0.647 | 253.500 | 8 | 0.000% | 253.659 | 8 | 0.000%
Fuel Economy | 7.545 | 0.474 | 0.563 | 233.473 | 8 | 0.000% | 230.165 | 8 | 0.000%
Cargo/Utility | 7.711 | 0.470 | 0.585 | 224.046 | 8 | 0.000% | 224.618 | 8 | 0.000%
Design & Proportions | 8.120 | 0.470 | 0.600 | 254.379 | 8 | 0.000% | 255.021 | 8 | 0.000%
Visibility | 7.559 | 0.470 | 0.548 | 222.707 | 8 | 0.000% | 220.667 | 8 | 0.000%
Reliability | 8.022 | 0.456 | 0.612 | 230.496 | 8 | 0.000% | 230.785 | 8 | 0.000%
Controls | 7.815 | 0.439 | 0.547 | 199.666 | 8 | 0.000% | 200.927 | 8 | 0.000%
Interior Quality & Materials | 7.731 | 0.422 | 0.478 | 178.012 | 8 | 0.000% | 178.883 | 8 | 0.000%
Refinement | 7.582 | 0.399 | 0.469 | 170.679 | 8 | 0.000% | 171 | 8 | 0.000%
Design & Details | 7.793 | 0.390 | 0.446 | 180.172 | 8 | 0.000% | .259 | 8 | 0.000%
Close
Save As...
Print
Quadrants
Reliability
Sound System
Safety
Fuel Economy
Interior Quality & Materials
Design & Detail
Controls
Mean: 7.815 Dev: 1.259
Value: 7.815
C1 (5.721)
C2 (7.411)
C3 (9.182)
Design & Details
Mean: 7.793 Dev: 1.373
Value: 7.793
C1 (5.775)
C2 (7.468)
C3 (9.345)
Interior Quality & Materials
Mean: 7.731 Dev: 1.387
Value: 7.731
C1 (5.584)
C2 (7.432)
C3 (9.253)
Refinement
Mean: 7.582 Dev: 1.337
Value: 7.582
C1 (5.467)
C2 (7.317)
C3 (9.197)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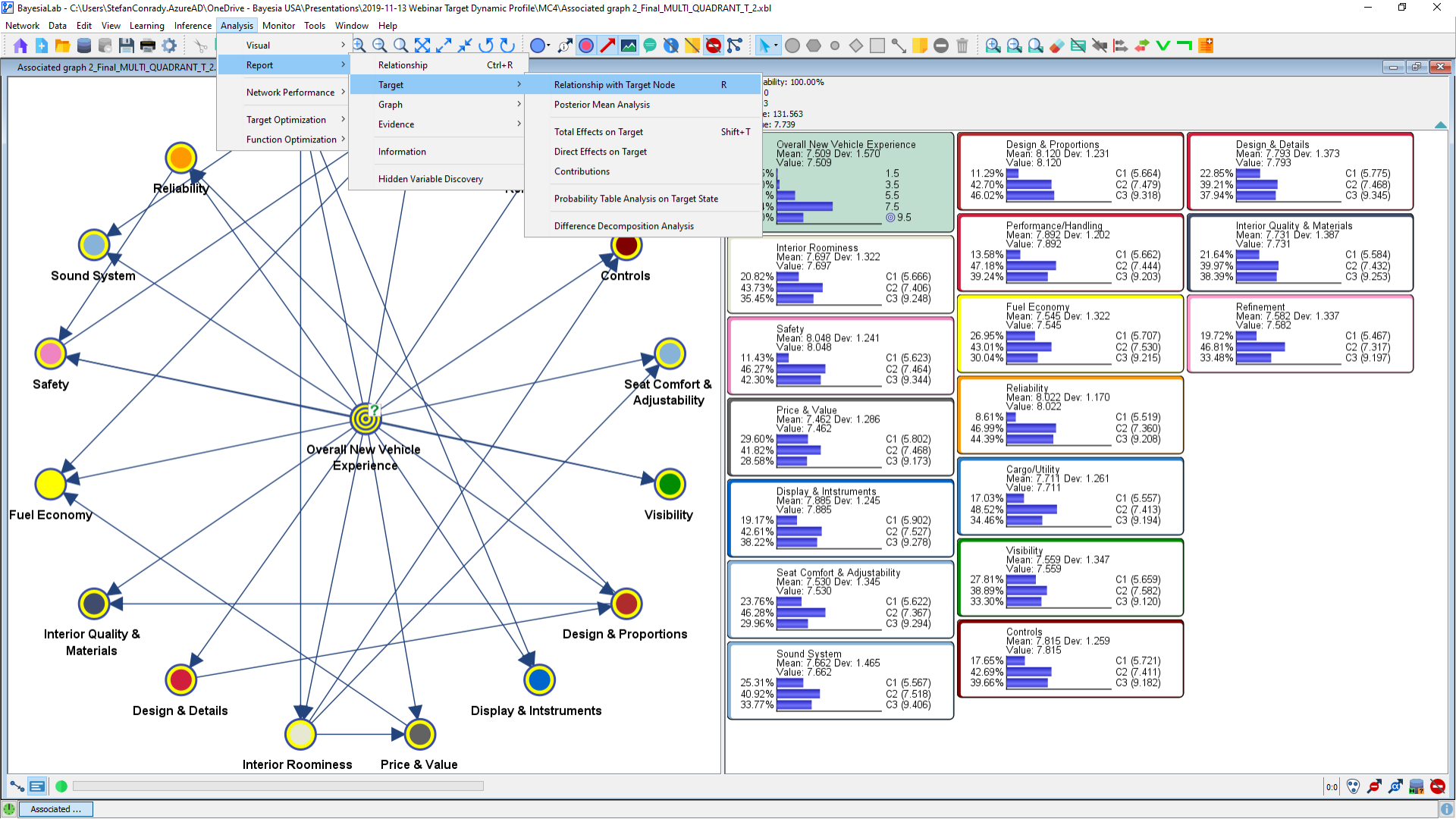
Network Data Edit View Learning Inference Analysis Monitor Tools Window Help
Associated graph 2_Final_MULTI_QUADRANT_T_2.xbl
Cargo/Utility
Reliability
Sound System
Safety
Fuel Economy
Interior Quality & Materials
Design & Details
Interior Roominess
Quadrants
Displayed Points: 16
x: 0
y: 0
Total Effects on Overall New Vehicle Experience
Unit "Effect"
Variable Mean
Mean Value
Display & Intstruments
Safety
Performance/Handling
Interior Roominess
Price & Value
Reliability
Design & Proportions
Seat Comfort & Adjustability
Cargo/Utility
Fuel Economy
Visibility
Controls
Sound System
Interior Quality & Materials
Refinement
Design & Details
0.66
0.64
0.62
0.60
0.58
0.56
0.54
0.52
0.50
0.48
0.46
0.44
7.45 7.50 7.55 7.60 7.65 7.70 7.75 7.80 7.85 7.90 7.95 8.00 8.05 8.10 8.15
Close
Save
Controls
Mean: 7.815 Dev: 1.259
Value: 7.815
17.65% C1 (5.721)
42.69% C2 (7.411)
39.66% C3 (9.182)
Design & Details
Mean: 7.793 Dev: 1.373
Value: 7.793
22.85% C1 (5.775)
39.21% C2 (7.468)
37.94% C3 (9.345)
Interior Quality & Materials
Mean: 7.731 Dev: 1.387
Value: 7.731
21.64% C1 (5.584)
39.97% C2 (7.432)
38.39% C3 (9.253)
Refinement
Mean: 7.582 Dev: 1.337
Value: 7.582
19.72% C1 (5.467)
46.81% C2 (7.317)
33.48% C3 (9.197)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Network Data Edit View Learning Inference Analysis Monitor Tools Window Help
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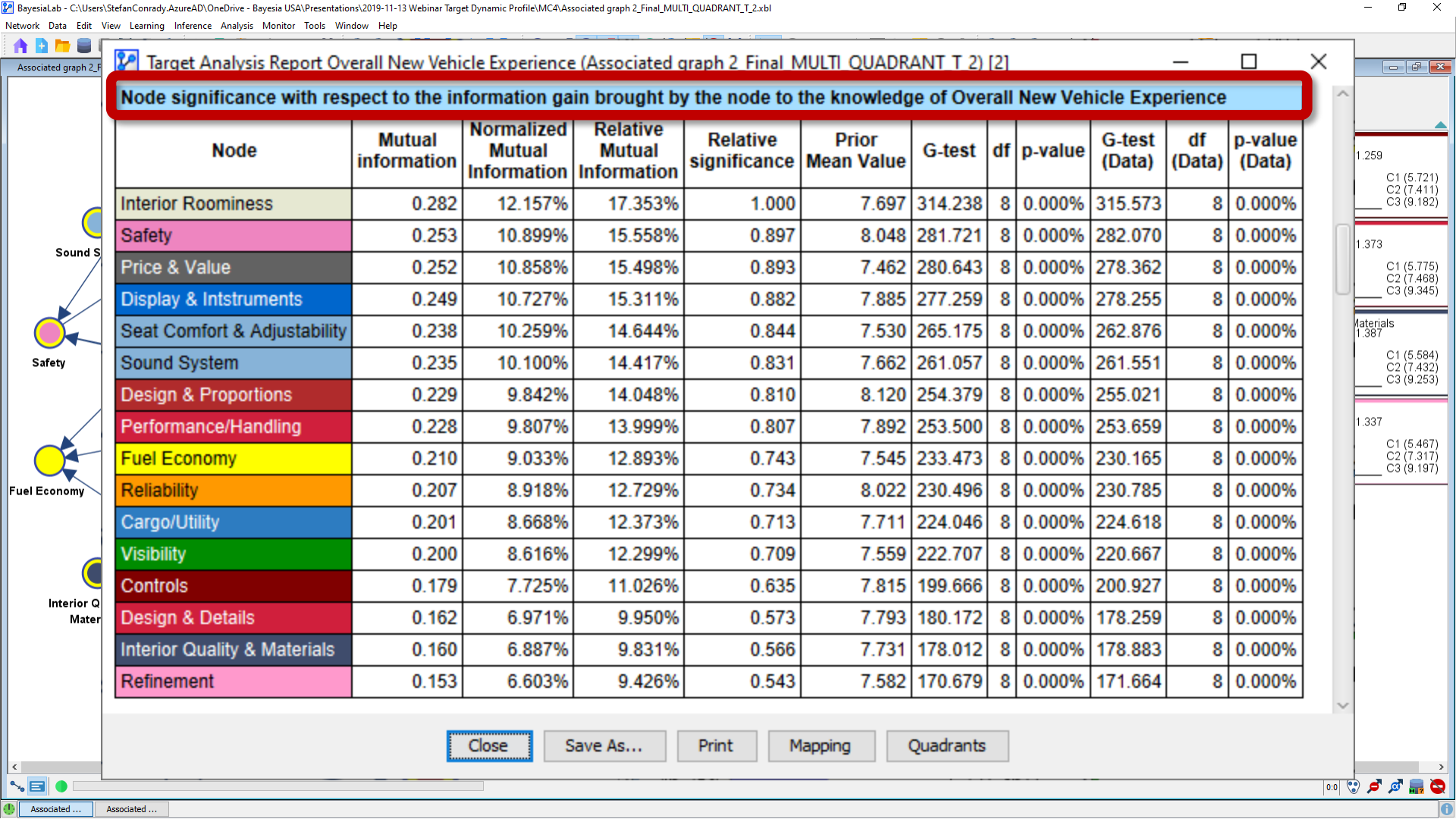
Difference Decomposition Analysis
Reliability
Sound System
Controls
Safety
Seat Comfort & Adjustability
Overall New Vehicle Experience
Fuel Economy
Visibility
Interior Quality & Materials
Design & Proportions
Design & Details
Display & Intstruments
Interior Roominess
Price & Value
Overall New Vehicle Experience Mean: 7.509 Dev: 1.570 Value: 7.509
Interior Roominess Mean: 7.697 Dev: 1.322 Value: 7.697
Safety Mean: 8.048 Dev: 1.241 Value: 8.048
Price & Value Mean: 7.462 Dev: 1.286 Value: 7.462
Display & Intstruments Mean: 7.885 Dev: 1.245 Value: 7.885
Seat Comfort & Adjustability Mean: 7.530 Dev: 1.345 Value: 7.530
Sound System Mean: 7.662 Dev: 1.465 Value: 7.662
Design & Proportions Mean: 8.120 Dev: 1.231 Value: 8.120
Performance/Handling Mean: 7.892 Dev: 1.202 Value: 7.892
Fuel Economy Mean: 7.545 Dev: 1.322 Value: 7.545
Reliability Mean: 8.022 Dev: 1.170 Value: 8.022
Cargo/Utility Mean: 7.711 Dev: 1.261 Value: 7.711
Visibility Mean: 7.559 Dev: 1.347 Value: 7.559
Controls Mean: 7.815 Dev: 1.259 Value: 7.815
Design & Details Mean: 7.793 Dev: 1.373 Value: 7.793
Interior Quality & Materials Mean: 7.731 Dev: 1.387 Value: 7.731
Refinement Mean: 7.582 Dev: 1.337 Value: 7.582
Associated graph 2_Final_MULTI_QUADRANT_T_2...
Associated ...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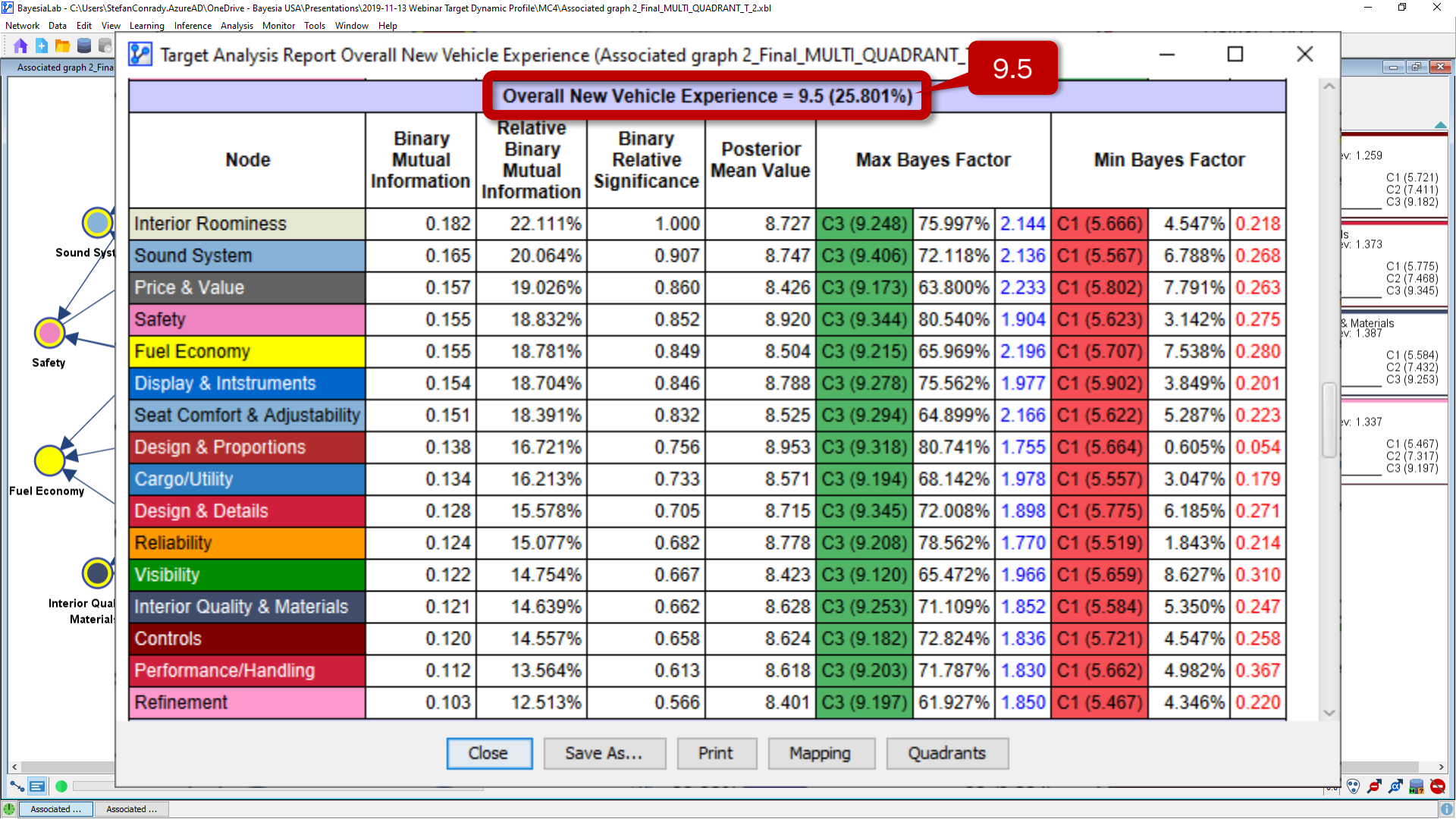
Network Data Edit View Learning Inference Analysis Monitor Tools Window Help
Target Analysis Report Overall New Vehicle Experience (Associated graph 2_Final_MULTI_QUADRANT_T_2) [2]
Node significance with respect to the information gain brought by the node to the knowledge of Overall New Vehicle Experience
Node | Mutual information | Normalized Mutual Information | Relative Mutual Information | Relative significance | Prior Mean Value | G-test | df | p-value | G-test (Data) | df (Data) | p-value (Data)
Interior Roominess | 0.282 | 12.157% | 17.353% | 1.000 | 7.697 | 314.238 | 8 | 0.000% | 315.573 | 8 | 0.000%
Safety | 0.253 | 10.899% | 15.558% | 0.897 | 8.048 | 281.721 | 8 | 0.000% | 282.070 | 8 | 0.000%
Price & Value | 0.252 | 10.858% | 15.498% | 0.893 | 7.462 | 280.643 | 8 | 0.000% | 278.362 | 8 | 0.000%
Display & Intstruments | 0.249 | 10.727% | 15.311% | 0.882 | 7.885 | 277.259 | 8 | 0.000% | 278.255 | 8 | 0.000%
Seat Comfort & Adjustability | 0.238 | 10.259% | 14.644% | 0.844 | 7.530 | 265.175 | 8 | 0.000% | 262.876 | 8 | 0.000%
Sound System | 0.235 | 10.100% | 14.417% | 0.831 | 7.662 | 261.057 | 8 | 0.000% | 261.551 | 8 | 0.000%
Design & Proportions | 0.229 | 9.842% | 14.048% | 0.810 | 8.120 | 254.379 | 8 | 0.000% | 255.021 | 8 | 0.000%
Performance/Handling | 0.228 | 9.807% | 13.999% | 0.807 | 7.892 | 253.500 | 8 | 0.000% | 253.659 | 8 | 0.000%
Fuel Economy | 0.210 | 9.033% | 12.893% | 0.743 | 7.545 | 233.473 | 8 | 0.000% | 230.165 | 8 | 0.000%
Reliability | 0.207 | 8.918% | 12.729% | 0.734 | 8.022 | 230.496 | 8 | 0.000% | 230.785 | 8 | 0.000%
Cargo/Utility | 0.201 | 8.668% | 12.373% | 0.713 | 7.711 | 224.046 | 8 | 0.000% | 224.618 | 8 | 0.000%
Visibility | 0.200 | 8.616% | 12.299% | 0.709 | 7.559 | 222.707 | 8 | 0.000% | 220.667 | 8 | 0.000%
Controls | 0.179 | 7.725% | 11.026% | 0.635 | 7.815 | 199.666 | 8 | 0.000% | 200.927 | 8 | 0.000%
Design & Details | 0.162 | 6.971% | 9.950% | 0.573 | 7.793 | 180.172 | 8 | 0.000% | 178.259 | 8 | 0.000%
Interior Quality & Materials | 0.160 | 6.887% | 9.831% | 0.566 | 7.731 | 178.012 | 8 | 0.000% | 178.883 | 8 | 0.000%
Refinement | 0.153 | 6.603% | 9.426% | 0.543 | 7.582 | 170.679 | 8 | 0.000% | 171.664 | 8 | 0.000%
Close
Save As...
Print
Mapping
Quadrants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Network Data Edit View Learning Inference Analysis Monitor Tools Window Help
Target Analysis Report Overall New Vehicle Experience (Associated graph 2_Final_MULTI_QUADRANT_
9.5
Overall New Vehicle Experience = 9.5 (25.801%)
Node
Binary Mutual Information
Relative Binary Mutual Information
Binary Relative Significance
Posterior Mean Value
Max Bayes Factor
Min Bayes Factor
Interior Roominess 0.182 22.111% 1.000 8.727 C3 (9.248) 75.997% 2.144 C1 (5.666) 4.547% 0.218
Sound System 0.165 20.064% 0.907 8.747 C3 (9.406) 72.118% 2.136 C1 (5.567) 6.788% 0.268
Price & Value 0.157 19.026% 0.860 8.426 C3 (9.173) 63.800% 2.233 C1 (5.802) 7.791% 0.263
Safety 0.155 18.832% 0.852 8.920 C3 (9.344) 80.540% 1.904 C1 (5.623) 3.142% 0.275
Fuel Economy 0.155 18.781% 0.849 8.504 C3 (9.215) 65.969% 2.196 C1 (5.707) 7.538% 0.280
Display & Intstruments 0.154 18.704% 0.846 8.788 C3 (9.278) 75.562% 1.977 C1 (5.902) 3.849% 0.201
Seat Comfort & Adjustability 0.151 18.391% 0.832 8.525 C3 (9.294) 64.899% 2.166 C1 (5.622) 5.287% 0.223
Design & Proportions 0.138 16.721% 0.756 8.953 C3 (9.318) 80.741% 1.755 C1 (5.664) 0.605% 0.054
Cargo/Utility 0.134 16.213% 0.733 8.571 C3 (9.194) 68.142% 1.978 C1 (5.557) 3.047% 0.179
Design & Details 0.128 15.578% 0.705 8.715 C3 (9.345) 72.008% 1.898 C1 (5.775) 6.185% 0.271
Reliability 0.124 15.077% 0.682 8.778 C3 (9.208) 78.562% 1.770 C1 (5.519) 1.843% 0.214
Visibility 0.122 14.754% 0.667 8.423 C3 (9.120) 65.472% 1.966 C1 (5.659) 8.627% 0.310
Interior Quality & Materials 0.121 14.639% 0.662 8.628 C3 (9.253) 71.109% 1.852 C1 (5.584) 5.350% 0.247
Controls 0.120 14.557% 0.658 8.624 C3 (9.182) 72.824% 1.836 C1 (5.721) 4.547% 0.258
Performance/Handling 0.112 13.564% 0.613 8.618 C3 (9.203) 71.787% 1.830 C1 (5.662) 4.982% 0.367
Refinement 0.103 12.513% 0.566 8.401 C3 (9.197) 61.927% 1.850 C1 (5.467) 4.346% 0.220
Close
Save As...
Print
Mapping
Quadrants

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Network Data Edit View Learning Inference Analysis Monitor Tools Window Help

Associated graph 2_Fina

Sound Syst

Safety

Fuel Economy

Interior Qua
Material

Target Analysis Report Overall New Vehicle Experience (Associated graph 2_Final_

Overall New Vehicle Experience = 9				
Node	Binary Mutual Information	Relative Binary Mutual Information	Binary Relative Significance	Posterior Mean Value
Interior Roominess	0.182	22.111%	1.000	8.72
Sound System	0.165	20.064%	0.907	8.74
Price & Value	0.157	19.026%	0.860	8.42
Safety	0.155	18.832%	0.852	8.92
Fuel Economy	0.155	18.781%	0.849	8.50
Display & Intstruments	0.154	18.704%	0.846	8.78
Seat Comfort & Adjustability	0.151	18.391%	0.832	8.52
Design & Proportions	0.138	16.721%	0.756	8.95
Cargo/Utility	0.134	16.213%	0.733	8.57
Design & Details	0.128	15.578%	0.705	8.71
Reliability	0.124	15.077%	0.682	8.77
Visibility	0.122	14.754%	0.667	8.42
Interior Quality & Materials	0.121	14.639%	0.662	8.62
Controls	0.120	14.557%	0.658	8.62
Performance/Handling	0.112	13.564%	0.613	8.61
Refinement	0.103	12.513%	0.566	8.40

Close Save As... Print M

Associated ... Associated ...

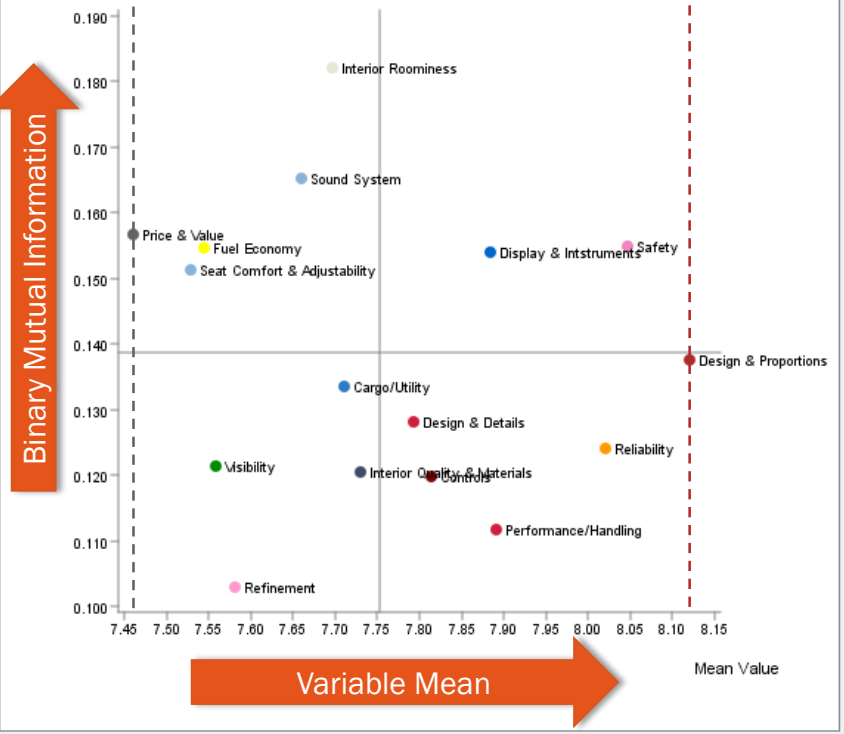
Quadrants

Displayed Points: 16

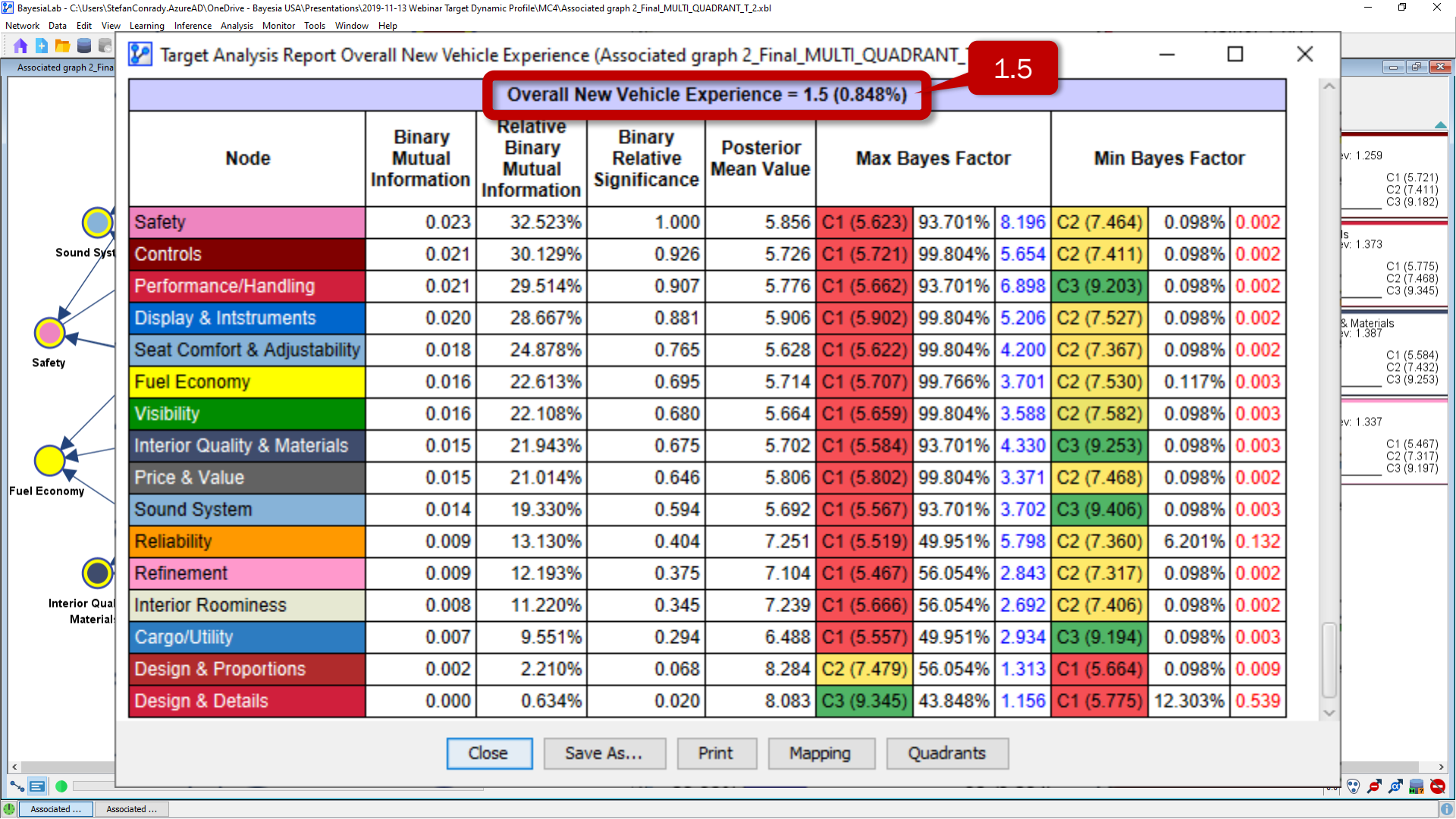
x: 7.9085
y: 0.18595

Binary Mutual Information with Overall New Vehicle Experience = 9.5

9.5



Close Save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Network Data Edit View Learning Inference Analysis Monitor Tools Window Help
Target Analysis Report Overall New Vehicle Experience (Associated graph 2_Final_MULTI_QUADRANT_
1.5
Overall New Vehicle Experience = 1.5 (0.848%)
Node
Binary Mutual Information
Relative Binary Mutual Information
Binary Relative Significance
Posterior Mean Value
Max Bayes Factor
Min Bayes Factor
Safety 0.023 32.523% 1.000 5.856 C1 (5.623) 93.701% 8.196 C2 (7.464) 0.098% 0.002
Controls 0.021 30.129% 0.926 5.726 C1 (5.721) 99.804% 5.654 C2 (7.411) 0.098% 0.002
Performance/Handling 0.021 29.514% 0.907 5.776 C1 (5.662) 93.701% 6.898 C3 (9.203) 0.098% 0.002
Display & Intstruments 0.020 28.667% 0.881 5.906 C1 (5.902) 99.804% 5.206 C2 (7.527) 0.098% 0.002
Seat Comfort & Adjustability 0.018 24.878% 0.765 5.628 C1 (5.622) 99.804% 4.200 C2 (7.367) 0.098% 0.002
Fuel Economy 0.016 22.613% 0.695 5.714 C1 (5.707) 99.766% 3.701 C2 (7.530) 0.117% 0.003
Visibility 0.016 22.108% 0.680 5.664 C1 (5.659) 99.804% 3.588 C2 (7.582) 0.098% 0.003
Interior Quality & Materials 0.015 21.943% 0.675 5.702 C1 (5.584) 93.701% 4.330 C3 (9.253) 0.098% 0.003
Price & Value 0.015 21.014% 0.646 5.806 C1 (5.802) 99.804% 3.371 C2 (7.468) 0.098% 0.002
Sound System 0.014 19.330% 0.594 5.692 C1 (5.567) 93.701% 3.702 C3 (9.406) 0.098% 0.003
Reliability 0.009 13.130% 0.404 7.251 C1 (5.519) 49.951% 5.798 C2 (7.360) 6.201% 0.132
Refinement 0.009 12.193% 0.375 7.104 C1 (5.467) 56.054% 2.843 C2 (7.317) 0.098% 0.002
Interior Roominess 0.008 11.220% 0.345 7.239 C1 (5.666) 56.054% 2.692 C2 (7.406) 0.098% 0.002
Cargo/Utility 0.007 9.551% 0.294 6.488 C1 (5.557) 49.951% 2.934 C3 (9.194) 0.098% 0.003
Design & Proportions 0.002 2.210% 0.068 8.284 C2 (7.479) 56.054% 1.313 C1 (5.664) 0.098% 0.009
Design & Details 0.000 0.634% 0.020 8.083 C3 (9.345) 43.848% 1.156 C1 (5.775) 12.303% 0.539
Close
Save As...
Print
Mapping
Quadrants
Sound Syst
Safety
Fuel Economy
Interior Qual
Material
Associated graph 2_Fina
Associated ...
Associated ...

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Network Data Edit View Learning Inference Analysis Monitor Tools Window Help

Associated graph 2_Fina

Sound Syst

Safety

Fuel Economy

Interior Qua
Material

Target Analysis Report Overall New Vehicle Experience (Associated graph 2_Final_

Node	Binary Mutual Information	Relative Binary Mutual Information	Binary Relative Significance	Posterior Mean Value
	Overall New Vehicle Experience =			
Safety	0.023	32.523%	1.000	5.85
Controls	0.021	30.129%	0.926	5.72
Performance/Handling	0.021	29.514%	0.907	5.77
Display & Intstruments	0.020	28.667%	0.881	5.90
Seat Comfort & Adjustability	0.018	24.878%	0.765	5.62
Fuel Economy	0.016	22.613%	0.695	5.71
Visibility	0.016	22.108%	0.680	5.66
Interior Quality & Materials	0.015	21.943%	0.675	5.70
Price & Value	0.015	21.014%	0.646	5.80
Sound System	0.014	19.330%	0.594	5.69
Reliability	0.009	13.130%	0.404	7.25
Refinement	0.009	12.193%	0.375	7.10
Interior Roominess	0.008	11.220%	0.345	7.23
Cargo/Utility	0.007	9.551%	0.294	6.48
Design & Proportions	0.002	2.210%	0.068	8.28
Design & Details	0.000	0.634%	0.020	8.08

Close Save As... Print M

Associated ... Associated ...

Quadrants

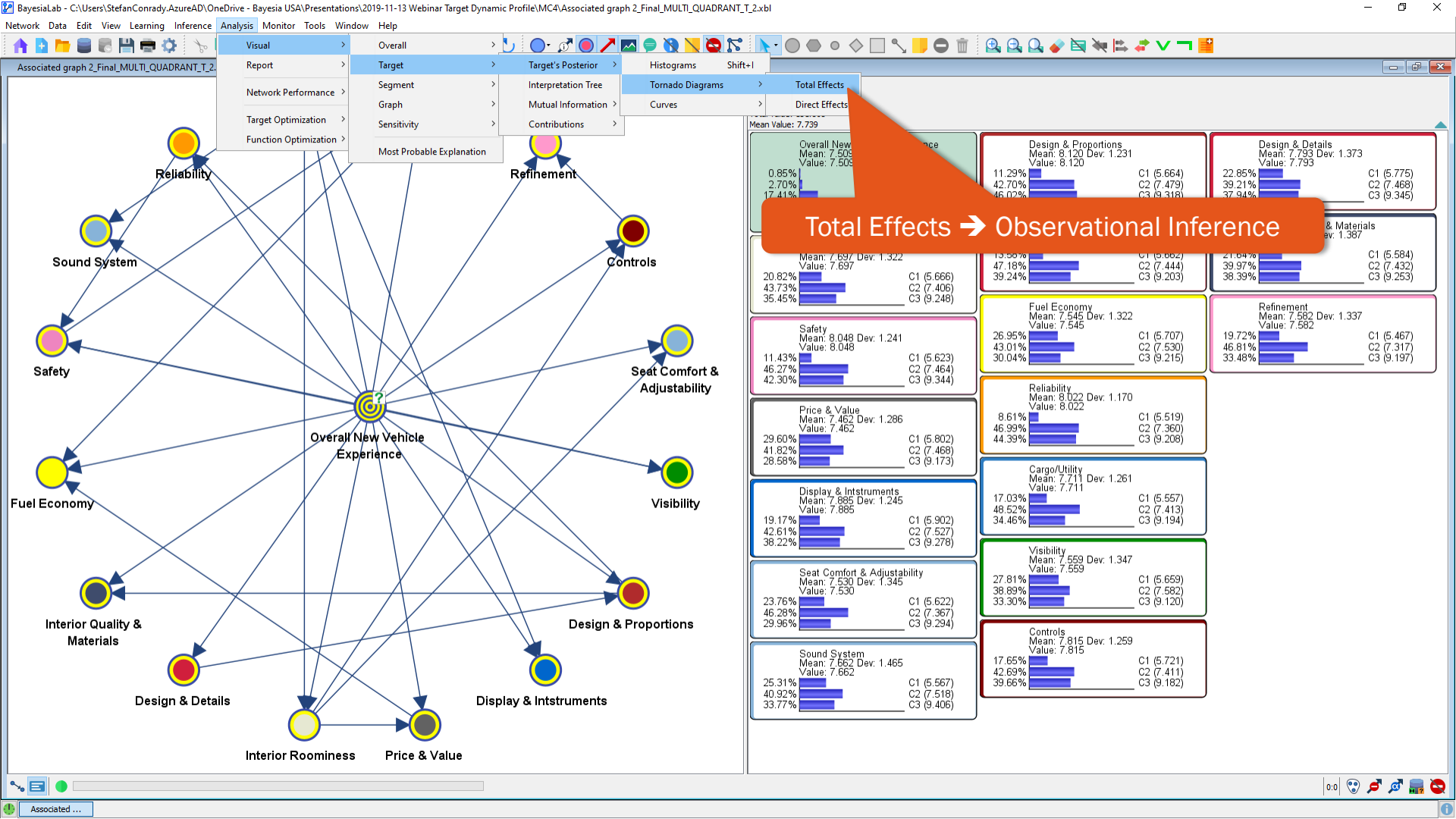
Displayed Points: 16

x: 8.14825
y: 0.01842

1.5

Binary Mutual Information with Overall New Vehicle Experience = 1.5

Close Save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Network Data Edit View Learning Inference Analysis Monitor Tools Window Help
Visual
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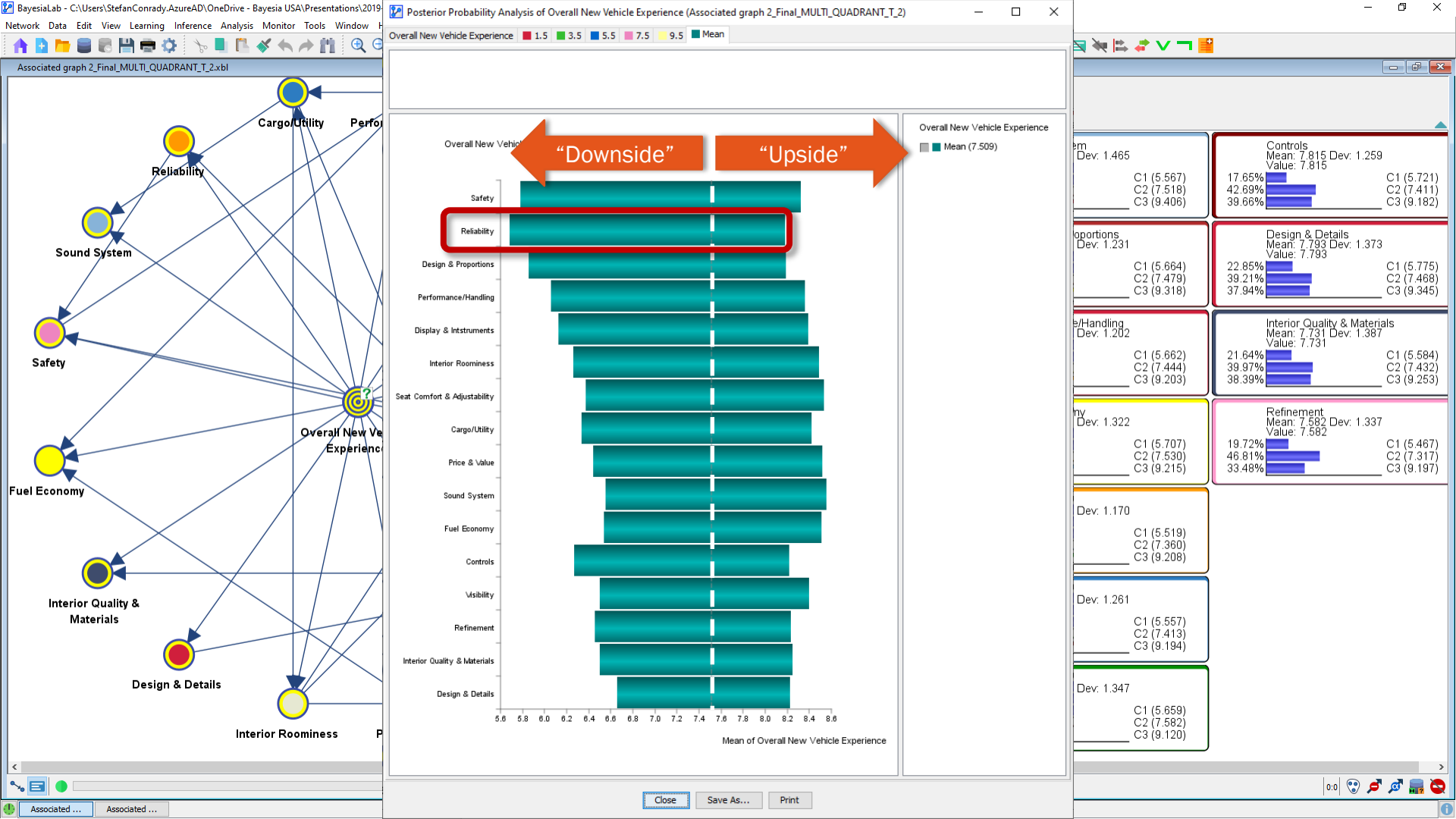
Network Performance
Target Optimization
Function Optimization
Overall
Target
Segment
Graph
Sensitivity
Most Probable Explanation
Target's Posterior
Interpretation Tree
Mutual Information
Contributions
Histograms Shift+I
Tornado Diagrams
Curves
Total Effects
Direct Effects
Total Effects ➔ Observational Inference
Reliability
Refinement
Sound System
Controls
Safety
Seat Comfort & Adjustability
Overall New Vehicle Experience
Fuel Economy
Visibility
Interior Quality & Materials
Design & Proportions
Design & Details
Display & Intstruments
Interior Roominess
Price & Value
Mean Value: 7.739
Design & Proportions Mean: 8.120 Dev: 1.231 Value: 8.120
Design & Details Mean: 7.793 Dev: 1.373 Value: 7.793
Fuel Economy Mean: 7.545 Dev: 1.322 Value: 7.545
Refinement Mean: 7.582 Dev: 1.337 Value: 7.582
Safety Mean: 8.048 Dev: 1.241 Value: 8.048
Reliability Mean: 8.022 Dev: 1.170 Value: 8.022
Price & Value Mean: 7.462 Dev: 1.286 Value: 7.462
Cargo/Utility Mean: 7.711 Dev: 1.261 Value: 7.711
Display & Intstruments Mean: 7.885 Dev: 1.245 Value: 7.885
Visibility Mean: 7.559 Dev: 1.347 Value: 7.559
Seat Comfort & Adjustability Mean: 7.530 Dev: 1.345 Value: 7.530
Controls Mean: 7.815 Dev: 1.259 Value: 7.815
Sound System Mean: 7.662 Dev: 1.465 Value: 7.662
Associated ...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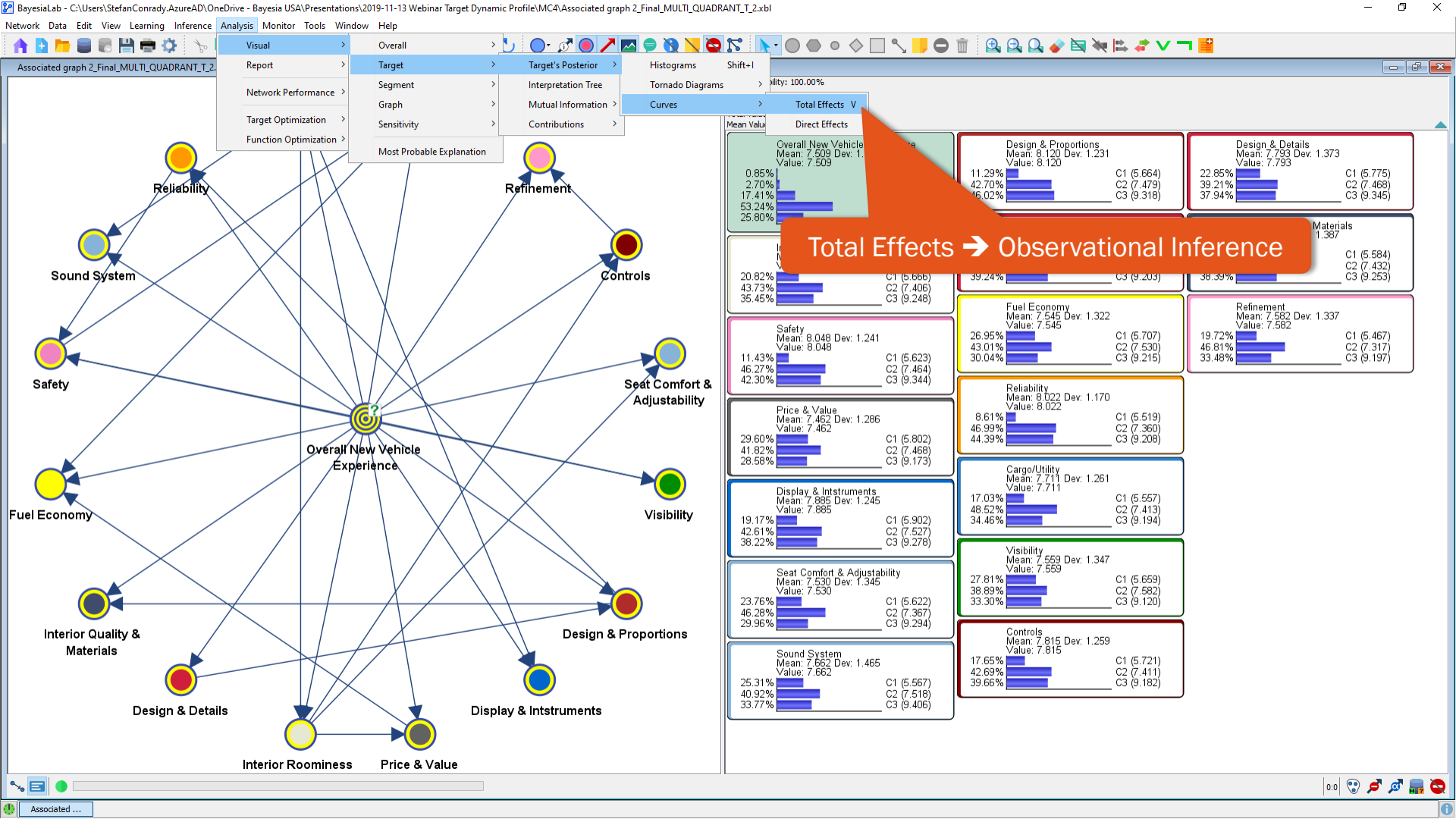
Network Data Edit View Learning Inference Analysis Monitor Tools Window
Associated graph 2_Final_MULTI_QUADRANT_T_2.xbl
Cargo/Utility
Reliability
Sound System
Safety
Fuel Economy
Interior Quality & Materials
Design & Details
Interior Roominess
Posterior Probability Analysis of Overall New Vehicle Experience (Associated graph 2_Final_MULTI_QUADRANT_T_2)
Overall New Vehicle Experience 1.5 3.5 5.5 7.5 9.5 Mean
"Downside"
"Upside"
Overall New Vehicle Experience
Mean (7.509)
Safety
Reliability
Design & Proportions
Performance/Handling
Display & Intstruments
Interior Roominess
Seat Comfort & Adjustability
Cargo/Utility
Price & Value
Sound System
Fuel Economy
Controls
Visibility
Refinement
Interior Quality & Materials
Design & Details
5.6 5.8 6.0 6.2 6.4 6.6 6.8 7.0 7.2 7.4 7.6 7.8 8.0 8.2 8.4 8.6
Mean of Overall New Vehicle Experience
Close
Save As...
Print
Controls
Mean: 7.815 Dev: 1.259
Value: 7.815
17.65% C1 (5.721)
42.69% C2 (7.411)
39.66% C3 (9.182)
Design & Details
Mean: 7.793 Dev: 1.373
Value: 7.793
22.85% C1 (5.775)
39.21% C2 (7.468)
37.94% C3 (9.345)
Interior Quality & Materials
Mean: 7.731 Dev: 1.387
Value: 7.731
21.64% C1 (5.584)
39.97% C2 (7.432)
38.39% C3 (9.253)
Refinement
Mean: 7.582 Dev: 1.337
Value: 7.582
19.72% C1 (5.467)
46.81% C2 (7.317)
33.48% C3 (9.197)
Dev: 1.465
C1 (5.567)
C2 (7.518)
C3 (9.406)
Dev: 1.231
C1 (5.664)
C2 (7.479)
C3 (9.318)
Dev: 1.202
C1 (5.662)
C2 (7.444)
C3 (9.203)
Dev: 1.322
C1 (5.707)
C2 (7.530)
C3 (9.215)
Dev: 1.170
C1 (5.519)
C2 (7.360)
C3 (9.208)
Dev: 1.261
C1 (5.557)
C2 (7.413)
C3 (9.194)
Dev: 1.347
C1 (5.659)
C2 (7.582)
C3 (9.120)
Associated ...
Associated ...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Network Data Edit View Learning Inference Analysis Monitor Tools Window Help
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Target
Segment
Graph
Sensitivity
Most Probable Explanation
Target's Posterior
Interpretation Tree
Mutual Information
Contributions
Histograms Shift+I
Tornado Diagrams
Curves
Total Effects V
Direct Effects
Total Effects ➔ Observational Inference
Reliability
Refinement
Sound System
Controls
Safety
Seat Comfort & Adjustability
Overall New Vehicle Experience
Fuel Economy
Visibility
Interior Quality & Materials
Design & Proportions
Design & Details
Display & Intstruments
Interior Roominess
Price & Value
Overall New Vehicle Mean: 7.509 Dev: 1.
Value: 7.509
0.85% 2.70% 17.41% 53.24% 25.80%
Design & Proportions Mean: 8.120 Dev: 1.231 Value: 8.120
11.29% C1 (5.664)
42.70% C2 (7.479)
C3 (9.318)
Design & Details Mean: 7.793 Dev: 1.373 Value: 7.793
22.85% C1 (5.775)
39.21% C2 (7.468)
37.94% C3 (9.345)
20.82% C1 (5.666)
43.73% C2 (7.406)
35.45% C3 (9.248)
Materials
1.387
C1 (5.584)
C2 (7.432)
C3 (9.253)
Safety Mean: 8.048 Dev: 1.241 Value: 8.048
11.43% C1 (5.623)
46.27% C2 (7.464)
42.30% C3 (9.344)
Fuel Economy Mean: 7.545 Dev: 1.322 Value: 7.545
26.95% C1 (5.707)
43.01% C2 (7.530)
30.04% C3 (9.215)
Refinement Mean: 7.582 Dev: 1.337 Value: 7.582
19.72% C1 (5.467)
46.81% C2 (7.317)
33.48% C3 (9.197)
Price & Value Mean: 7.462 Dev: 1.286 Value: 7.462
29.60% C1 (5.802)
41.82% C2 (7.468)
28.58% C3 (9.173)
Reliability Mean: 8.022 Dev: 1.170 Value: 8.022
8.61% C1 (5.519)
46.99% C2 (7.360)
44.39% C3 (9.208)
Display & Intstruments Mean: 7.885 Dev: 1.245 Value: 7.885
19.17% C1 (5.902)
42.61% C2 (7.527)
38.22% C3 (9.278)
Cargo/Utility Mean: 7.711 Dev: 1.261 Value: 7.711
17.03% C1 (5.557)
48.52% C2 (7.413)
34.46% C3 (9.194)
Seat Comfort & Adjustability Mean: 7.530 Dev: 1.345 Value: 7.530
23.76% C1 (5.622)
46.28% C2 (7.367)
29.96% C3 (9.294)
Visibility Mean: 7.559 Dev: 1.347 Value: 7.559
27.81% C1 (5.659)
38.89% C2 (7.582)
33.30% C3 (9.120)
Sound System Mean: 7.662 Dev: 1.465 Value: 7.662
25.31% C1 (5.567)
40.92% C2 (7.518)
33.77% C3 (9.406)
Controls Mean: 7.815 Dev: 1.259 Value: 7.815
17.65% C1 (5.721)
42.69% C2 (7.411)
39.66% C3 (9.182)
Associated ...

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Network Data Edit View Learning Inference Analysis Monitor

Associated graph 2_Final_MULTI_QUADRANT_T_2.xbl *

Cargo

Reliability

Sound System

Safety

Fuel Economy

Interior Quality & Materials

Design & Details

Interior Ro

Associated ...

Target Mean Analysis

Node:
x:
y:

Overall New Vehicle Experience Mean

Overall Satisfaction

8.6 8.4 8.2 8.0 7.8 7.6 7.4 7.2 7.0 6.8 6.6 6.4 6.2 6.0 5.8 5.6

5.0 5.5 6.0 6.5 7.0 7.5 8.0 8.5 9.0 9.5

Variable Mean

Variable Means

Variables

- *All Curves*
- Reliability
- Safety
- Display & Intstruments
- Design & Proportions
- Performance/Handling
- Price & Value
- Interior Roominess
- Seat Comfort & Adjustability
- Controls
- Cargo/Utility
- Fuel Economy
- Visibility
- Sound System
- Refinement
- Interior Quality & Materials
- Design & Details

Close Save

Design & Details
Mean: 7.793 Dev: 1.373
Value: 7.793
22.85% C1 (5.775)
39.21% C2 (7.468)
37.94% C3 (9.345)

Interior Quality & Materials
Mean: 7.731 Dev: 1.387
Value: 7.731
21.64% C1 (5.584)
39.97% C2 (7.432)
38.39% C3 (9.253)

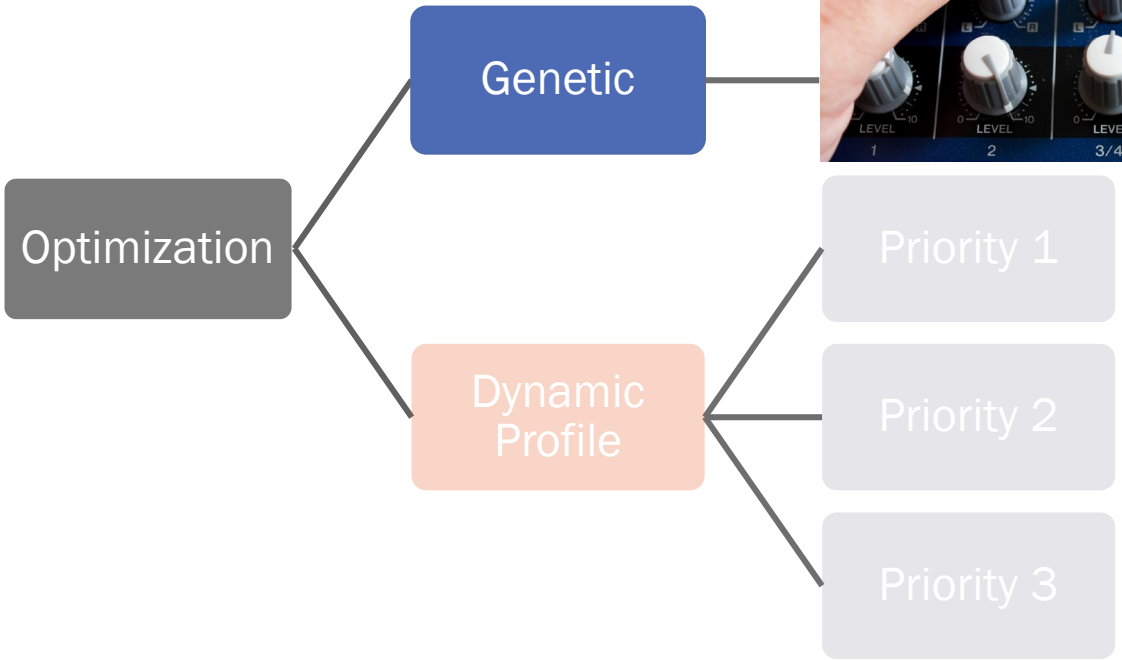
Refinement
Mean: 7.582 Dev: 1.337
Value: 7.582
19.72% C1 (5.467)
46.81% C2 (7.317)
33.48% C3 (9.197)

Optimization

Why not set all drivers to their maximum levels?

Optimization

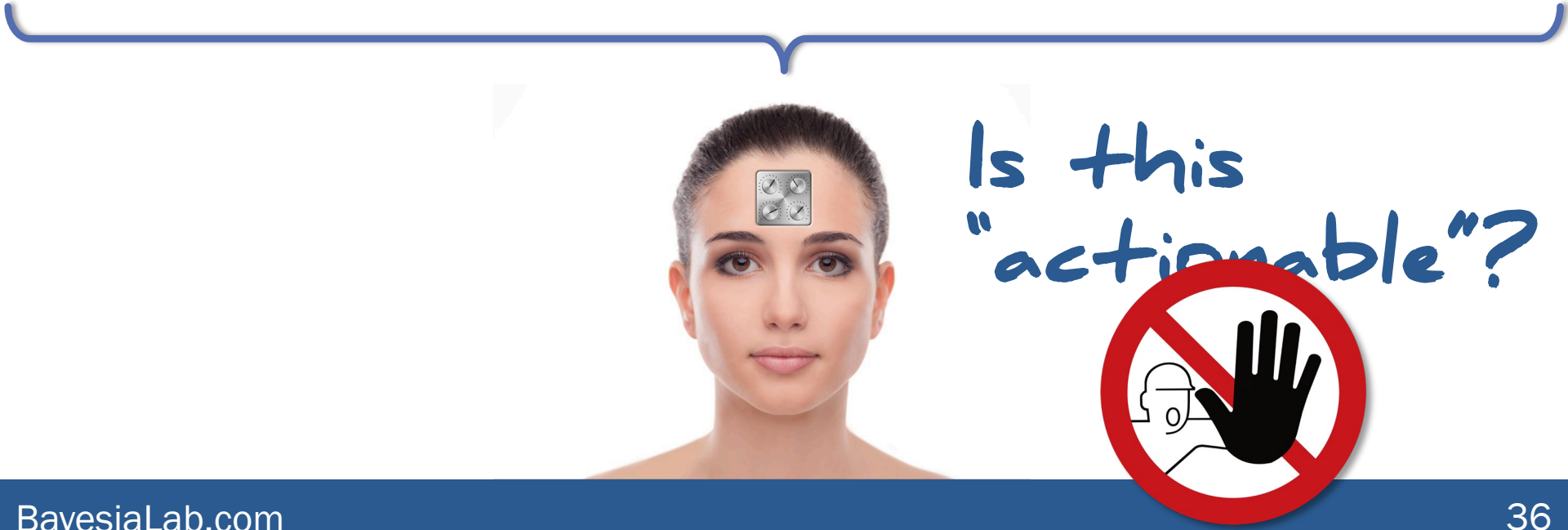
e.g. Marketing Mix Optimization



Optimization

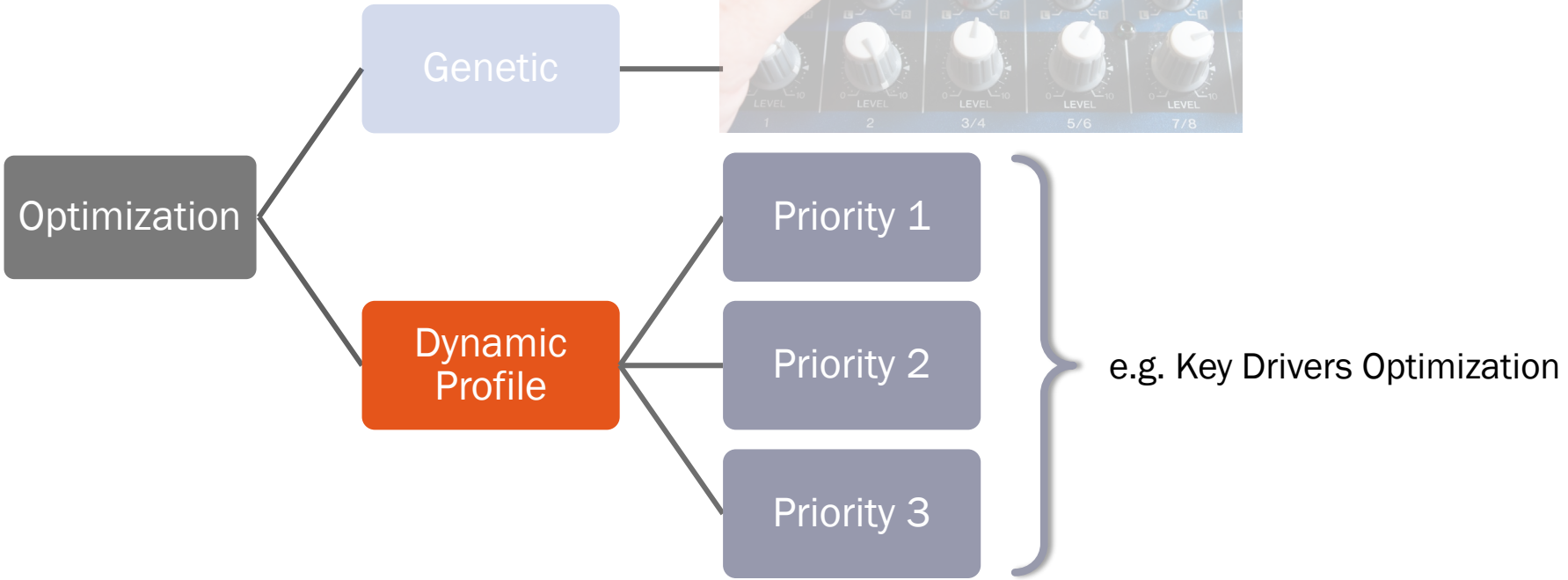
Genetic Optimization

[Factor_15]	[Factor_1]	[Factor_2]	[Factor_5]	[Factor_7]	[Factor_25]	[Factor_27]	[Factor_3]	[Factor_10]	[Factor_23]	[Factor_21]	[Factor_6]	[Factor_12]	[Factor_20]	[Factor_24]	[Factor_14]	[Factor_22]	[Factor_26]	[Factor_17]	[Factor_18]	[Factor_13]	[Factor_0]	[Factor_4]	[Factor_8]	[Factor_11]	[Factor_9]	[Factor_16]	[Factor_19]
7.98	7.6428	7.9837	7.9843	7.6736	7.7203	7.5317	7.6944	7.3772	7.902	7.6704	7.9897	7.7471	7.9541	7.7341	7.8653	7.6782	7.2518	7.5818	7.8011	7.6539	7.3971	7.6046	7.7374	7.7305	7.6038	7.8068	7.5773
7.8751 (-0.1049)	7.6428 (0.0000)	8.4286 (0.4450)	7.9096 (-0.0747)	8.1286 (0.4549)	7.5816 (-0.1387)	8.1922 (0.6605)	8.2986 (0.6042)	7.2026 (-0.1746)	8.4386 (0.5366)	8.1330 (0.4627)	8.3600 (0.3703)	8.3615 (0.6144)	8.2713 (0.3172)	7.7502 (0.0161)	8.2785 (0.4132)	8.1439 (0.4657)	7.9747 (0.7229)	7.9716 (0.3898)	8.2469 (0.4458)	8.0311 (0.3771)	7.3551 (-0.0420)	7.7844 (0.1798)	7.4880 (-0.2494)	8.1497 (0.4191)	7.5302 (-0.0735)	7.8068 (0.0000)	7.6538 (0.0765)



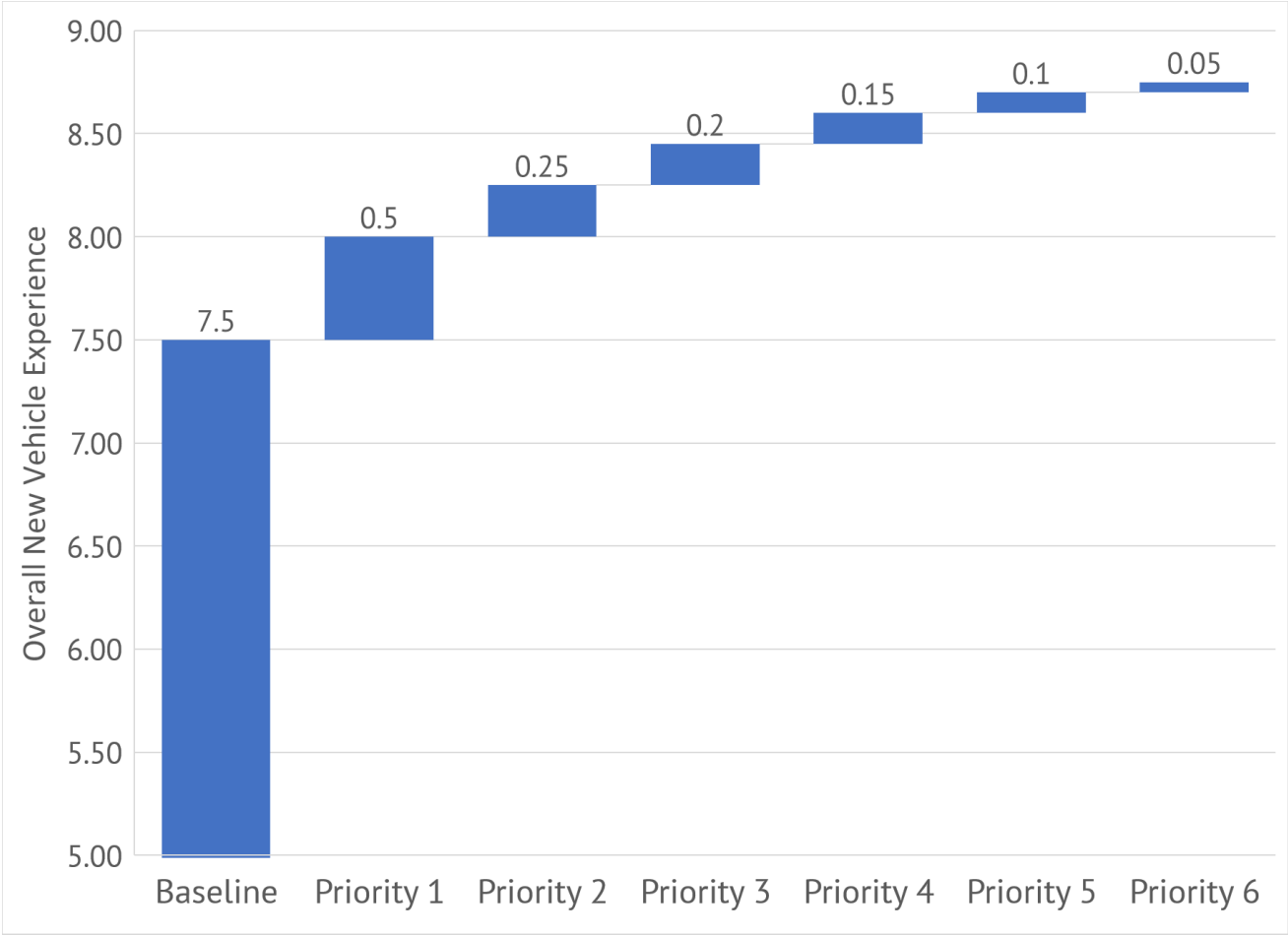
The Consumer Mind

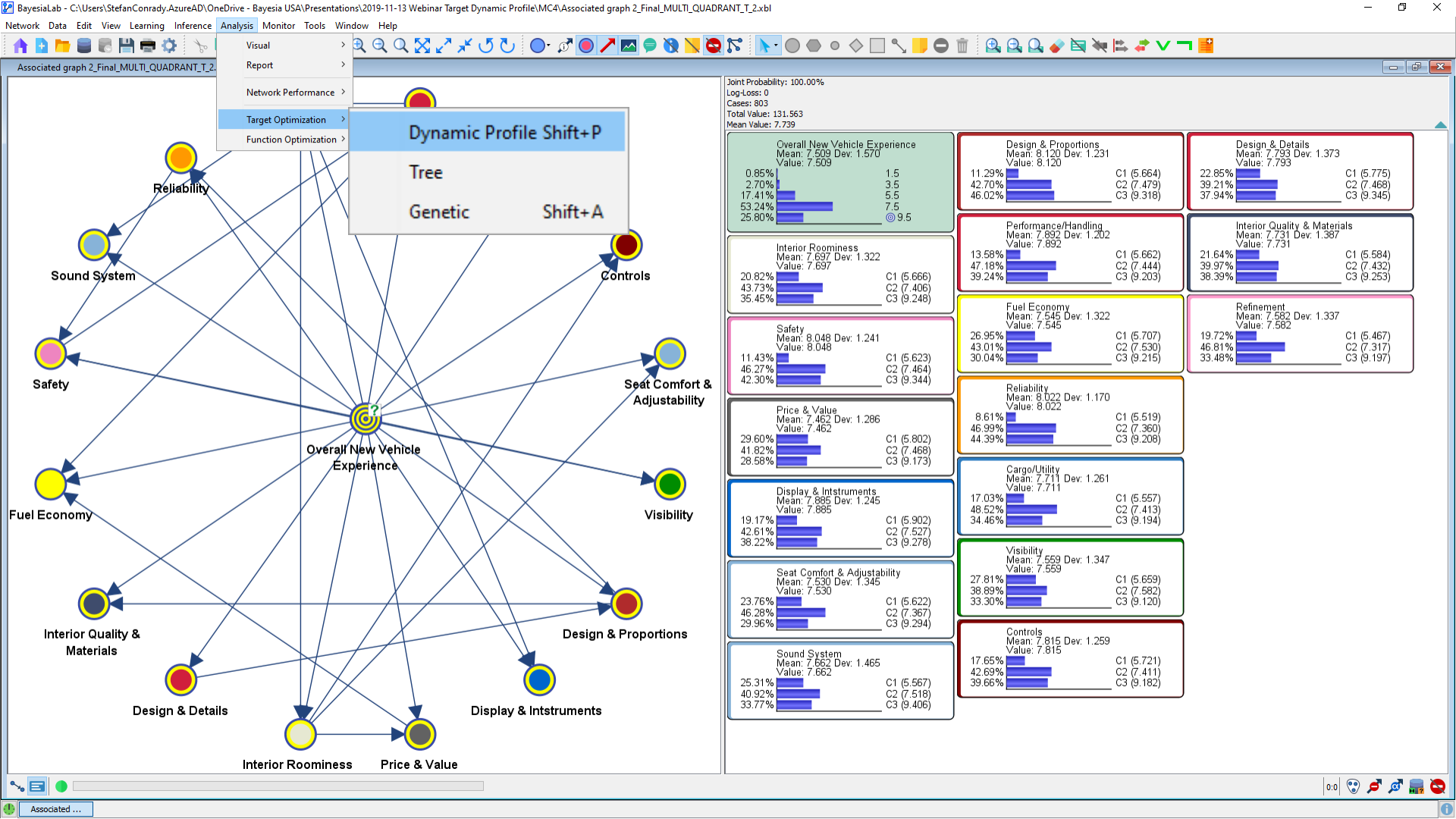
Optimization



Optimization

Target Dynamic Profile

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Network Data Edit View Learning Inference Analysis Monitor Tools Window Help
Visual
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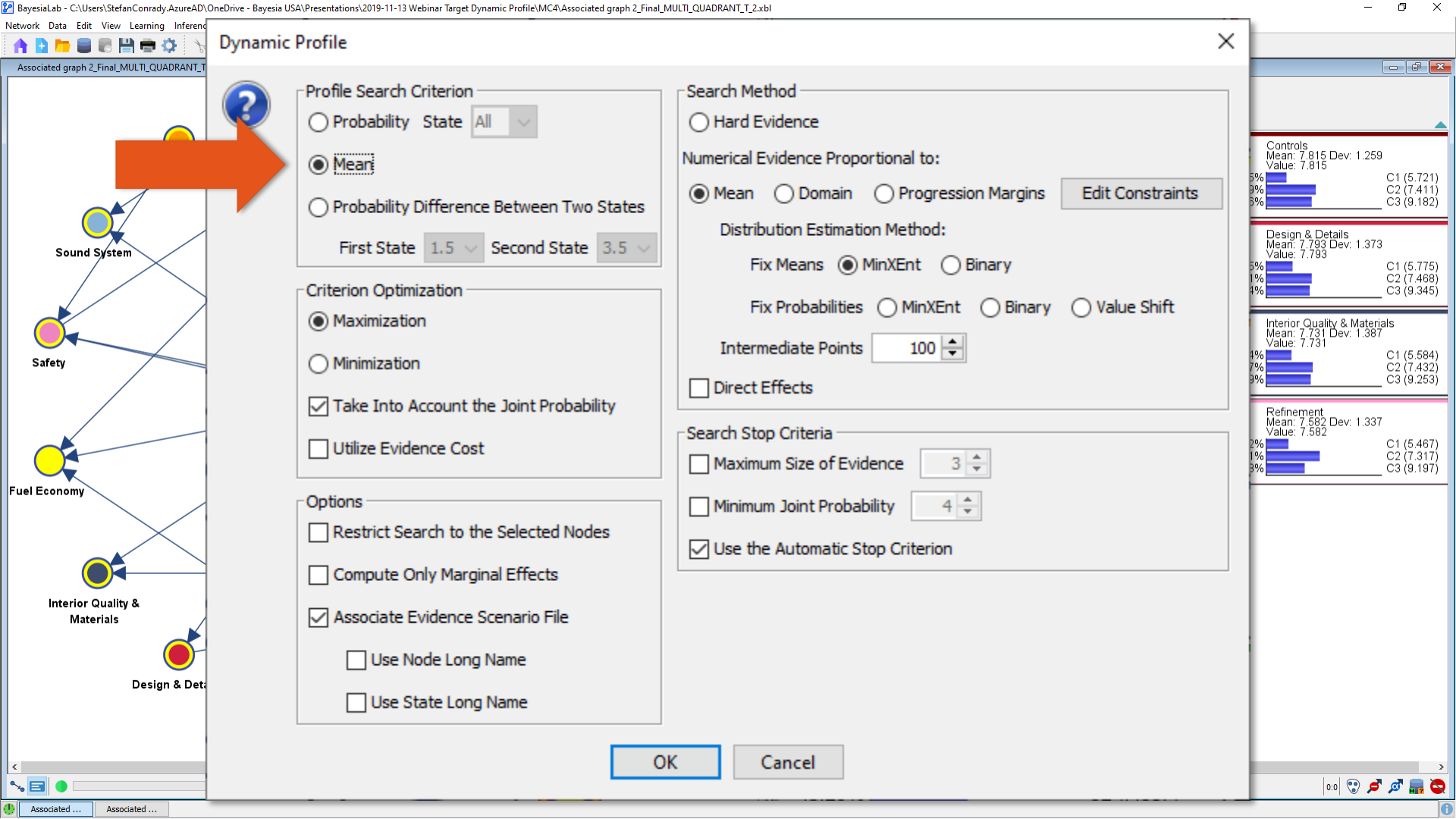
Function Optimization
Dynamic Profile Shift+P
Tree
Genetic Shift+A
Associated graph 2_Final_MULTI_QUADRANT_T_2...
Reliability
Sound System
Controls
Safety
Seat Comfort & Adjustability
Overall New Vehicle Experience
Fuel Economy
Visibility
Interior Quality & Materials
Design & Proportions
Design & Details
Display & Intstruments
Interior Roominess
Price & Value
Joint Probability: 100.00%
Log-Loss: 0
Cases: 803
Total Value: 131.563
Mean Value: 7.739
Overall New Vehicle Experience
Mean: 7.509 Dev: 1.570
Value: 7.509
0.85% 1.5
2.70% 3.5
17.41% 5.5
53.24% 7.5
25.80% 9.5
Interior Roominess
Mean: 7.697 Dev: 1.322
Value: 7.697
20.82% C1 (5.666)
43.73% C2 (7.406)
35.45% C3 (9.248)
Safety
Mean: 8.048 Dev: 1.241
Value: 8.048
11.43% C1 (5.623)
46.27% C2 (7.464)
42.30% C3 (9.344)
Price & Value
Mean: 7.462 Dev: 1.286
Value: 7.462
29.60% C1 (5.802)
41.82% C2 (7.468)
28.58% C3 (9.173)
Display & Intstruments
Mean: 7.885 Dev: 1.245
Value: 7.885
19.17% C1 (5.902)
42.61% C2 (7.527)
38.22% C3 (9.278)
Seat Comfort & Adjustability
Mean: 7.530 Dev: 1.345
Value: 7.530
23.76% C1 (5.622)
46.28% C2 (7.367)
29.96% C3 (9.294)
Sound System
Mean: 7.662 Dev: 1.465
Value: 7.662
25.31% C1 (5.567)
40.92% C2 (7.518)
33.77% C3 (9.406)
Design & Proportions
Mean: 8.120 Dev: 1.231
Value: 8.120
11.29% C1 (5.664)
42.70% C2 (7.479)
46.02% C3 (9.318)
Performance/Handling
Mean: 7.892 Dev: 1.202
Value: 7.892
13.58% C1 (5.662)
47.18% C2 (7.444)
39.24% C3 (9.203)
Fuel Economy
Mean: 7.545 Dev: 1.322
Value: 7.545
26.95% C1 (5.707)
43.01% C2 (7.530)
30.04% C3 (9.215)
Reliability
Mean: 8.022 Dev: 1.170
Value: 8.022
8.61% C1 (5.519)
46.99% C2 (7.360)
44.39% C3 (9.208)
Cargo/Utility
Mean: 7.711 Dev: 1.261
Value: 7.711
17.03% C1 (5.557)
48.52% C2 (7.413)
34.46% C3 (9.194)
Visibility
Mean: 7.559 Dev: 1.347
Value: 7.559
27.81% C1 (5.659)
38.89% C2 (7.582)
33.30% C3 (9.120)
Controls
Mean: 7.815 Dev: 1.259
Value: 7.815
17.65% C1 (5.721)
42.69% C2 (7.411)
39.66% C3 (9.182)
Design & Details
Mean: 7.793 Dev: 1.373
Value: 7.793
22.85% C1 (5.775)
39.21% C2 (7.468)
37.94% C3 (9.345)
Interior Quality & Materials
Mean: 7.731 Dev: 1.387
Value: 7.731
21.64% C1 (5.584)
39.97% C2 (7.432)
38.39% C3 (9.253)
Refinement
Mean: 7.582 Dev: 1.337
Value: 7.582
19.72% C1 (5.467)
46.81% C2 (7.317)
33.48% C3 (9.197)
Associated ...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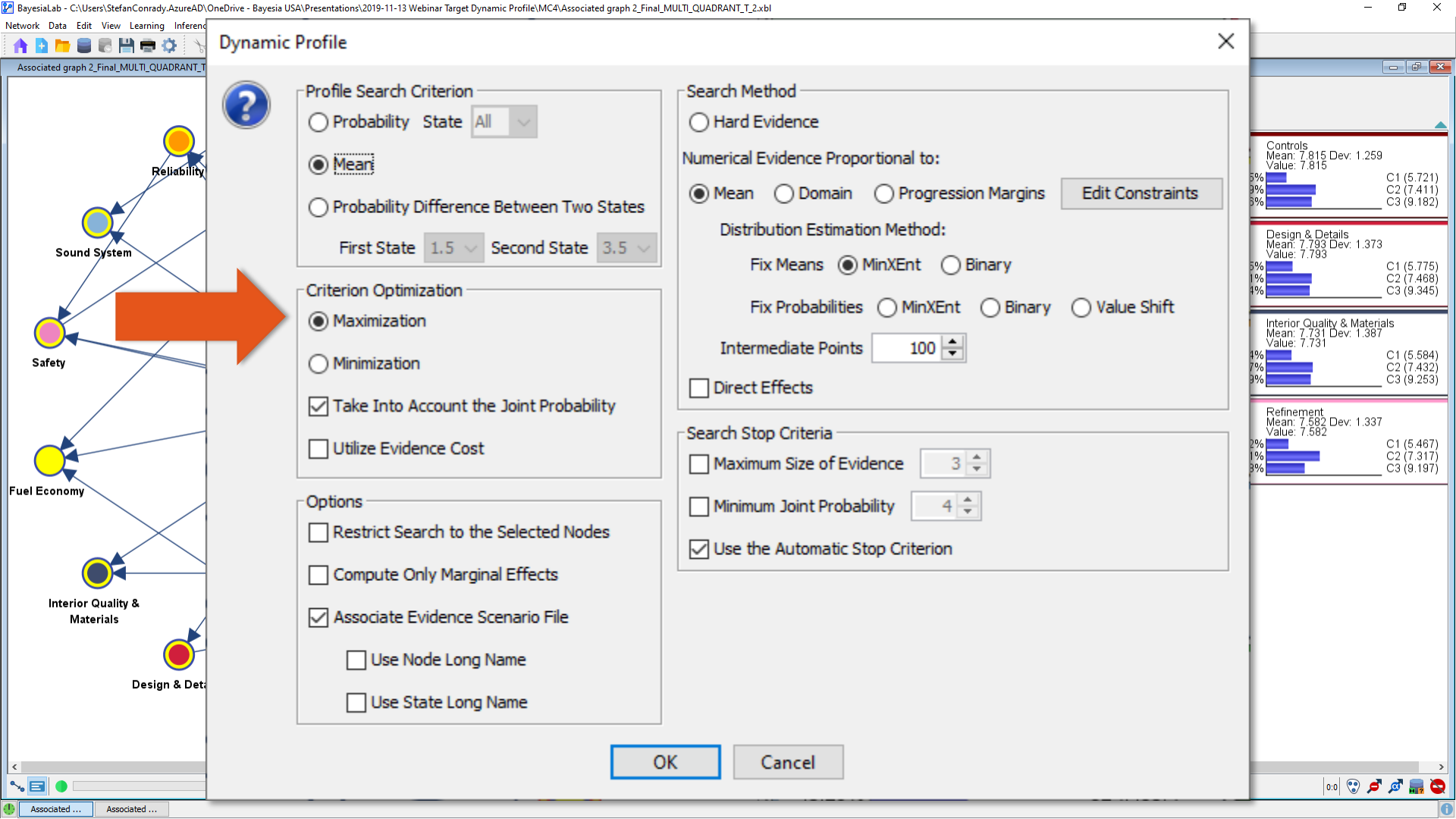
Network Data Edit View Learning Inferenc
Associated graph 2_Final_MULTI_QUADRANT_T
Sound System
Safety
Fuel Economy
Interior Quality & Materials
Design & Deta
Dynamic Profile
Profile Search Criterion
Probability State All
Mean
Probability Difference Between Two States
First State 1.5 Second State 3.5
Criterion Optimization
Maximization
Minimization
Take Into Account the Joint Probability
Utilize Evidence Cost
Options
Restrict Search to the Selected Nodes
Compute Only Marginal Effects
Associate Evidence Scenario File
Use Node Long Name
Use State Long Name
Search Method
Hard Evidence
Numerical Evidence Proportional to:
Mean Domain Progression Margins
Edit Constraints
Distribution Estimation Method:
Fix Means MinXEnt Binary
Fix Probabilities MinXEnt Binary Value Shift
Intermediate Points 100
Direct Effects
Search Stop Criteria
Maximum Size of Evidence 3
Minimum Joint Probability 4
Use the Automatic Stop Criterion
OK
Cancel
Controls
Mean: 7.815 Dev: 1.259
Value: 7.815
C1 (5.721)
C2 (7.411)
C3 (9.182)
Design & Details
Mean: 7.793 Dev: 1.373
Value: 7.793
C1 (5.775)
C2 (7.468)
C3 (9.345)
Interior Quality & Materials
Mean: 7.731 Dev: 1.387
Value: 7.731
C1 (5.584)
C2 (7.432)
C3 (9.253)
Refinement
Mean: 7.582 Dev: 1.337
Value: 7.582
C1 (5.467)
C2 (7.317)
C3 (9.197)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Fuel Economy
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First State 1.5 Second State 3.5
Criterion Optimization
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Minimization
Take Into Account the Joint Probability
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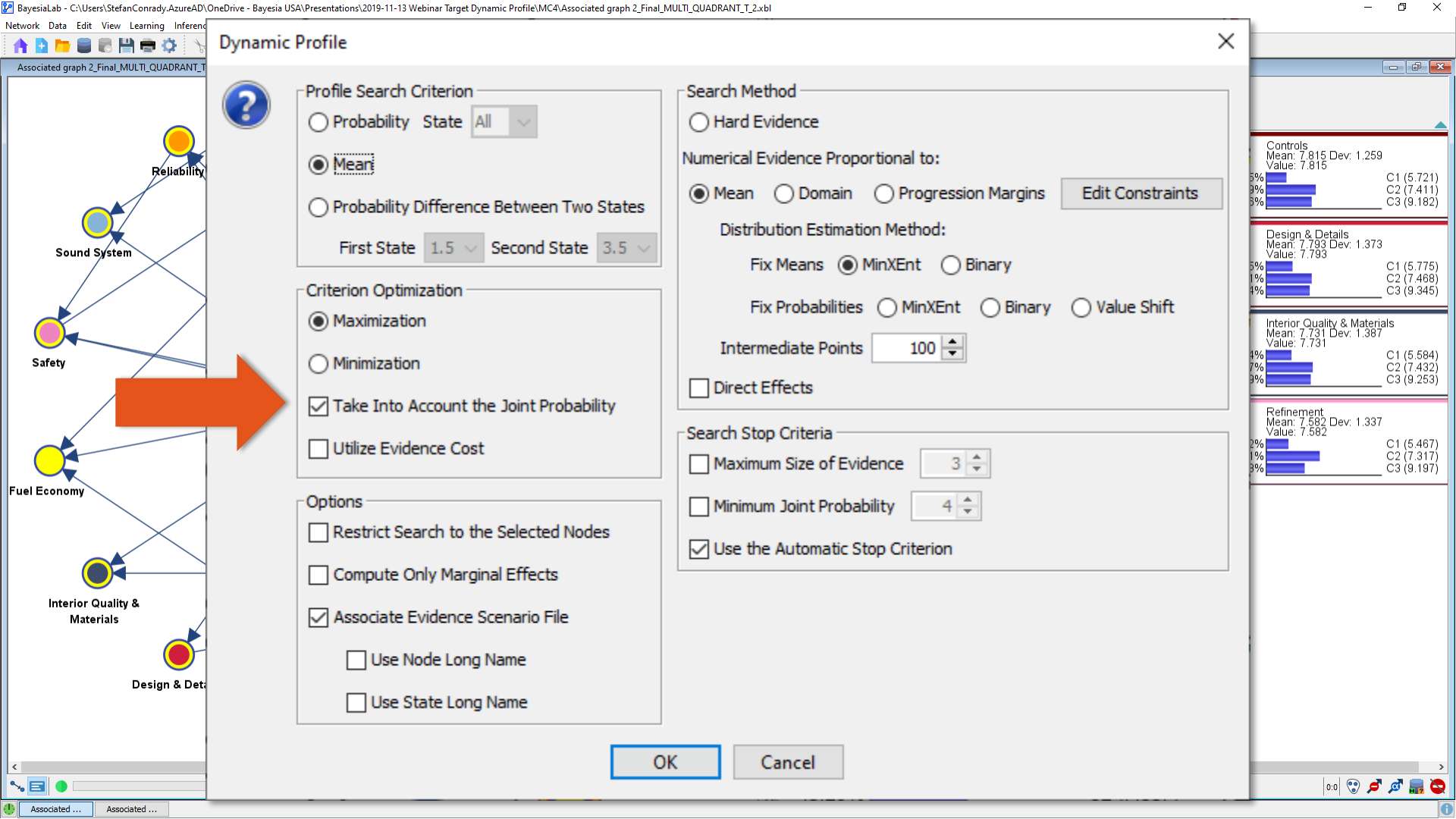
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Mean: 7.582 Dev: 1.337
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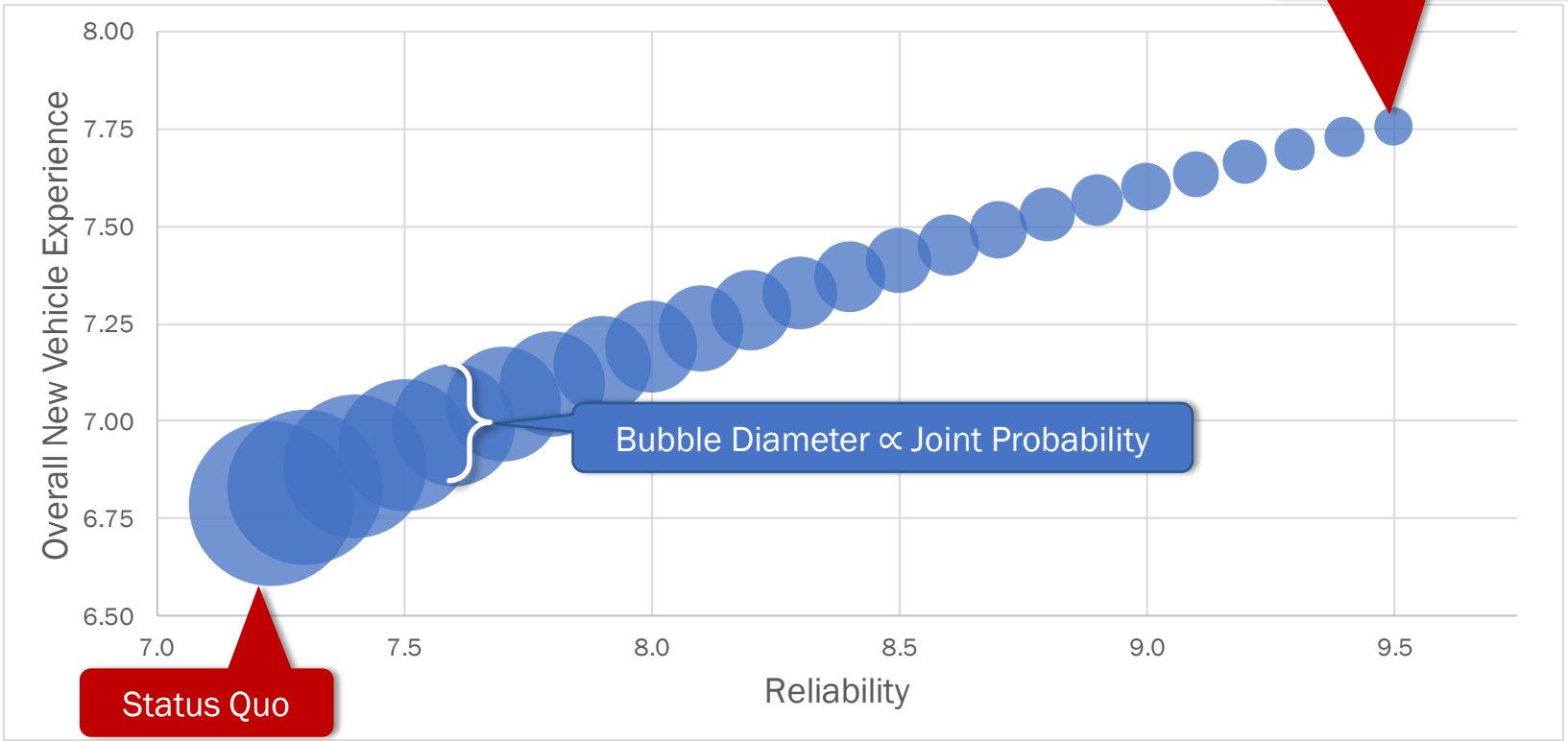
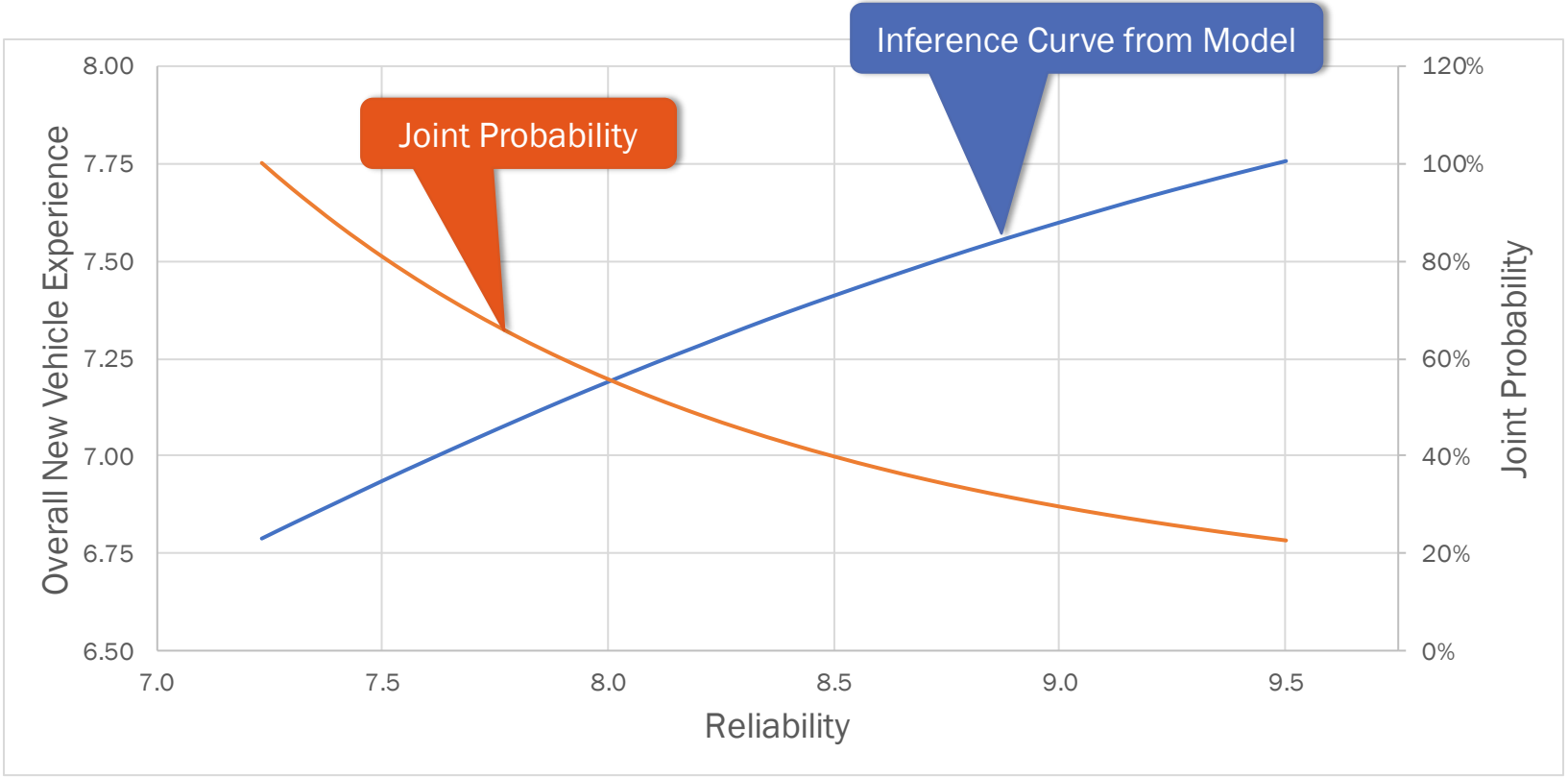
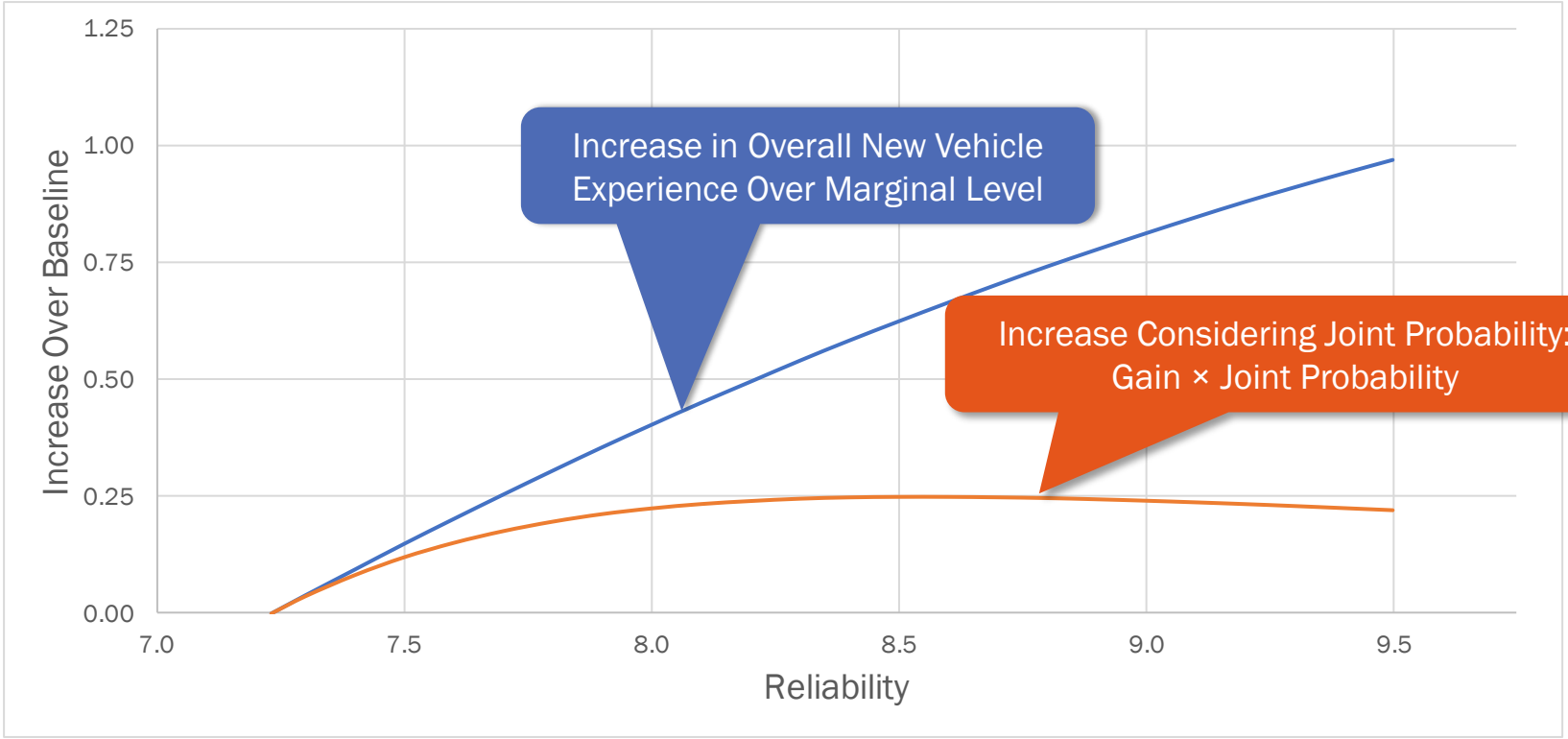
Optimization & Joint Probability

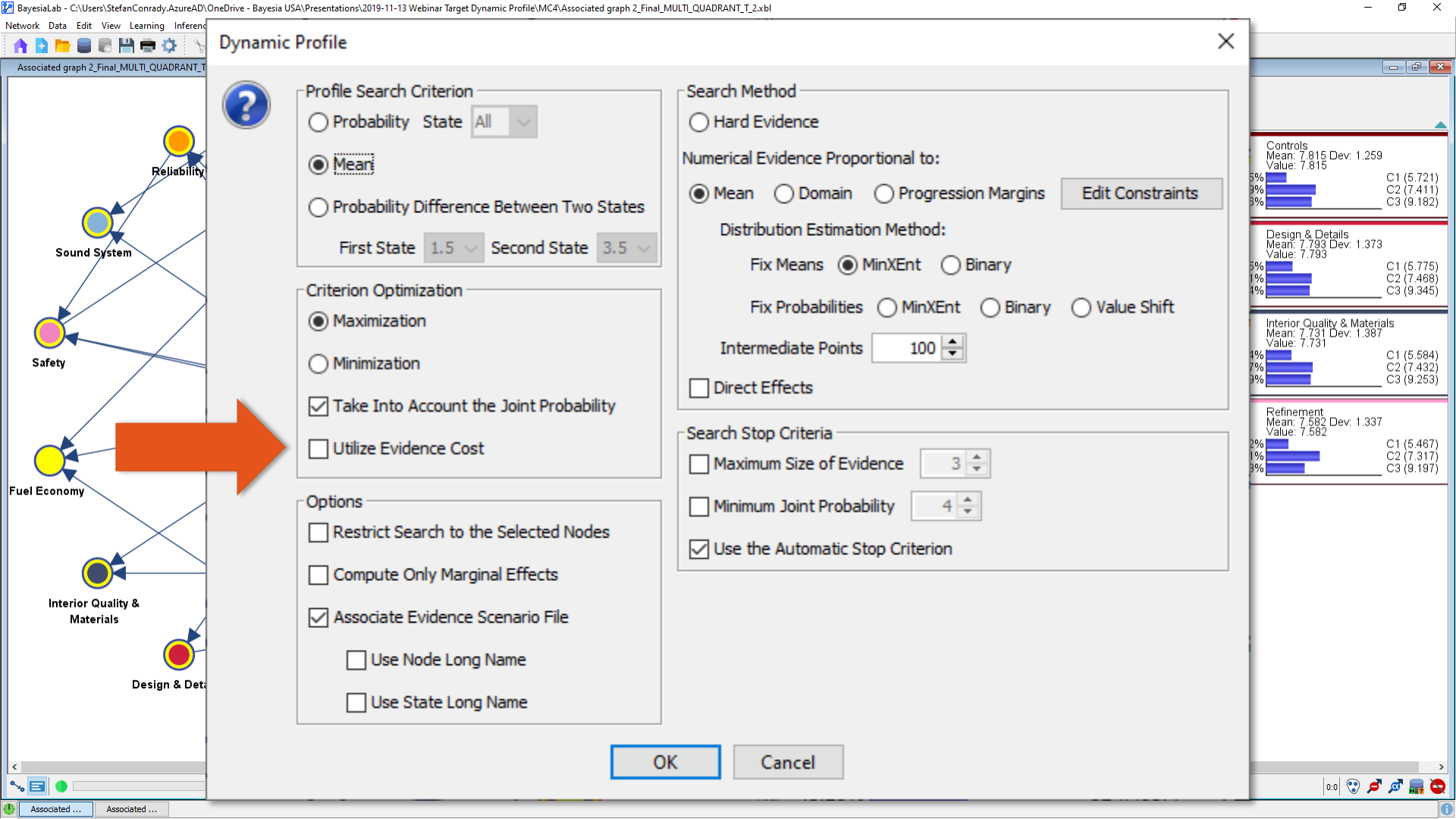


Optimization & Joint Probability



Optimization & Joint Probability

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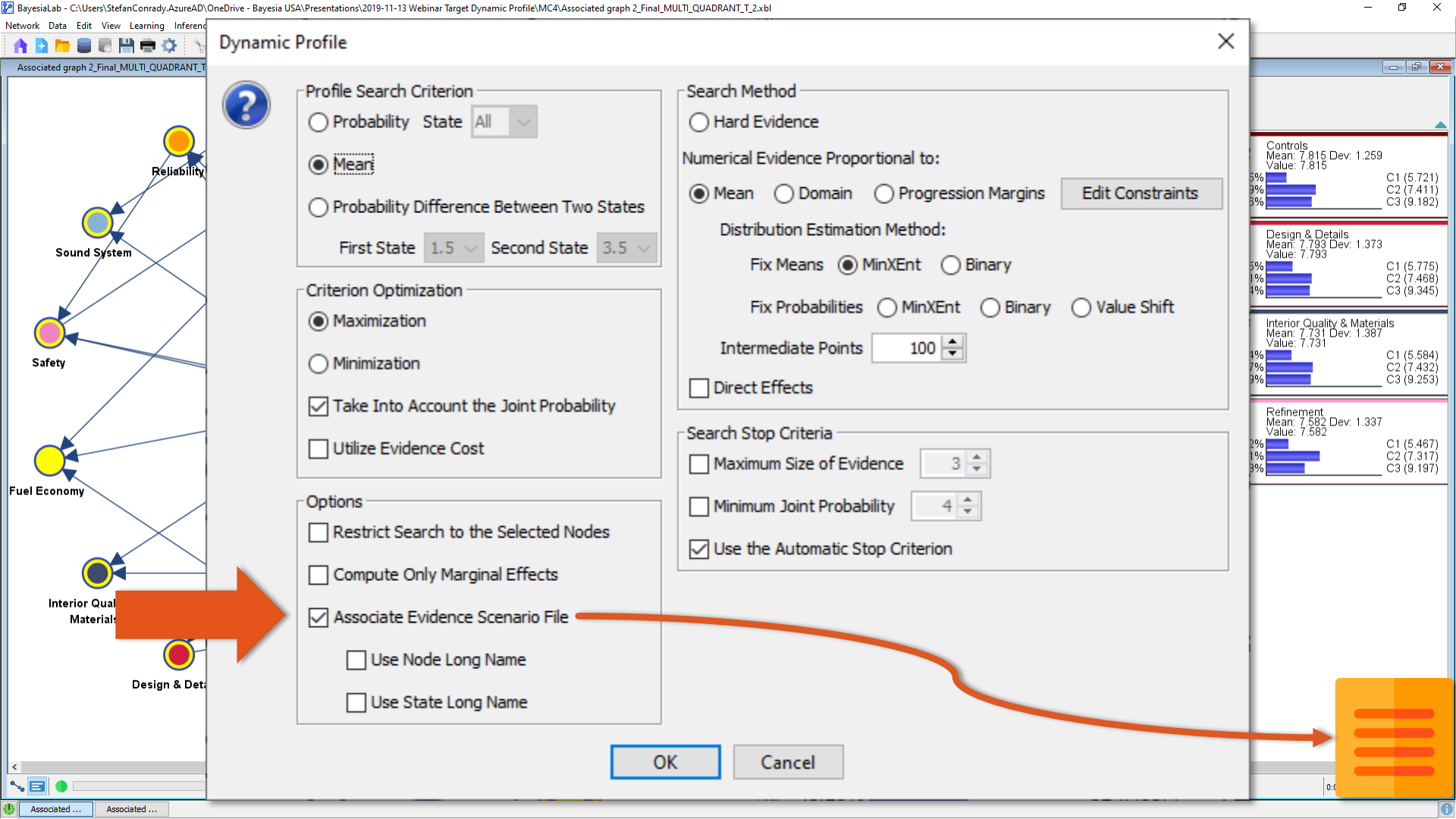
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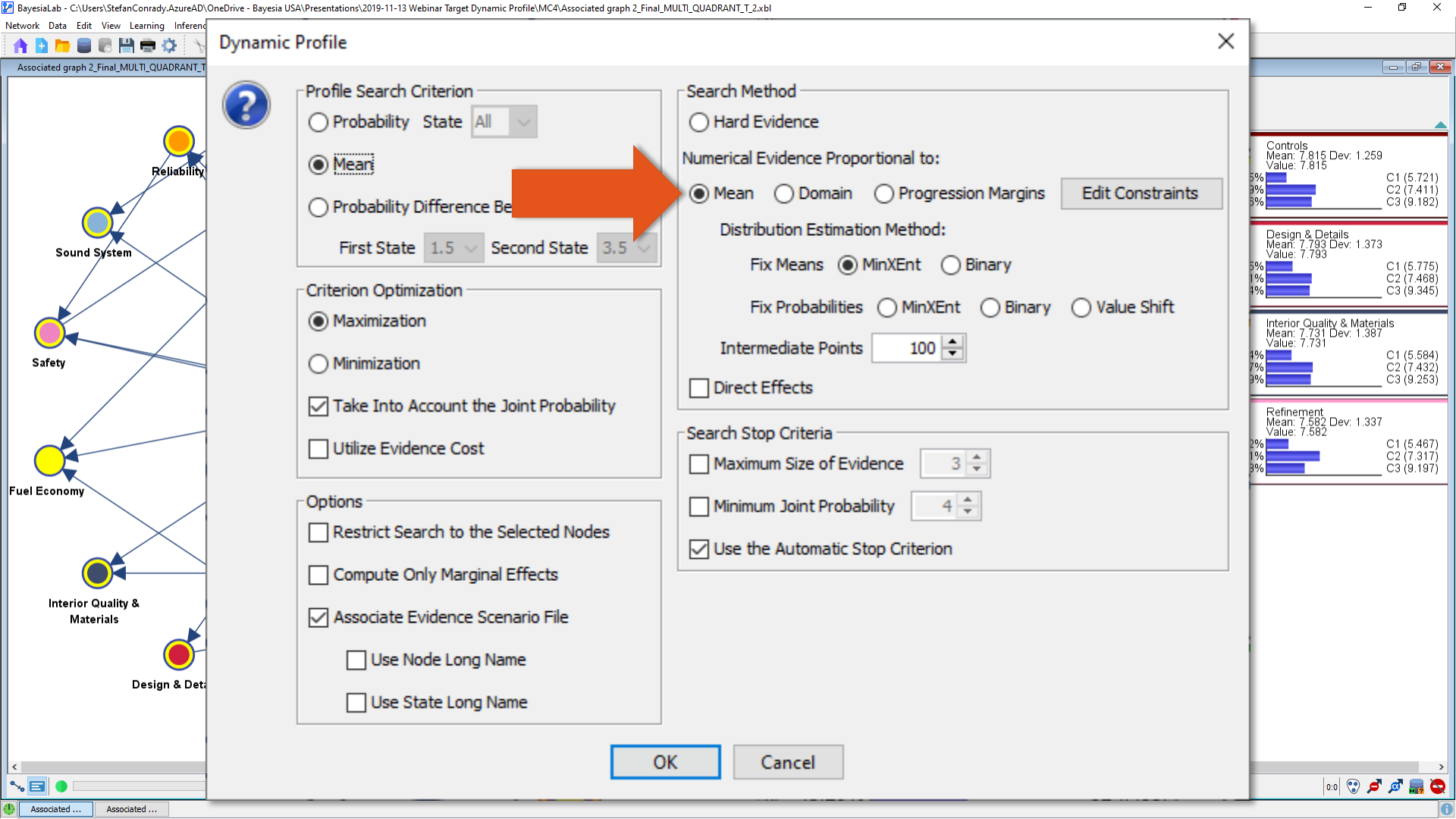
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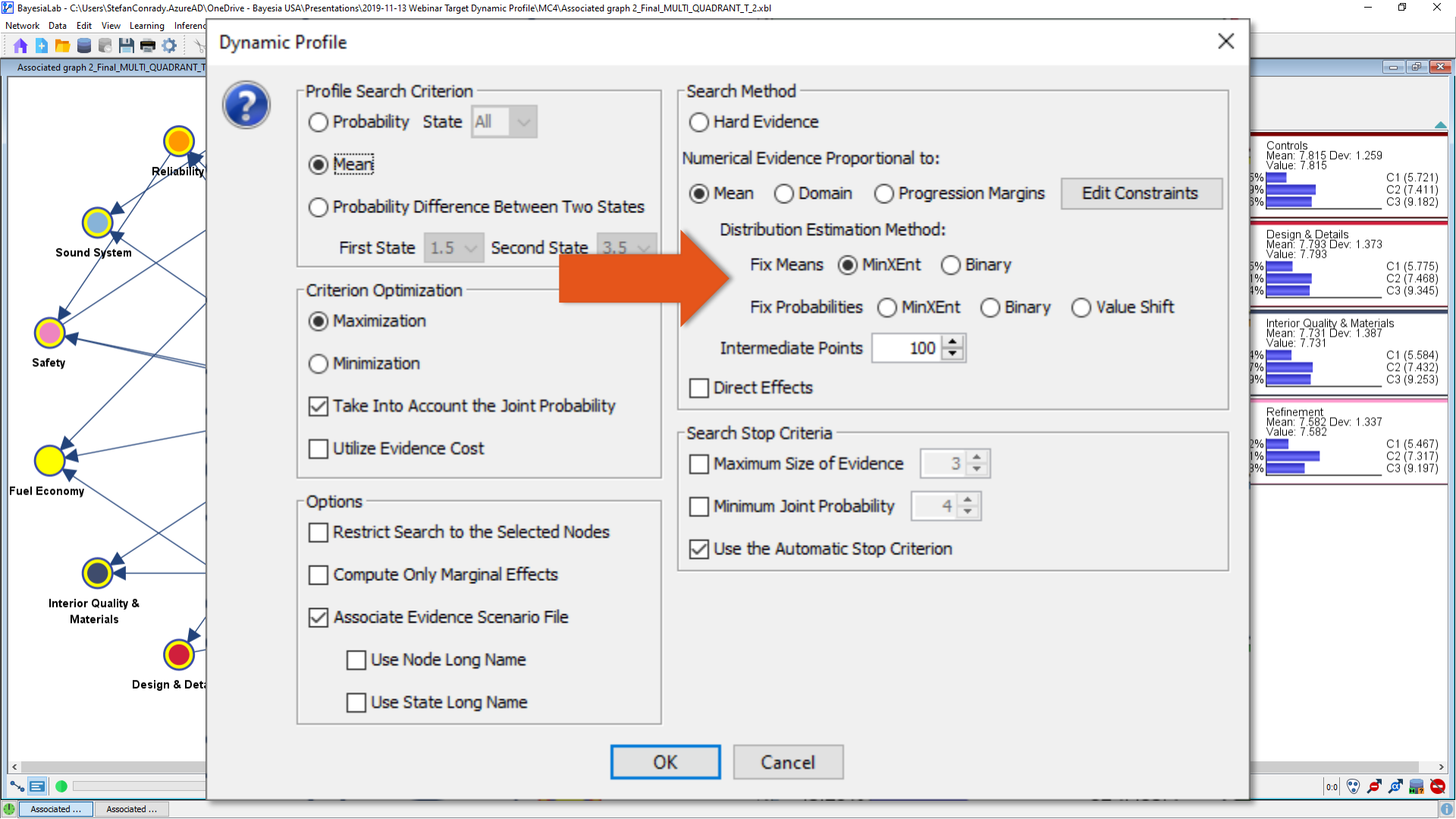
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OK
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Value: 7.582
C1 (5.467)
C2 (7.317)
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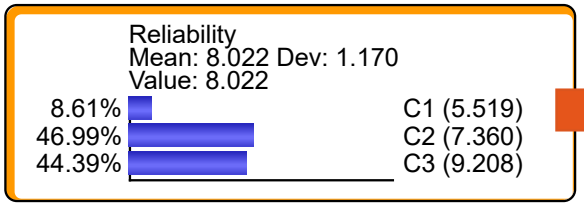
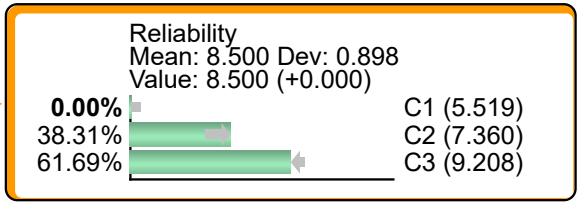
Simulation

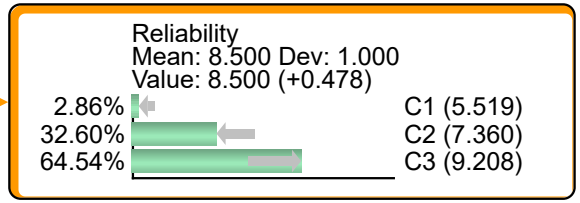


Marginal Distribution
Mean: 8.022

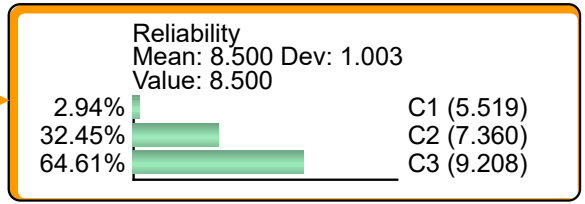
Now simulate a mean value of 8.5



Binary

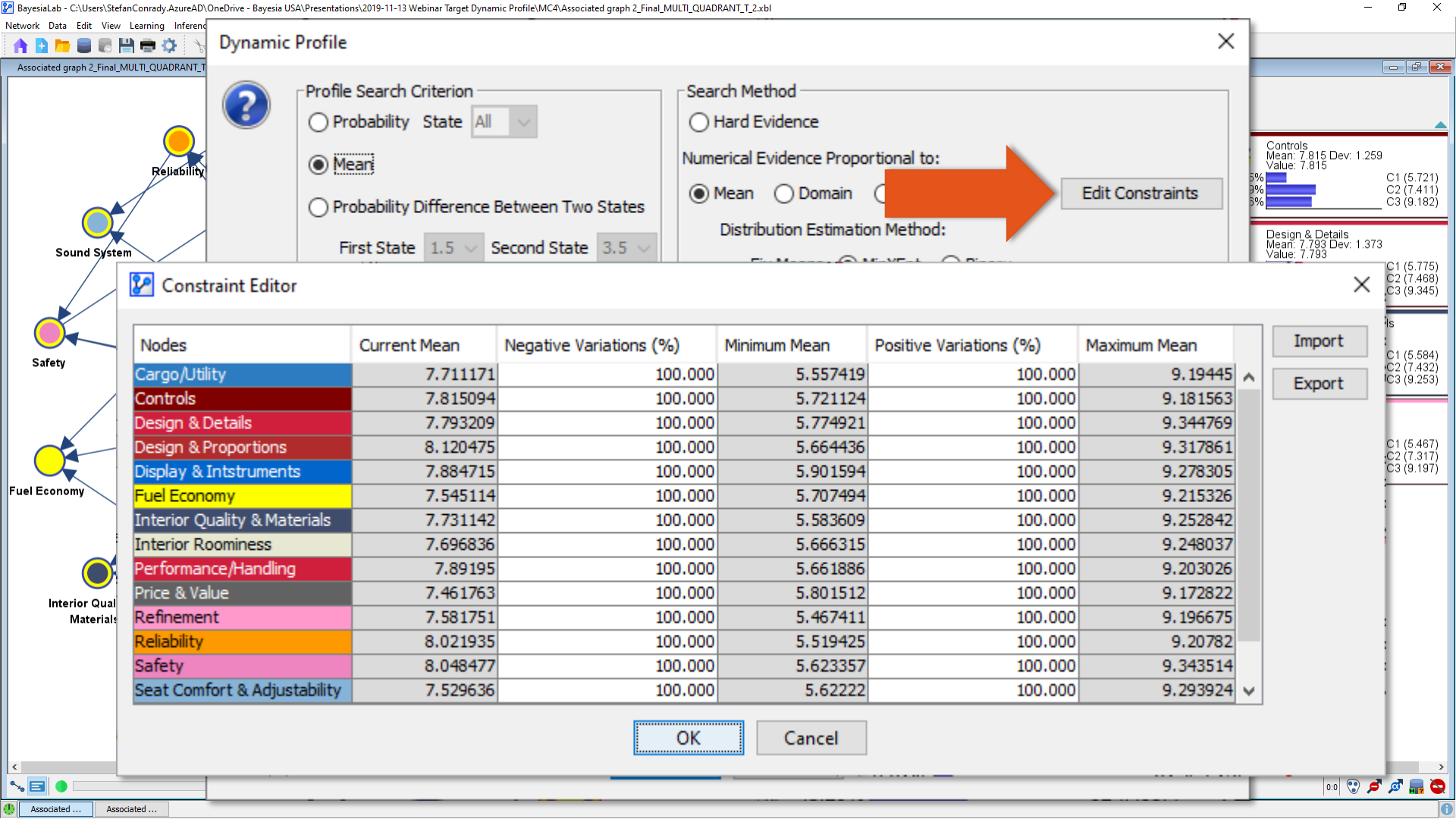


Value Shift



MinXEnt

☑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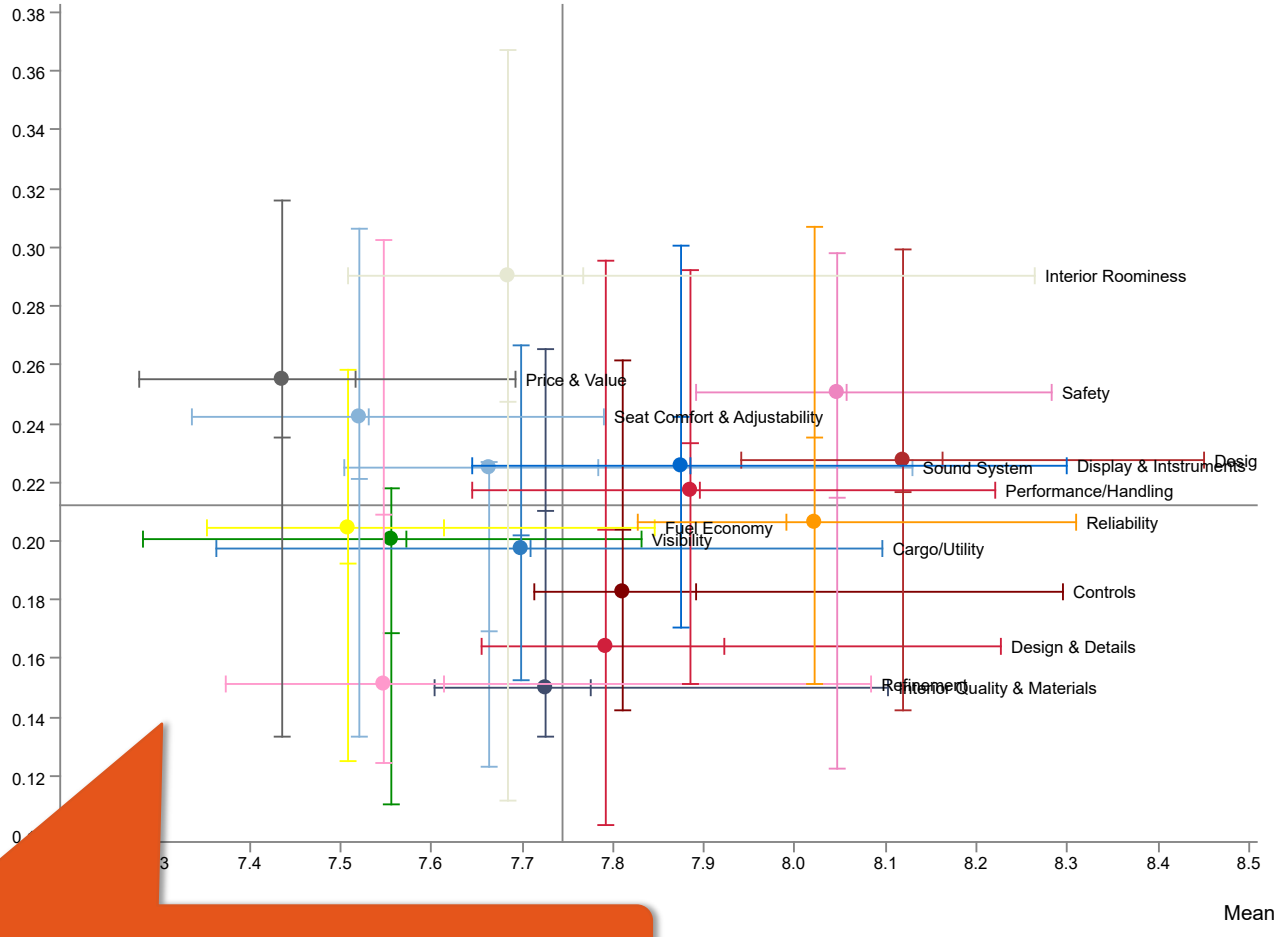
C1 (5.467)
C2 (7.317)
C3 (9.197)
Constraint Editor
Nodes
Current Mean
Negative Variations (%)
Minimum Mean
Positive Variations (%)
Maximum Mean
Cargo/Utility 7.711171 100.000 5.557419 100.000 9.19445
Controls 7.815094 100.000 5.721124 100.000 9.181563
Design & Details 7.793209 100.000 5.774921 100.000 9.344769
Design & Proportions 8.120475 100.000 5.664436 100.000 9.317861
Display & Intstruments 7.884715 100.000 5.901594 100.000 9.278305
Fuel Economy 7.545114 100.000 5.707494 100.000 9.215326
Interior Quality & Materials 7.731142 100.000 5.583609 100.000 9.252842
Interior Roominess 7.696836 100.000 5.666315 100.000 9.248037
Performance/Handling 7.89195 100.000 5.661886 100.000 9.203026
Price & Value 7.461763 100.000 5.801512 100.000 9.172822
Refinement 7.581751 100.000 5.467411 100.000 9.196675
Reliability 8.021935 100.000 5.519425 100.000 9.20782
Safety 8.048477 100.000 5.623357 100.000 9.343514
Seat Comfort & Adjustability 7.529636 100.000 5.62222 100.000 9.293924
Import
Export
OK
Cancel

Optimization

Multi-Quadrant Analysis

- Export Ranges



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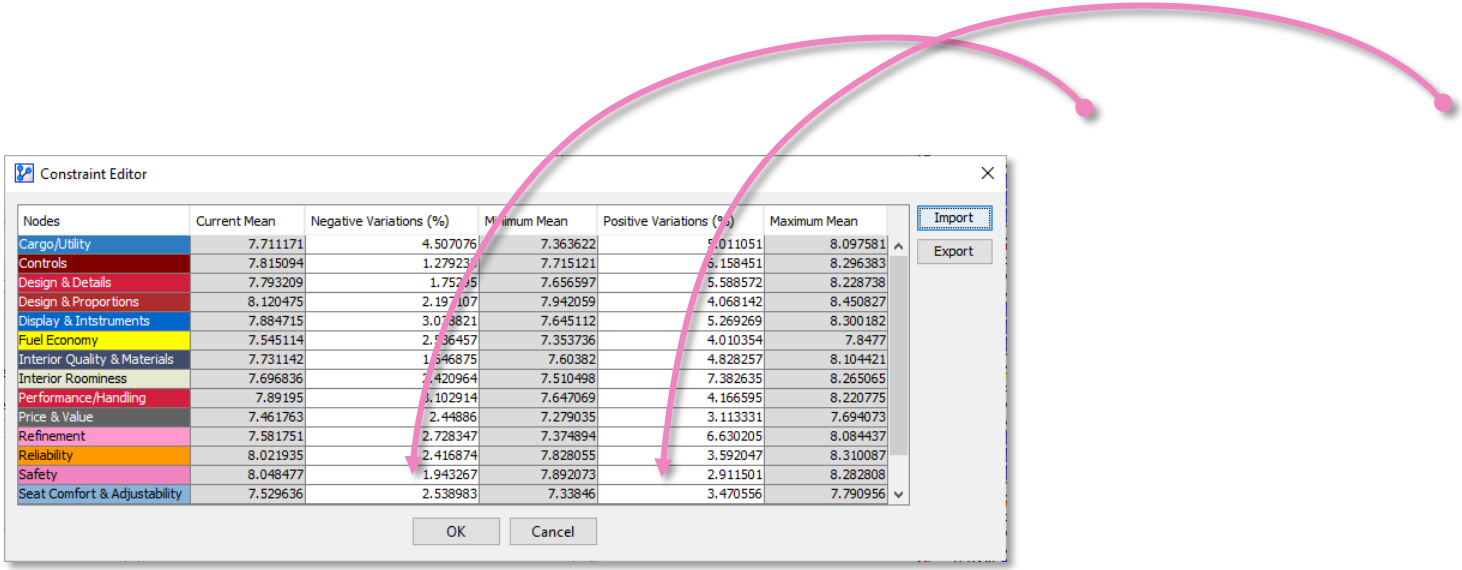
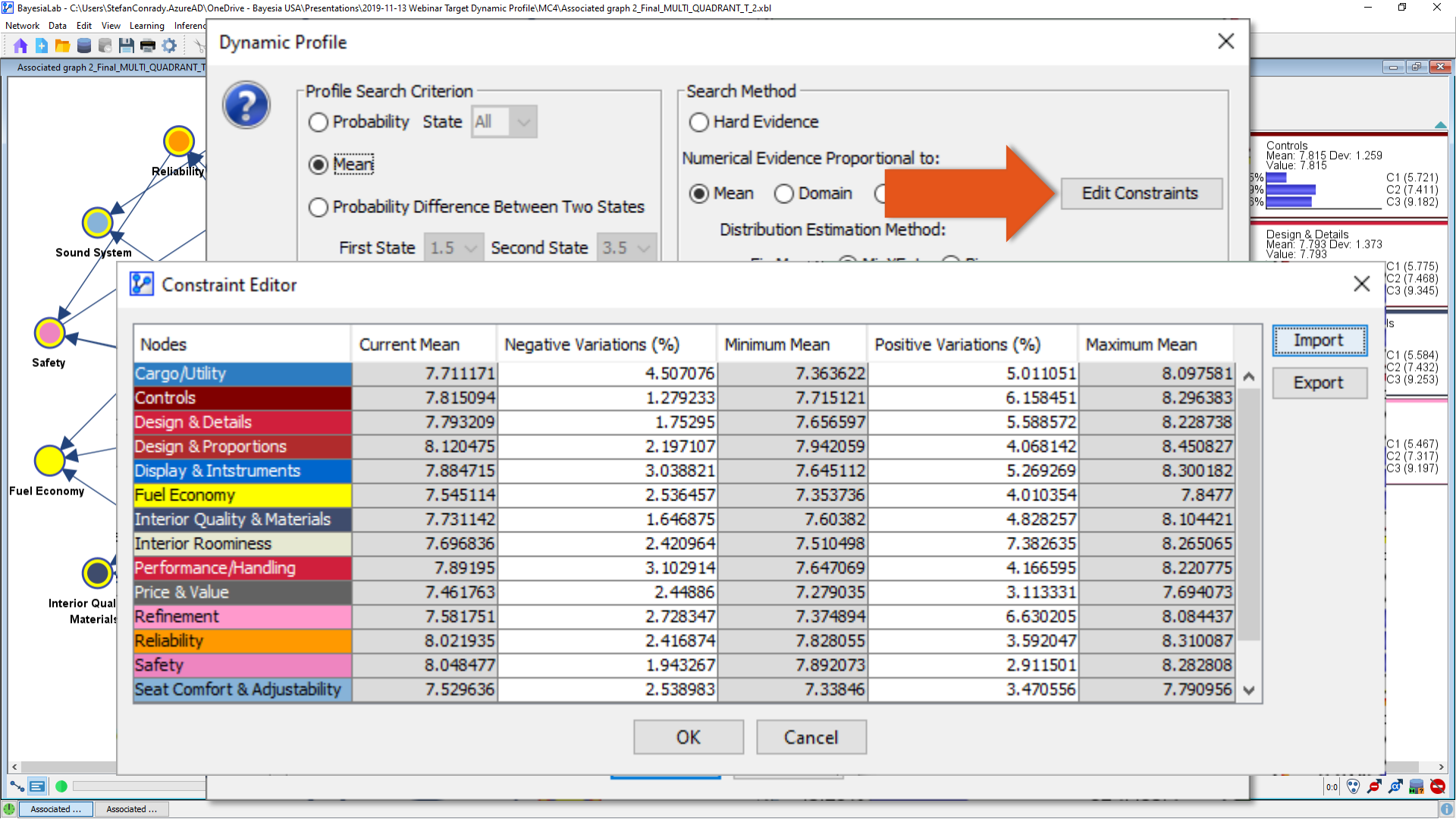
Optimization

Edit Constraints

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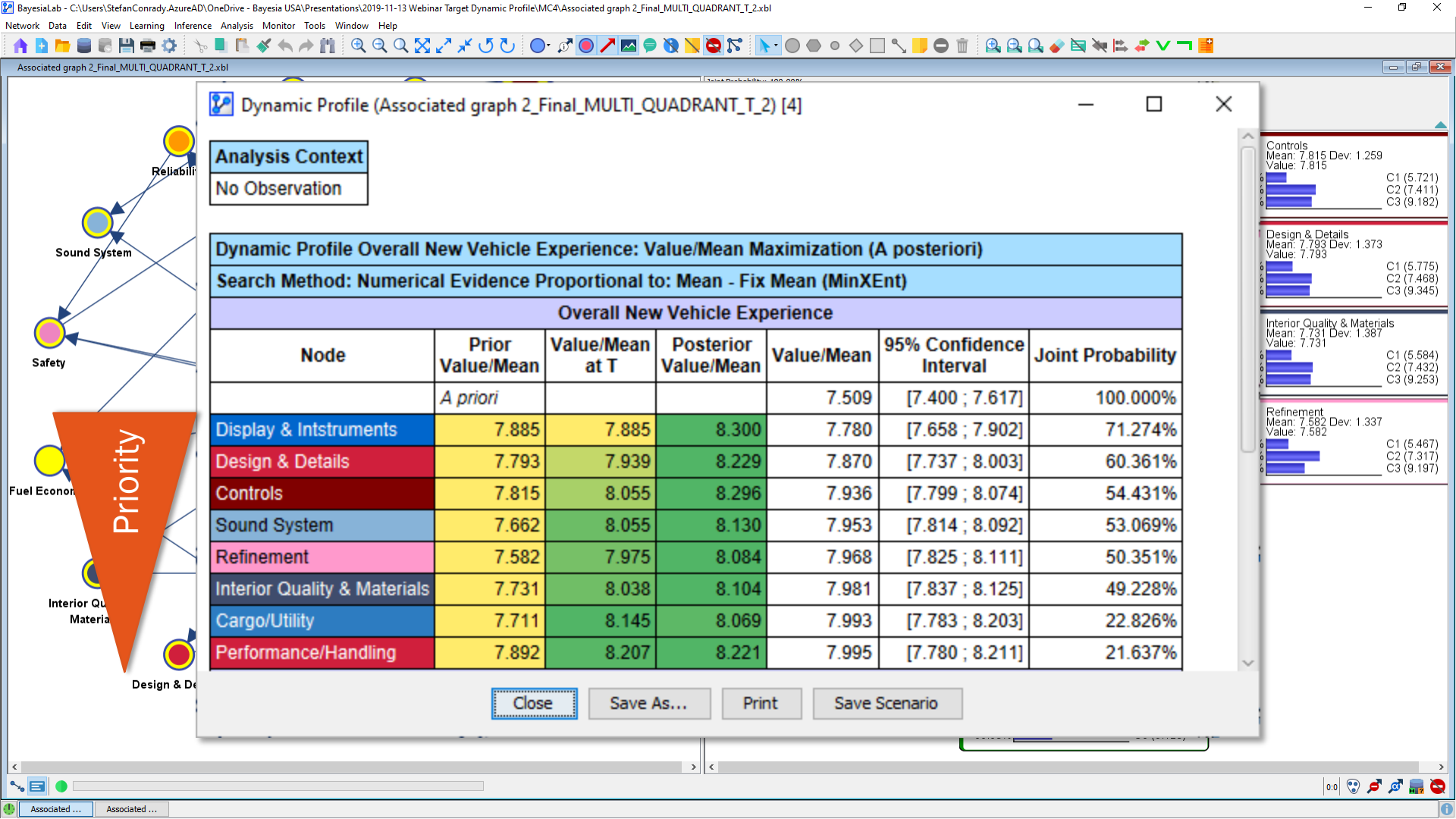
Minimum Mean
Positive Variations (%)
Maximum Mean
Cargo/Utility 7.711171 4.507076 7.363622 5.011051 8.097581
Controls 7.815094 1.279233 7.715121 6.158451 8.296383
Design & Details 7.793209 1.75295 7.656597 5.588572 8.228738
Design & Proportions 8.120475 2.197107 7.942059 4.068142 8.450827
Display & Intstruments 7.884715 3.038821 7.645112 5.269269 8.300182
Fuel Economy 7.545114 2.536457 7.353736 4.010354 7.8477
Interior Quality & Materials 7.731142 1.646875 7.60382 4.828257 8.104421
Interior Roominess 7.696836 2.420964 7.510498 7.382635 8.265065
Performance/Handling 7.89195 3.102914 7.647069 4.166595 8.220775
Price & Value 7.461763 2.44886 7.279035 3.113331 7.694073
Refinement 7.581751 2.728347 7.374894 6.630205 8.084437
Reliability 8.021935 2.416874 7.828055 3.592047 8.310087
Safety 8.048477 1.943267 7.892073 2.911501 8.282808
Seat Comfort & Adjustability 7.529636 2.538983 7.33846 3.470556 7.790956
Import
Export
OK
Cancel
Associated ...
Associated ...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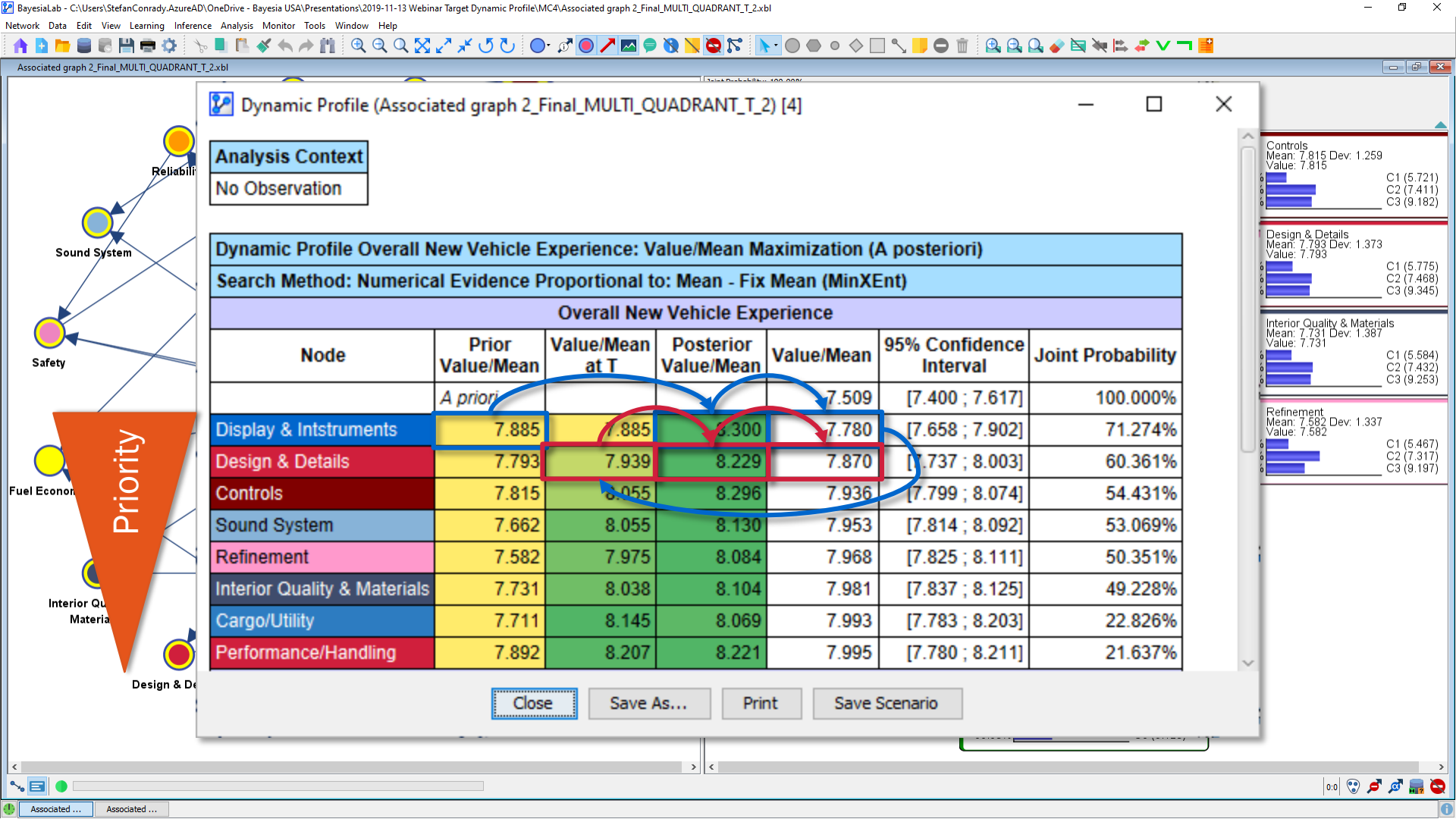
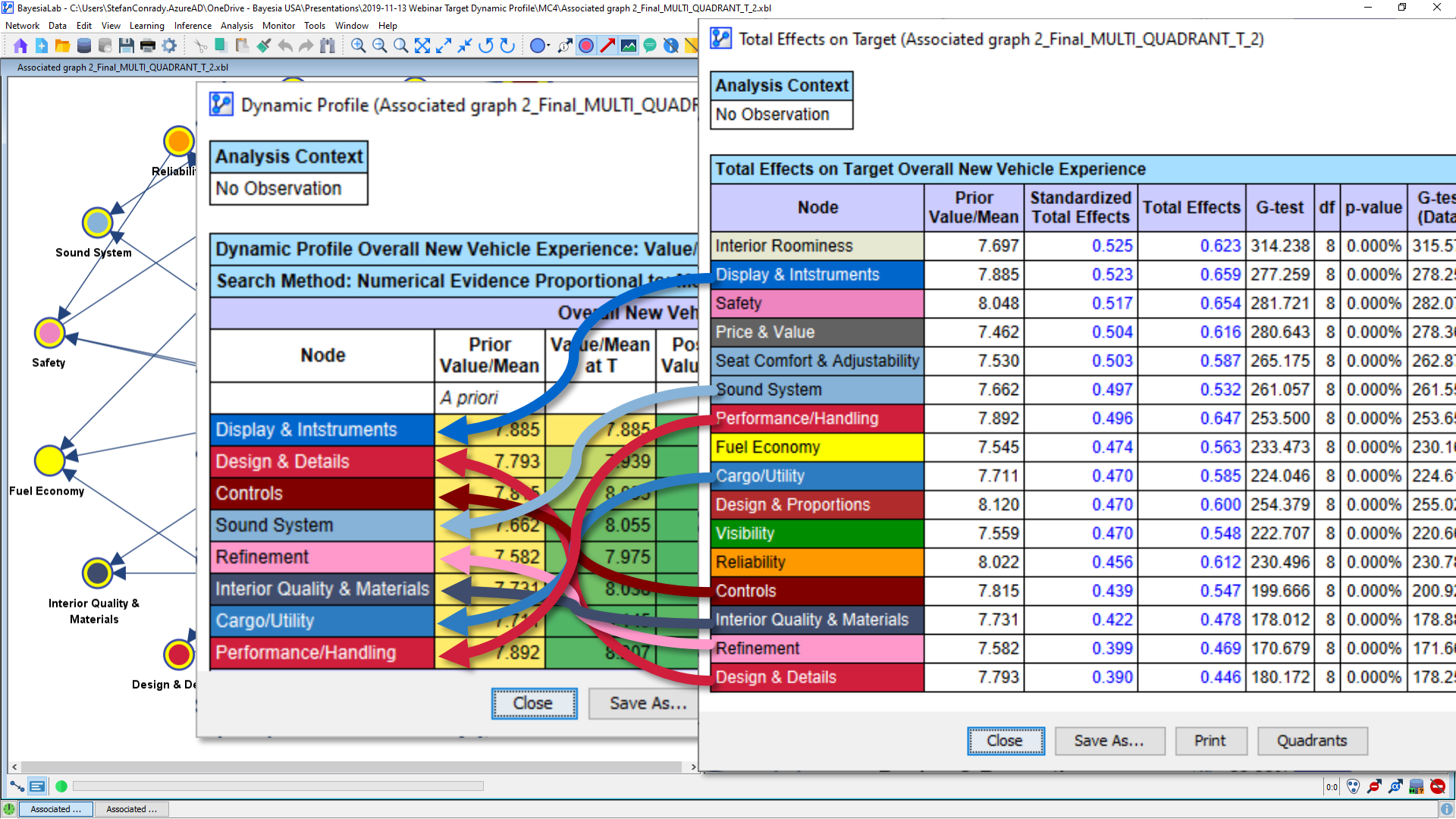
Dynamic Profile (Associated graph 2_Final_MULTI_QUADRANT_T_2) [4]
Analysis Context
No Observation
Dynamic Profile Overall New Vehicle Experience: Value/Mean Maximization (A posteriori)
Search Method: Numerical Evidence Proportional to: Mean - Fix Mean (MinXEnt)
Overall New Vehicle Experience
Node | Prior Value/Mean | Value/Mean at T | Posterior Value/Mean | Value/Mean | 95% Confidence Interval | Joint Probability
A priori | 7.509 | [7.400 ; 7.617] | 100.000%
Display & Intstruments | 7.885 | 7.885 | 8.300 | 7.780 | [7.658 ; 7.902] | 71.274%
Design & Details | 7.793 | 7.939 | 8.229 | 7.870 | [7.737 ; 8.003] | 60.361%
Controls | 7.815 | 8.055 | 8.296 | 7.936 | [7.799 ; 8.074] | 54.431%
Sound System | 7.662 | 8.055 | 8.130 | 7.953 | [7.814 ; 8.092] | 53.069%
Refinement | 7.582 | 7.975 | 8.084 | 7.968 | [7.825 ; 8.111] | 50.351%
Interior Quality & Materials | 7.731 | 8.038 | 8.104 | 7.981 | [7.837 ; 8.125] | 49.228%
Cargo/Utility | 7.711 | 8.145 | 8.069 | 7.993 | [7.783 ; 8.203] | 22.826%
Performance/Handling | 7.892 | 8.207 | 8.221 | 7.995 | [7.780 ; 8.211] | 21.637%
Close
Save As...
Print
Save Scenario
Priority
Reliabili
Sound System
Safety
Fuel Econor
Interior Qu
Materia
Design & De
Controls
Mean: 7.815 Dev: 1.259
Value: 7.815
C1 (5.721)
C2 (7.411)
C3 (9.182)
Design & Details
Mean: 7.793 Dev: 1.373
Value: 7.793
C1 (5.775)
C2 (7.468)
C3 (9.345)
Interior Quality & Materials
Mean: 7.731 Dev: 1.387
Value: 7.731
C1 (5.584)
C2 (7.432)
C3 (9.253)
Refinement
Mean: 7.582 Dev: 1.337
Value: 7.582
C1 (5.467)
C2 (7.317)
C3 (9.197)
Associated ...
Associated ...


BayesiaLab - C:\Users\StefanConrady.AzureAD\OneDrive - Bayesia USA\Presentations\2019-11-13 Webinar Target Dynamic Profile\MC4\Associated graph 2_Final_MULTI_QUADRANT_T_2.xbl
Network Data Edit View Learning Inference Analysis Monitor Tools Window Help
Associated graph 2_Final_MULTI_QUADRANT_T_2.xbl
Dynamic Profile (Associated graph 2_Final_MULTI_QUADRANT_T_2) [4]
Analysis Context
No Observation
Dynamic Profile Overall New Vehicle Experience: Value/Mean Maximization (A posteriori)
Search Method: Numerical Evidence Proportional to: Mean - Fix Mean (MinXEnt)
Overall New Vehicle Experience
Node | Prior Value/Mean | Value/Mean at T | Posterior Value/Mean | Value/Mean | 95% Confidence Interval | Joint Probability
A priori | 7.509 | [7.400 ; 7.617] | 100.000%
Display & Intstruments | 7.885 | 7.885 | 8.300 | 7.780 | [7.658 ; 7.902] | 71.274%
Design & Details | 7.793 | 7.939 | 8.229 | 7.870 | [7.737 ; 8.003] | 60.361%
Controls | 7.815 | 8.055 | 8.296 | 7.936 | [7.799 ; 8.074] | 54.431%
Sound System | 7.662 | 8.055 | 8.130 | 7.953 | [7.814 ; 8.092] | 53.069%
Refinement | 7.582 | 7.975 | 8.084 | 7.968 | [7.825 ; 8.111] | 50.351%
Interior Quality & Materials | 7.731 | 8.038 | 8.104 | 7.981 | [7.837 ; 8.125] | 49.228%
Cargo/Utility | 7.711 | 8.145 | 8.069 | 7.993 | [7.783 ; 8.203] | 22.826%
Performance/Handling | 7.892 | 8.207 | 8.221 | 7.995 | [7.780 ; 8.211] | 21.637%
Close
Save As...
Print
Save Scenario
Priority
Reliabili
Sound System
Safety
Fuel Econor
Interior Qu
Materia
Design & De
Controls
Mean: 7.815 Dev: 1.259
Value: 7.815
C1 (5.721)
C2 (7.411)
C3 (9.182)
Design & Details
Mean: 7.793 Dev: 1.373
Value: 7.793
C1 (5.775)
C2 (7.468)
C3 (9.345)
Interior Quality & Materials
Mean: 7.731 Dev: 1.387
Value: 7.731
C1 (5.584)
C2 (7.432)
C3 (9.253)
Refinement
Mean: 7.582 Dev: 1.337
Value: 7.582
C1 (5.467)
C2 (7.317)
C3 (9.197)
Associated ...
Associated ...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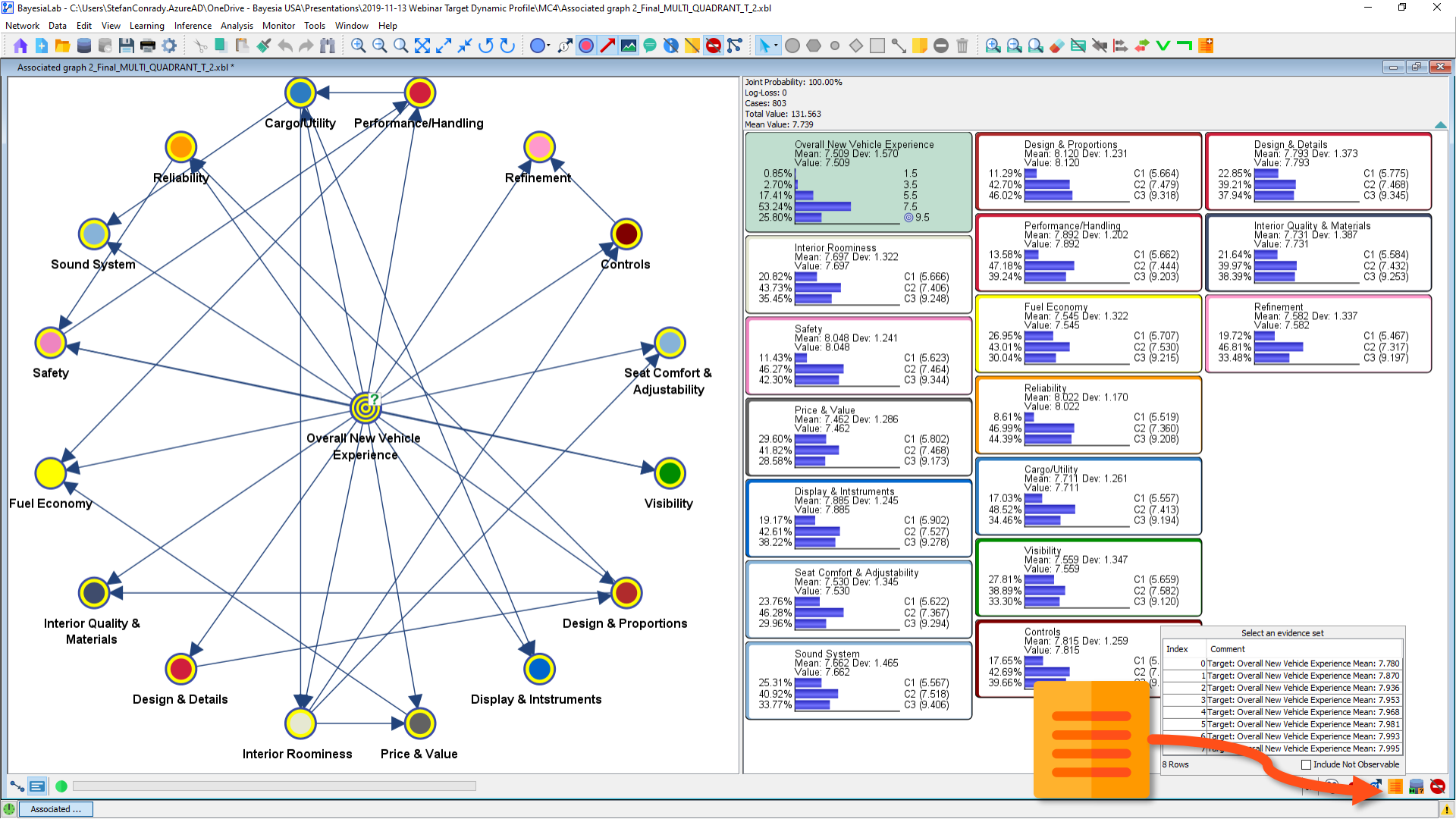
Network Data Edit View Learning Inference Analysis Monitor Tools Window Help
Associated graph 2_Final_MULTI_QUADRANT_T_2.xbl
Dynamic Profile (Associated graph 2_Final_MULTI_QUADR
Analysis Context
No Observation
Dynamic Profile Overall New Vehicle Experience: Value/
Search Method: Numerical Evidence Proportional to
Overall New Veh
Node
Prior Value/Mean
Value/Mean at T
Pos Valu
A priori
Display & Intstruments 7.885 7.885
Design & Details 7.793 7.939
Controls 7.8 8.0
Sound System 7.662 8.055
Refinement 7.582 7.975
Interior Quality & Materials 7.731 8.0
Cargo/Utility 7.7
Performance/Handling 7.892 8.0
Close
Save As...
Reliabili
Sound System
Safety
Fuel Economy
Interior Quality & Materials
Design & De
Total Effects on Target (Associated graph 2_Final_MULTI_QUADRANT_T_2)
Analysis Context
No Observation
Total Effects on Target Overall New Vehicle Experience
Node
Prior Value/Mean
Standardized Total Effects
Total Effects
G-test
df
p-value
G-tes (Data
Interior Roominess 7.697 0.525 0.623 314.238 8 0.000% 315.5
Display & Intstruments 7.885 0.523 0.659 277.259 8 0.000% 278.2
Safety 8.048 0.517 0.654 281.721 8 0.000% 282.0
Price & Value 7.462 0.504 0.616 280.643 8 0.000% 278.3
Seat Comfort & Adjustability 7.530 0.503 0.587 265.175 8 0.000% 262.8
Sound System 7.662 0.497 0.532 261.057 8 0.000% 261.5
Performance/Handling 7.892 0.496 0.647 253.500 8 0.000% 253.6
Fuel Economy 7.545 0.474 0.563 233.473 8 0.000% 230.1
Cargo/Utility 7.711 0.470 0.585 224.046 8 0.000% 224.6
Design & Proportions 8.120 0.470 0.600 254.379 8 0.000% 255.0
Visibility 7.559 0.470 0.548 222.707 8 0.000% 220.6
Reliability 8.022 0.456 0.612 230.496 8 0.000% 230.7
Controls 7.815 0.439 0.547 199.666 8 0.000% 200.9
Interior Quality & Materials 7.731 0.422 0.478 178.012 8 0.000% 178.8
Refinement 7.582 0.399 0.469 170.679 8 0.000% 171.6
Design & Details 7.793 0.390 0.446 180.172 8 0.000% 178.2
Close
Save As...
Print
Quadrants
Associated ...
Associated ...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Network Data Edit View Learning Inference Analysis Monitor Tools Window Help
Associated graph 2_Final_MULTI_QUADRANT_T_2.xbl *
Cargo/Utility
Performance/Handling
Reliability
Refinement
Sound System
Controls
Safety
Seat Comfort & Adjustability
Overall New Vehicle Experience
Fuel Economy
Visibility
Interior Quality & Materials
Design & Proportions
Design & Details
Display & Intstruments
Interior Roominess
Price & Value
Joint Probability: 100.00%
Log-Loss: 0
Cases: 803
Total Value: 131.563
Mean Value: 7.739
Overall New Vehicle Experience
Mean: 7.509 Dev: 1.570
Value: 7.509
0.85% 1.5
2.70% 3.5
17.41% 5.5
53.24% 7.5
25.80% 9.5
Interior Roominess
Mean: 7.697 Dev: 1.322
Value: 7.697
20.82% C1 (5.666)
43.73% C2 (7.406)
35.45% C3 (9.248)
Safety
Mean: 8.048 Dev: 1.241
Value: 8.048
11.43% C1 (5.623)
46.27% C2 (7.464)
42.30% C3 (9.344)
Price & Value
Mean: 7.462 Dev: 1.286
Value: 7.462
29.60% C1 (5.802)
41.82% C2 (7.468)
28.58% C3 (9.173)
Display & Intstruments
Mean: 7.885 Dev: 1.245
Value: 7.885
19.17% C1 (5.902)
42.61% C2 (7.527)
38.22% C3 (9.278)
Seat Comfort & Adjustability
Mean: 7.530 Dev: 1.345
Value: 7.530
23.76% C1 (5.622)
46.28% C2 (7.367)
29.96% C3 (9.294)
Sound System
Mean: 7.662 Dev: 1.465
Value: 7.662
25.31% C1 (5.567)
40.92% C2 (7.518)
33.77% C3 (9.406)
Design & Proportions
Mean: 8.120 Dev: 1.231
Value: 8.120
11.29% C1 (5.664)
42.70% C2 (7.479)
46.02% C3 (9.318)
Performance/Handling
Mean: 7.892 Dev: 1.202
Value: 7.892
13.58% C1 (5.662)
47.18% C2 (7.444)
39.24% C3 (9.203)
Fuel Economy
Mean: 7.545 Dev: 1.322
Value: 7.545
26.95% C1 (5.707)
43.01% C2 (7.530)
30.04% C3 (9.215)
Reliability
Mean: 8.022 Dev: 1.170
Value: 8.022
8.61% C1 (5.519)
46.99% C2 (7.360)
44.39% C3 (9.208)
Cargo/Utility
Mean: 7.711 Dev: 1.261
Value: 7.711
17.03% C1 (5.557)
48.52% C2 (7.413)
34.46% C3 (9.194)
Visibility
Mean: 7.559 Dev: 1.347
Value: 7.559
27.81% C1 (5.659)
38.89% C2 (7.582)
33.30% C3 (9.120)
Controls
Mean: 7.815 Dev: 1.259
Value: 7.815
17.65% C1 (5.
42.69% C2 (7.
39.66%
Design & Details
Mean: 7.793 Dev: 1.373
Value: 7.793
22.85% C1 (5.775)
39.21% C2 (7.468)
37.94% C3 (9.345)
Interior Quality & Materials
Mean: 7.731 Dev: 1.387
Value: 7.731
21.64% C1 (5.584)
39.97% C2 (7.432)
38.39% C3 (9.253)
Refinement
Mean: 7.582 Dev: 1.337
Value: 7.582
19.72% C1 (5.467)
46.81% C2 (7.317)
33.48% C3 (9.197)
Select an evidence set
Index Comment
0 Target: Overall New Vehicle Experience Mean: 7.780
1 Target: Overall New Vehicle Experience Mean: 7.870
2 Target: Overall New Vehicle Experience Mean: 7.936
3 Target: Overall New Vehicle Experience Mean: 7.953
4 Target: Overall New Vehicle Experience Mean: 7.968
5 Target: Overall New Vehicle Experience Mean: 7.981
6 Target: Overall New Vehicle Experience Mean: 7.993
Target: Overall New Vehicle Experience Mean: 7.995
8 Rows
Include Not Observable
Associated ...

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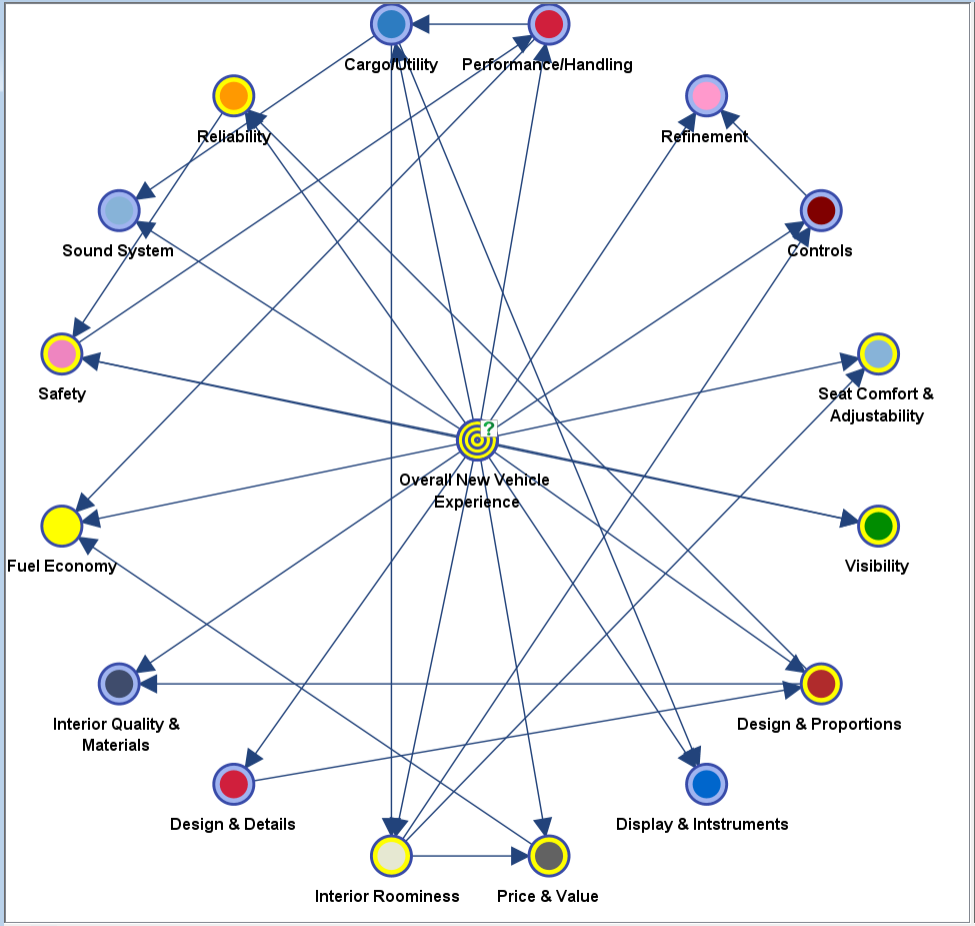
Associated graph 2_Final_MULTI_QUADRANT_T_2.xbl *



Joint Probability: 21.64%
Log-Loss: 2.21
Cases: 173.75
Total Value: 138.290
Mean Value: 8.135

Overall New Vehicle Experience
Mean: 7.995 Dev: 1.449
Value: 7.995 (+0.486)
0.35% 1.5
1.25% 3.5
11.07% 5.5
47.95% 7.5
39.38% 9.5

Interior Roominess
Mean: 8.143 Dev: 1.264
Value: 8.143 (+0.446)
12.58% C1 (5.666)
35.53% C2 (7.406)
51.89% C3 (9.248)

Safety
Mean: 8.390 Dev: 1.162
Value: 8.390 (+0.342)
6.84% C1 (5.623)
37.18% C2 (7.464)
55.98% C3 (9.344)

Price & Value
Mean: 7.824 Dev: 1.277
Value: 7.824 (+0.362)
20.47% C1 (5.802)
38.63% C2 (7.468)
40.91% C3 (9.173)

Display & Intstruments
Mean: 8.300 Dev: 1.162
Value: 8.300 (+0.416)
10.81% C1 (5.902)
35.00% C2 (7.527)
54.19% C3 (9.278)

Seat Comfort & Adjustability
Mean: 7.931 Dev: 1.337
Value: 7.931 (+0.401)
15.90% C1 (5.622)
40.43% C2 (7.367)
43.67% C3 (9.294)

Sound System
Mean: 8.130 Dev: 1.411
Value: 8.130 (+0.468)
16.18% C1 (5.567)
34.71% C2 (7.518)
49.11% C3 (9.406)

Design & Proportions
Mean: 8.490 Dev: 1.110
Value: 8.490 (+0.369)
5.97% C1 (5.664)
33.20% C2 (7.479)
60.84% C3 (9.318)

Performance/Handling
Mean: 8.221 Dev: 1.141
Value: 8.221 (+0.329)
8.52% C1 (5.662)
36.68% C2 (7.444)
52.79% C3 (9.203)

Fuel Economy
Mean: 7.879 Dev: 1.316
Value: 7.879 (+0.334)
19.79% C1 (5.707)
38.12% C2 (7.530)
42.09% C3 (9.215)

Reliability
Mean: 8.347 Dev: 1.081
Value: 8.347 (+0.325)
4.70% C1 (5.519)
37.21% C2 (7.360)
58.09% C3 (9.208)

Cargo/Utility
Mean: 8.069 Dev: 1.223
Value: 8.069 (+0.358)
11.23% C1 (5.557)
40.25% C2 (7.413)
48.53% C3 (9.194)

Visibility
Mean: 7.857 Dev: 1.313
Value: 7.857 (+0.298)
20.68% C1 (5.659)
35.59% C2 (7.582)
43.73% C3 (9.120)

Controls
Mean: 8.296 Dev: 1.135
Value: 8.296 (+0.481)
8.64% C1 (5.721)
33.11% C2 (7.411)
58.25% C3 (9.182)

Design & Details
Mean: 8.229 Dev: 1.295
Value: 8.229 (+0.436)
13.68% C1 (5.775)
33.43% C2 (7.468)
52.89% C3 (9.345)

Interior Quality & Materials
Mean: 8.105 Dev: 1.317
Value: 8.105 (+0.373)
14.20% C1 (5.584)
34.44% C2 (7.432)
51.36% C3 (9.253)

Refinement
Mean: 8.084 Dev: 1.251
Value: 8.084 (+0.503)
10.33% C1 (5.467)
38.70% C2 (7.317)
50.98% C3 (9.197)

Target: Overall New Vehicle Experience Mean: 7.995

Associated ...

Thank You!

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BayesianNetwork

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