

Statometry Bayes Nets

SBN Network Analysis?

What is the cause and effect reasoning used by your customers? In other words, how can you implement a strategy that treats problems with causes rather than with effects?

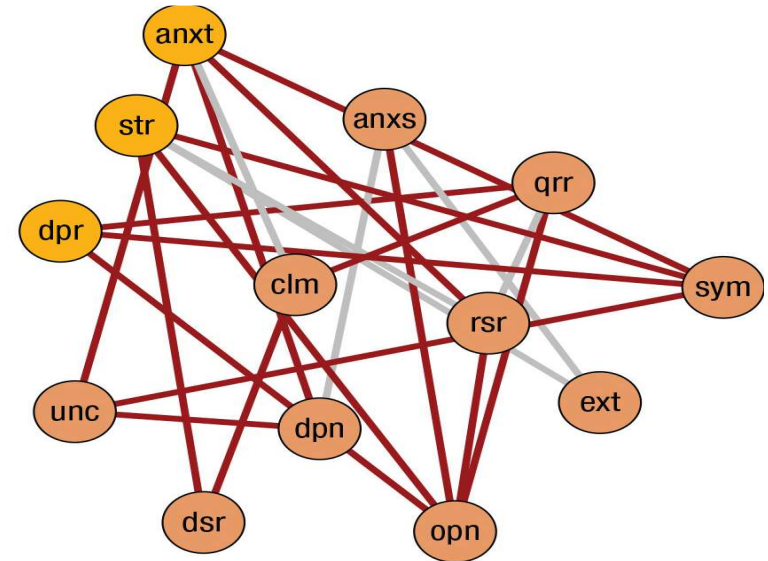
SBN is a predictive analytics technique that is:

- 1) Focused on examining and unlocking the causal nature and the sense of the relationships between imagery attributes and brand Metrics
- 2) Produces impact weights that quantifies that relationships between the drivers and the brand Metrics

SBN uses a Bayesian Bootstrapping algorithm to census and quantify all 'driver to driver' relationships.

In details...

- Circle size = Reflects the size of impact.
 - These are relative within this particular map; circle sizes from one model should not be compared with sizes from another.
- Arrow represents a significant association between two variables
- Arrow orientation:
 - Single-headed orientation from $A \rightarrow B$ = Indicates a relationship between variables was in one direction.
 - Double-headed orientation $A \leftrightarrow B$ Indicates a relationship between variables was bi-directional.



Impact vs Performance matrix

Uncovering the **impact** *relative* to how the brand **associates vis-a-vis other brands in the category** on these verticals gives a vivid idea of the areas of improvement and potential opportunity.

We are then able to identify where the brand must improve or increase the importance on attributes they perform well upon.

Impact Of Factors Vs. Their Associations

Market: Demo

Impact Vs. Associations

Must work on now

Strengthen

Impact

Associations

Not Relevant

Over attenuated

These are standalone associations (%) to Saudi

