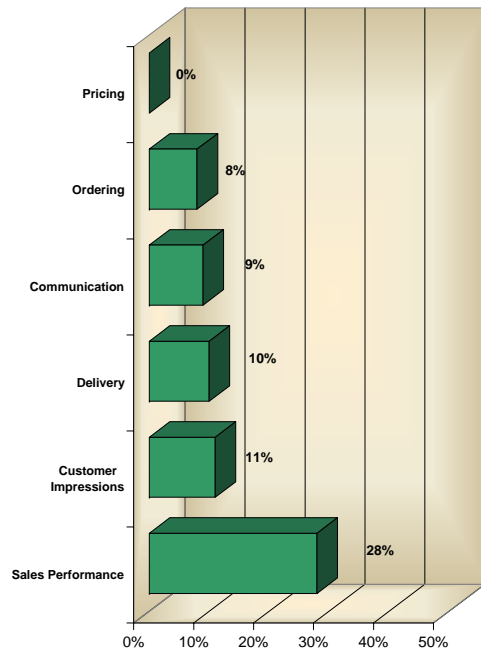


CHART 2

Impact on Overall Satisfaction by the Various Attributes

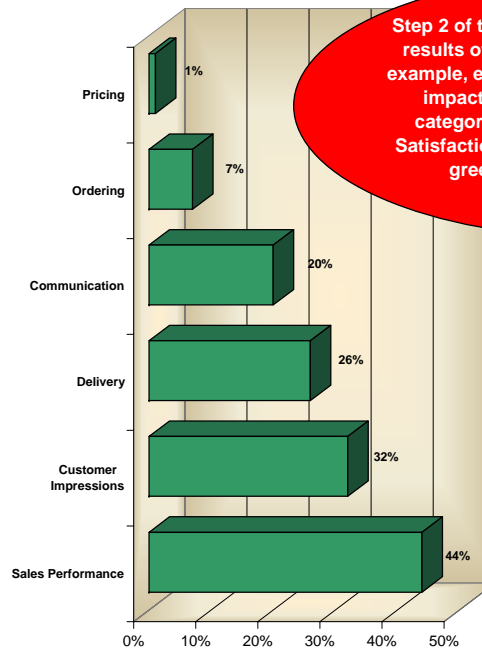
Customers Segmented By Overall Satisfaction Level

Totally Satisfied Customers



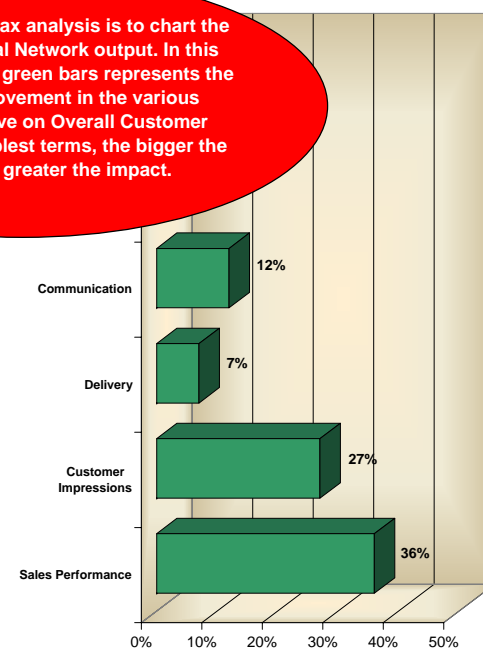
Impact of the Attribute On Overall Satisfaction

Somewhat Satisfied Customers



Impact of the Attribute On Overall Satisfaction

Dissatisfied Customers



Impact of the Attribute On Overall Satisfaction

Step 2 of the ProfitMax analysis is to chart the results of the Neural Network output. In this example, each of the green bars represents the impact that improvement in the various categories will have on Overall Customer Satisfaction. In simplest terms, the bigger the green bar, the greater the impact.

Size of Segments

