



How To Track a Brand on a Correspondence Analysis Map

Problem

You have a **Pick Any - Grid** question showing brands by attributes. You wish to see how the positioning of a brand has changed over time. In this example, we assume that we are interested in comparing a brand over two years.

Steps to solve

1. Create a new filter representing the second year (or quarter or whatever time period is of interest).
2. In the **Variables and Questions** tab, change the variable's name (first column to `period2`).
3. In the **Tables** tab, select the **Pick Any – Grid** that you wish to map in the blue drop-down.
4. Right-click on the table and select **Duplication Question**, enter a name and press **OK**.
5. Press the blue arrow to the right of the blue drop-down.
6. If your variables are ordered by brand (i.e., all the attributes for one brand are shown, and then the attributes for the next brand, etc.), skip to 13.
7. Right-click on the selected variables and select **Copy Labels / Text**.
8. Paste the copied labels into Excel.
9. Create a new set of labels in Excel such that the brand name is before the attribute name. For example, you would change `Fun – Coke` to `Coke – Fun`.
10. Select all the new labels in Excel and copy them.
11. In Q, right-click and select **Paste Labels**.
12. Right-click and select **Sort By** and **Label**.
13. Select all the variables from the brand that you want to view over time, right-click and select **Copy and Paste Variable(s)** and **Linked**.
14. Right-click on the selected variables and select **Search/Replace** and **Variable Labels**.
 - a. The **Find what** box should list the current brand name and perhaps some formatting (e.g., `Listerine –`); copy and paste this and put it to the **Replace with** box.
 - b. Edit the contents of the **Replace with** box so that they reflect the time period (e.g., `Listerine 2010 –`); make sure you leave any formatting as it is (e.g., spaces, dashes and the like).
 - c. Ensure that **Replace Multiple Occurrences** is unchecked.
 - d. Press **OK**.

15. Right-click on the selected variables and select **Search/Replace** and **Formulas**.
 - a. Enter an asterisk in the **Find what** box (i.e., *). This finds everything in the cell.
 - b. In the **Replace with** box type: `if(period2 == 1) ${0}; else NaN;`
The `${0}` bit of this formula refers to the original contents of the variable (which, in this case, was just the variable name that the formula is linked to).
 - c. Ensure that **Replace Multiple Occurrences** is unchecked.
 - d. Press **OK**.
16. Right-click on the selected variables and select **Copy and Paste Variable(s)** and **Exact**.
17. Right-click on the newly selected variables and select **Search/Replace** and **Variable Labels**.
 - a. The **Find what** box should list the current brand name and time period and perhaps some formatting (e.g., `Listerine 2010 -`); copy and paste this and put it to the **Replace with** box.
 - b. Edit the contents of the **Replace with** box so that it reflects the other time period (e.g., `Listerine 2009 -`); make sure you leave any formatting as it is (e.g., spaces, dashes and the like).
 - c. Ensure that **Replace Multiple Occurrences** is unchecked.
 - d. Press **OK**.
18. Right-click on the selected variables and select **Search/Replace** and **Formulas**.
 - a. Enter two equal signs in the **Find what** box (i.e., `==`).
 - b. In the **Replace with** box type: `!=`
This indicates “not equals to”.
 - c. Press **OK**.
19. Select all the variables that we originally created by copying the whole question *and* also select the two new sets of created variables. This will likely mean that you have a few hundred or perhaps thousand variables selected.
20. Right-click and select **Set Question**.
21. Press **Yes**.
22. Change the **Question Type** to **Pick Any – Grid** and press **OK**.
23. Assuming that you have followed all the steps correctly, you will have a grid where attributes and brands line up sensibly; press **OK**.
24. Click on one of the yellow **Check** buttons to the right of the question. Ensure that **Missing Data** is selected for the Missing Data row.
25. Double-click on one of the rows of the question so that it is selected in the blue drop-down. You may need to create a filter that only contains the time periods of interest. If all goes well, you should have your brand of interest appearing three times; one column will contain all the data and the two other columns relating to the brand will just contain data from each time period.
26. Right click on the brand that has been split into time period and select Delete and then Yes. You

should still have the brand in two different time periods.

27. Right-click on a category and select **Swap Rows and Columns**.

28. Select **Create** and **Map** and press **OK** twice.

What to do if the problem is not solved

If these instructions are insufficient, please email us (**Help | Email Support...**) with a detailed description of what in the instructions is not working for you and we will either provide you with more comprehensive instructions, or, upon your request, we can do the analysis for you in your file (fees apply) .