

DISCOUNT

ANALISI FATTORIALE DEL DETTAGLIO MONEDRNO: PUNTI DI VENDITA

ROTATION METHOD: VARIMAX

ORTHOGONAL TRANSFORMATION MATRIX

	1	2	3	4	5
1	0.75415	0.12140	-0.08127	0.49369	-0.40765
2	0.15669	-0.14046	0.37556	-0.05858	0.27330
3	-0.07074	0.17629	0.91061	0.15499	-0.01265
4	0.54324	0.18860	0.00227	-0.68515	0.29055
5	0.06235	0.14760	-0.15209	0.50930	0.82131

ROTATED FACTOR PATTERNS

	FACTOR1	FACTOR2	FACTOR3	FACTOR4	FACTOR5
VAR94	-0.03571	0.04535	0.87349	-0.14881	0.28836
PERS2M2	-0.05459	-0.07192	0.09384	-0.09052	0.91278
FATM2	-0.12640	-0.35811	0.31655	-0.35210	0.75148
FATM0	-0.20475	-0.50557	0.39870	-0.59246	0.26923
COSTNIP	0.04221	-0.52263	0.53509	0.36248	0.18776
MARG5IN	0.12666	0.02031	-0.02658	0.65427	-0.08200
PCTILAV	0.26400	0.14732	-0.12591	0.86775	-0.11797
PCTIGENAM	-0.11160	-0.18893	0.25771	0.83270	-0.19769
UTILNETP	0.88035	0.01460	-0.04086	0.00296	0.13623
PCT102	0.92401	0.02053	0.01778	0.08010	-0.11797
PROPR	-0.01307	0.93662	0.04515	-0.04013	-0.00565
DISC05	-0.01540	-0.01165	-0.73367	-0.18171	0.41276
DISC06	0.57325	-0.10024	0.24177	0.19873	-0.48806
DISC07	-0.16324	0.16473	0.83340	0.00431	0.04355
GRAND	-0.14982	-0.94354	-0.08390	-0.01888	0.15251
IND	0.93384	0.00350	-0.07134	0.09511	-0.16177
MEDIA	-0.59029	0.74584	0.12073	-0.05725	0.00186
					VENDITE
					COEFFICIENTE DI SERVIZIO
					FATTURATO AL M2
					FATTURATO PER AUDETTO
					COSTO PER DIPENDENTE
					MARGINE PERCENTUALE
					PERCENTUALE LAVORO
					PERCENTUALE SPESE GENERALI
					PERCENTUALE UTILE NETTO
					PERCENTUALE DEPERIMENTI
					PROPRIETA DEI MURI
					200-399
					900-1200
					>1200
					GRANDE IMPRESA NAZ
					INDIPENDENTI
					MEDIA IMPRESA LOCALE

VARIANCE EXPLAINED BY EACH FACTOR

FACTOR1	FACTOR2	FACTOR3	FACTOR4	FACTOR5
4.090001	3.083806	2.727473	2.609221	2.156562

FINAL COMMUNALITY ESTIMATES: TOTAL = 14.667063

VAR94	PERS2M2	FATM2	FATM0	COSTNIP	MARG5IN	PCTILAV	PCTIGENAM	UTILNETP
0.871620	0.858789	0.933124	0.879982	0.732866	0.963654	0.885121	0.847039	0.795464
PCT102	PROPR	DISC05	DISC06	DISC07	GRAND	IND	MEDIA	
0.890525	0.891140	0.914349	0.674818	0.750264	0.943370	0.912382	0.922574	