Area	Brand
1	В
1	Other
1	A
1	В
1	Other
1	Α
1	Other
1	В
1	Other
1	Other
1	Α
1	Α
1	Α
1	В
1	Α
1	Other
1	В
1	Α
1	В
1	Other
1	Other
1	В
1	В
1	Other
1	В
1	В
1	Other
1	Other

Frequencies

	Area 1	Area 2
Α	11	19
В	17	30
Other	42	41
Total	70	90

Percentages

	Area 1	Area 2
Α	15.7	21.1
В	24.3	33.3
Other	60.0	45.6
Total	100	100

The results show that Brand B is more popular in both areas, with a stronger preference for Area 2. Area 1, however, shows a stronger preference for other brands, indicating more diverse preferences. Brands A and B have better market penetration in Area 2, capturing over half the market share. Considering the dominance of other brands, there is potential for growth in Area 1.

```
1 B
1 B
1 B
1 Other
1 Other
1 B
```

1 Other 1 Other

OtherOther

1 Other

1 Other 1 Other

1 Other

1 Other 1 A

1 Other

A Other

1 Other

1 Other

Α

Α

Other Other

1 Other

I Other

1 Other

I Other I B

Other

l B

1 Other

1 Other 1 B

1 B 2 A

```
В
2
        Α
2
2
      Other
2
        A
B
2
      Other
2
      Other
        B
B
2
2
2
      Other
2
        B
B
2
      Other
2
      Other
2
        Α
        В
2
        Α
2
      Other
2
        В
2
2
      Other
      Other
        Α
2
2
      Other
        A
B
2
2
2
      Other
        В
2
      Other
2
2
2
        В
      Other
        В
2
2
      Other
        В
2
2
        Α
2
        Α
2
```

Other

```
В
2
      Other
2
2
      Other
2
        Α
        В
        В
2
2
      Other
2
      Other
2
      Other
2
      Other
2
        В
2
        В
2
        В
2
      Other
2
      Other
        B
B
2
2
2
        Α
2
      Other
2
        В
        Α
2
        Α
2
        В
      Other
2
2
      Other
2
      Other
        В
2
2
      Other
2
      Other
2
        Α
      Other
2
2
        Α
        В
2
        В
2
2
      Other
2
      Other
```

```
2
        В
      Other
2
2
        Α
2
      Other
       Α
      Other
2
      Other
2
      Other
2
2
      Other
2
      Other
        Α
2
2
2
2
        В
        Α
        В
        В
2
2
      Other
```

Other

2