

**Area**    **Brand**  
 1        B  
 1        Other  
 1        A  
 1        B  
 1        Other  
 1        A  
 1        Other  
 1        Other  
 1        Other  
 1        B  
 1        Other  
 1        Other  
 1        A  
 1        A  
 1        A  
 1        B  
 1        A  
 1        Other  
 1        Other  
 1        B  
 1        B  
 1        Other  
 1        Other  
 1        Other  
 1        Other  
 1        Other  
 1        B  
 1        B  
 1        Other  
 1        Other

**Frequencies**

	Area 1	Area 2
<b>A</b>	11	19
<b>B</b>	17	30
<b>Other</b>	42	41
<b>Total</b>	<b>70</b>	<b>90</b>

**Percentages**

	Area 1	Area 2
<b>A</b>	15.7	21.1
<b>B</b>	24.3	33.3
<b>Other</b>	60.0	45.6
<b>Total</b>	<b>100</b>	<b>100</b>

**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.**



2	B
2	A
2	Other
2	A
2	B
2	Other
2	Other
2	B
2	B
2	Other
2	B
2	B
2	Other
2	Other
2	A
2	B
2	A
2	Other
2	B
2	Other
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2	A
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2	Other
2	Other

2	B
2	Other
2	A
2	Other
2	A
2	Other
2	Other
2	Other
2	Other
2	A
2	B
2	A
2	B
2	B
2	Other
2	Other