

## **Visualization of Product Positioning Map Based on Factor Analysis**

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**Abstract:** Approaches to visualizing positioning maps of brands that have more than two evaluation attributes are presented. The limitations of the brand profile and the competitiveness polygon are considered. An alternative method for visualizing brands by several attributes on a Cartesian plane based on factor analysis is proposed. The essence of the technique is to obtain two macro factors that form the coordinate axes, determine the correlation of basic attributes and brands with them, and plot them on a graph. An algorithm for quick decomposition of the position of brands relative to basic factors is given, which enables to talk about the universality of the analyzed methodology.