

Hybrid Value Profile - Wealth vs. Health

Business Engineering Vectortools / Performancevector

No	Col	Cluster with Hybrid Value - KPI(x) and KPI(y)	Profile_1		Profile_2	
			EBITDA Margin	ATNI Score	KPI	Weight
+A1	1	Campbell Soup	25.30	4.00	0	0
+B1	2	General Mills	21.30	2.30	0	0
+C1	3	Unilever	20.90	6.70	0	0
+C2	4	Danone	20.70	6.30	0	0
+C3	5	Nestlé	20.00	6.80	0	0
+C4	6	PepsiCo	19.70	5.20	0	0
+C5	7	Kellogg	17.80	5.00	0	0
+D1	8	Mondelez	17.70	5.90	0	0
+D2	9	Coca-Cola	5.20	3.00	0	0
+D3	10	Cluster_No10	0.00	0.00	0	0
+D4	11	Cluster_No11	0	0	0	0
+D5	12	Cluster_No12	0	0	0	0
+E1	13	Cluster_No13	0	0	0	0
+E2	14	Cluster_No14	0	0	0	0
+E3	15	Cluster_No15	0	0	0	0
+E4	16	Cluster_No16	0	0	0	0
+E5	17	Cluster_No17	0	0	0	0
-M1	18	Cluster_No18	0	0	0	0
-M2	19	Cluster_No19	0	0	0	0
-M3	20	Cluster_No20	0	0	0	0
-S11	21	Cluster_No21	0	0	0	0
-S12	22	Cluster_No22	0	0	0	0
-S13	23	Cluster_No23	0	0	0	0
-O1	24	Cluster_No24	0	0	0	0
-O2	25	Cluster_No25	0	0	0	0
-O3	26	Cluster_No26	0	0	0	0
-S21	27	Cluster_No27	0	0	0	0
-S22	28	Cluster_No28	0	0	0	0
-S23	29	Cluster_No29	0	0	0	0
-S24	30	Cluster_No30	0	0	0	0
-D1	31	Cluster_No31	0	0	0	0
-D2	32	Cluster_No32	0	0	0	0
-D3	33	Cluster_No33	0	0	0	0
Resultant			169	45	0	0

Data Source: Institutional Investor
Legale base
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<https://www.institutionalinvestor.com/article/b1n706z8lqfscs/W>

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- Business Engineering Systems (tools for MBAs)
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Cluster with Hybrid Value - KPI(x) and KPI(y)

