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8. Anexos

8.1. Estatísticas Descritivas da Base de Dados Original

Descriptive Statistics

	N	Mean	Std.	Variance	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
PRECO	50	10,1584	3,42928	11,760	,846	,337	,534	,662
FOCO	50	,5650	,19075	,036	,578	,337	-,361	,662
TAMANHO	50	18,8372	,84750	,718	-,089	,337	-,622	,662
RECEITUA	50	,0165	,01583	,000	1,356	,337	1,090	,662
NP_1_ANO	50	,0160	,02391	,001	3,317	,337	13,414	,662
NP_5_ANO	50	,1534	,17082	,029	2,875	,337	11,259	,662
ESPONTAN	50	,1170	,25491	,065	2,721	,337	6,559	,662
M_ETICO	50	,8824	,25460	,065	-2,709	,337	6,535	,662
P_GEN_FA	50	,0362	,11154	,012	3,633	,337	13,826	,662
SH_GEN	50	,0192	,06439	,004	3,663	,337	12,669	,662
VENDAS	50	2,3E+07	1,9E+07	3,7E+14	1,539	,337	2,507	,662
FAT	50	2,1E+08	1,8E+08	3,1E+16	1,401	,337	1,540	,662
SH_UNID	50	1,7992	1,51837	2,305	1,536	,337	2,497	,662
SH_VALOR	50	1,8444	1,52129	2,314	1,399	,337	1,515	,662
P_PON_VA	50	1,4044	1,24997	1,562	1,345	,337	1,273	,662
CRS_P_ME	50	,0242	,16741	,028	1,921	,337	4,806	,662
CRS_SH_M	50	,0452	,16059	,026	2,354	,337	8,555	,662
Valid N (listwise)	50							

8.2. Análise de Normalidade das Variáveis

8.2.1. Testes de Kolmogorov-Smirnov e Shapiro-Wilk

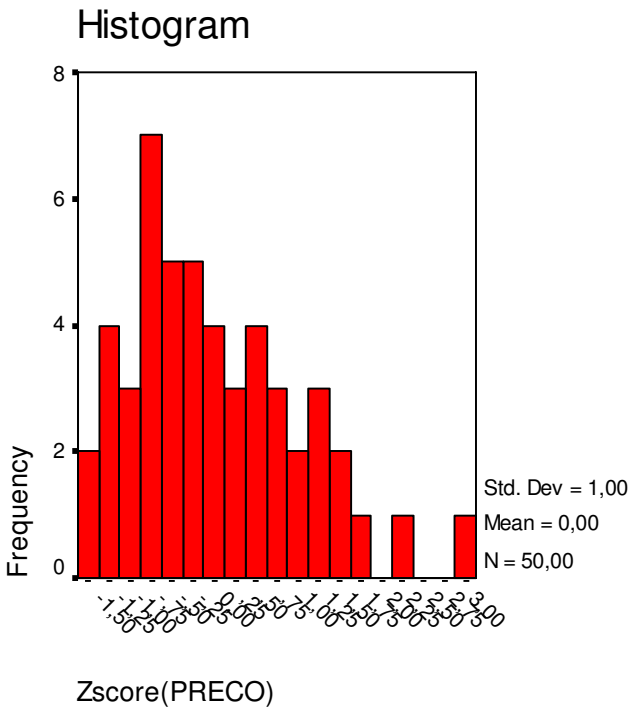
Tests of Normality

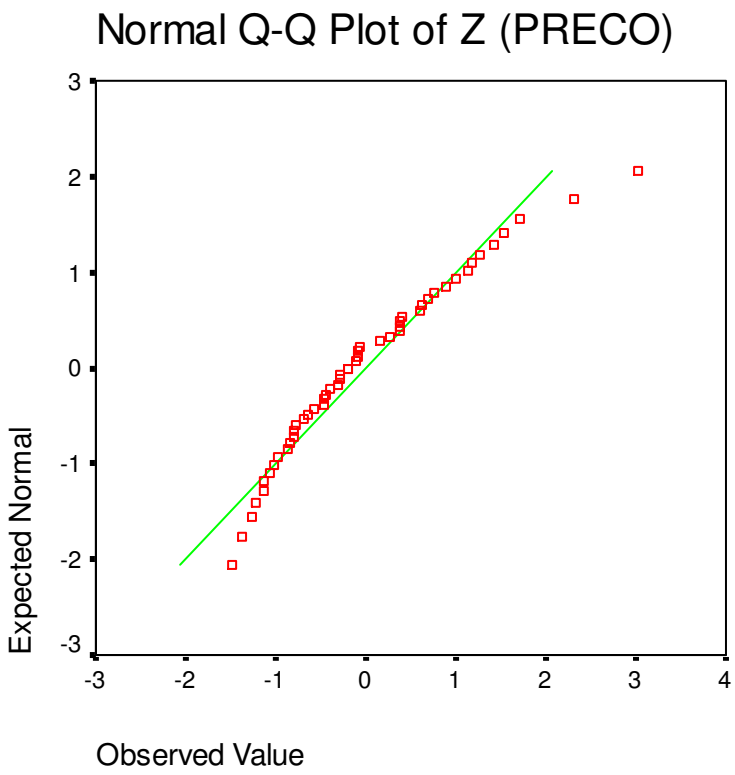
	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Zscore(PRECO)	,127	50	,044	,947	50	,027
Zscore(FOCO)	,113	50	,150	,957	50	,068
Zscore(TAMANHO)	,071	50	,200*	,982	50	,654
Zscore(RECEITUA)	,168	50	,001	,841	50	,000
Zscore(NP_1_ANO)	,251	50	,000	,631	50	,000
Zscore(NP_5_ANO)	,188	50	,000	,720	50	,000
Zscore(ESPONTAN)	,323	50	,000	,514	50	,000
Zscore(M_ETICO)	,322	50	,000	,518	50	,000
Zscore(P_GEN_FA)	,453	50	,000	,376	50	,000
Zscore(SH_GEN)	,457	50	,000	,334	50	,000
Zscore(VENDAS)	,158	50	,003	,850	50	,000
Zscore(FAT)	,167	50	,001	,842	50	,000
Zscore(SH_UNID)	,157	50	,003	,851	50	,000
Zscore(SH_VALOR)	,162	50	,002	,842	50	,000
Zscore(P_PON_VA)	,193	50	,000	,843	50	,000
Zscore(CRS_P_ME)	,210	50	,000	,824	50	,000
Zscore(CRS_SH_M)	,182	50	,000	,801	50	,000

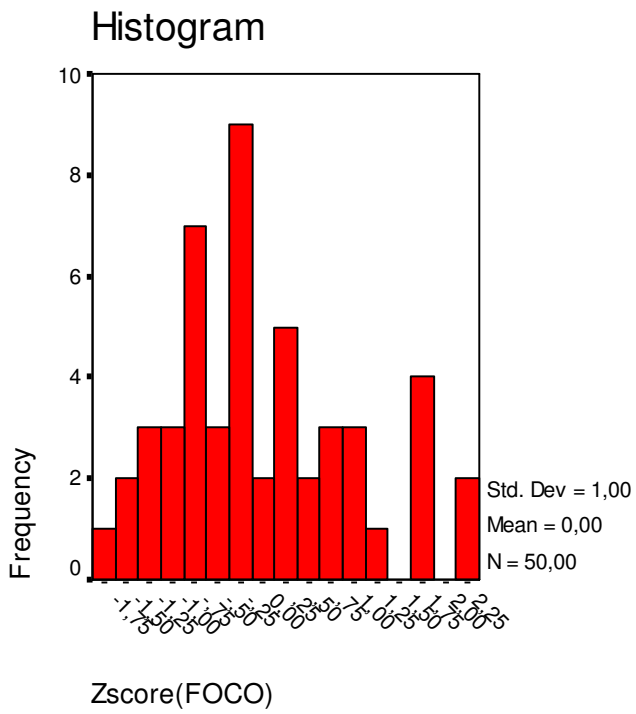
*. This is a lower bound of the true significance.

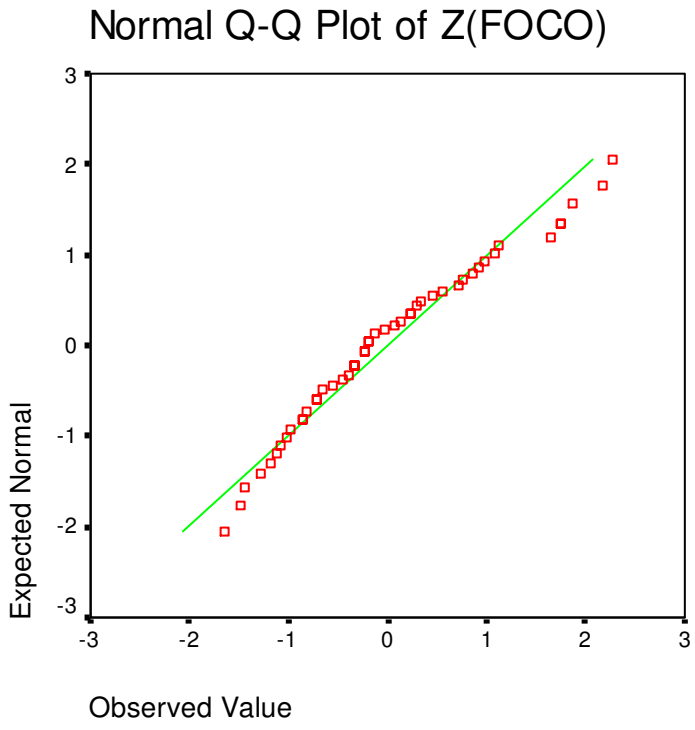
a. Lilliefors Significance Correction

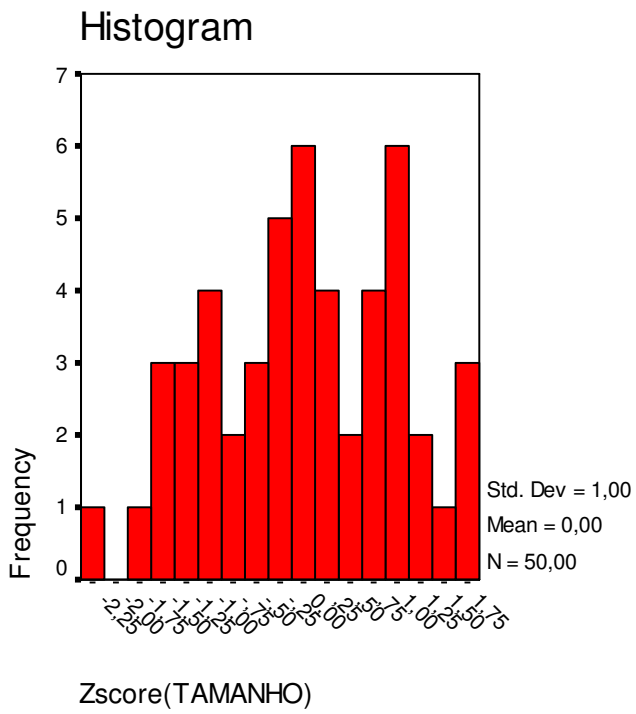
8.2.2. Histogramas e Gráficos das Variáveis Estratégicas e de Desempenho

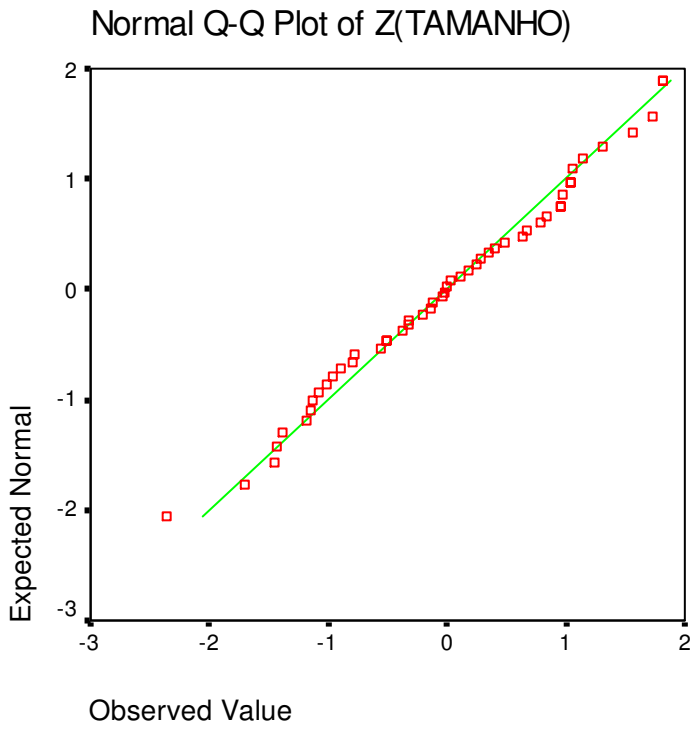


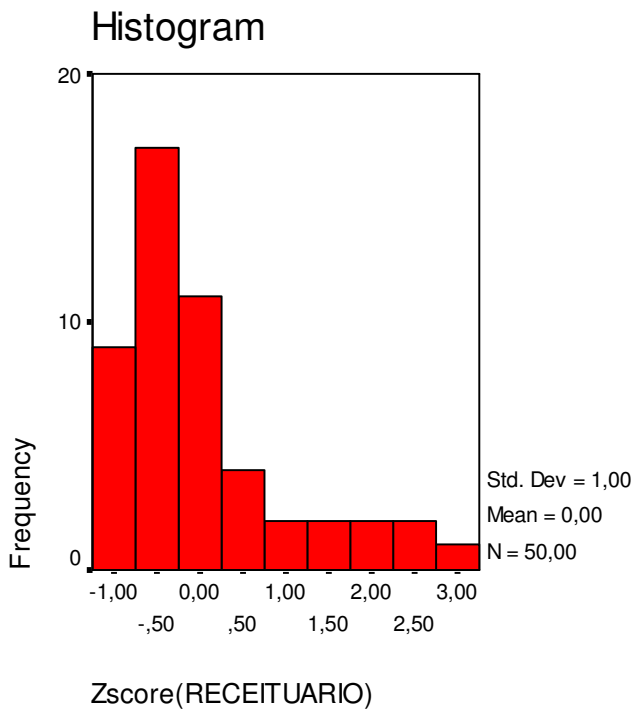


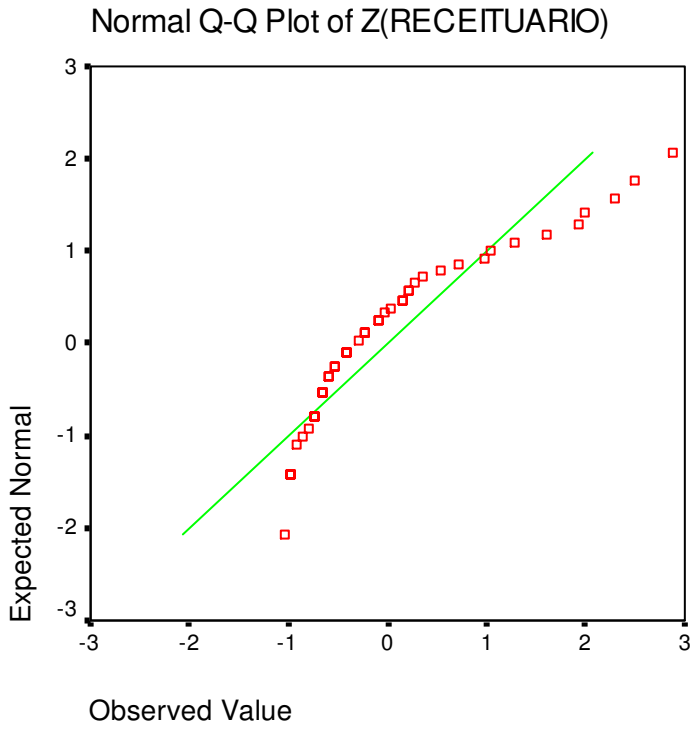


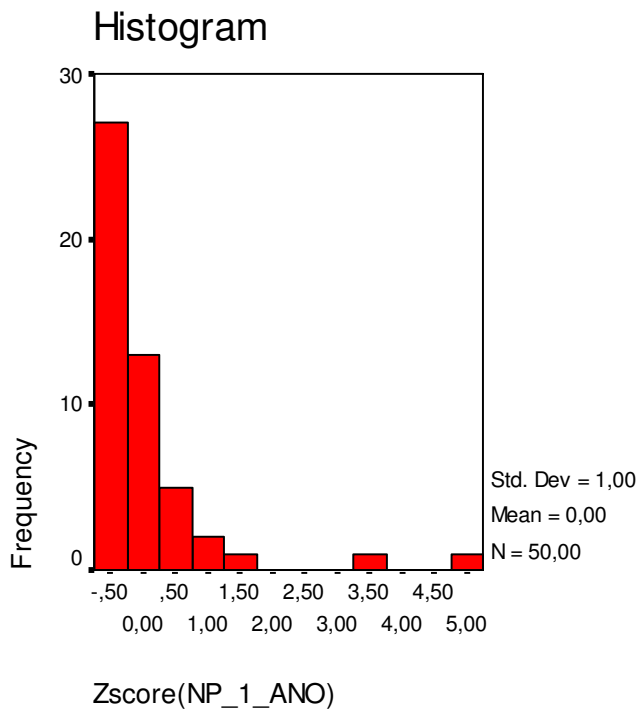


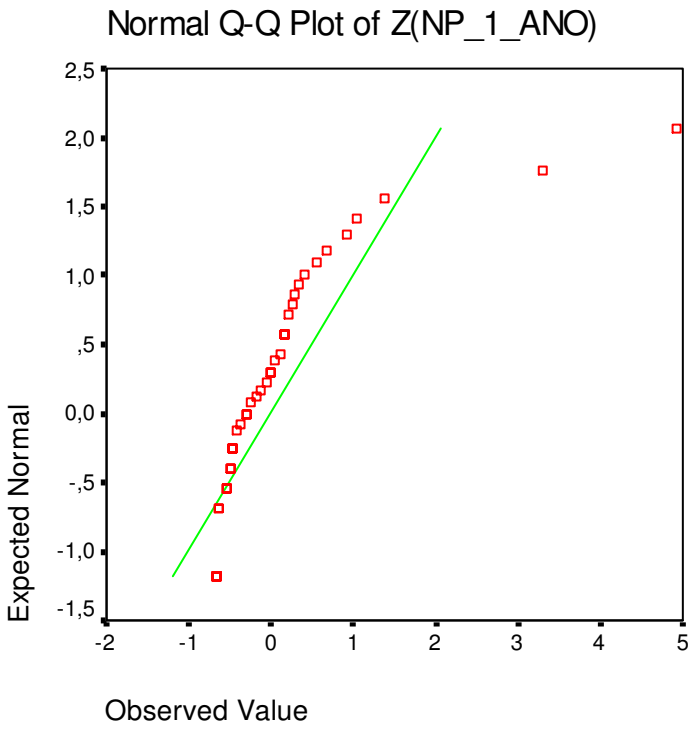


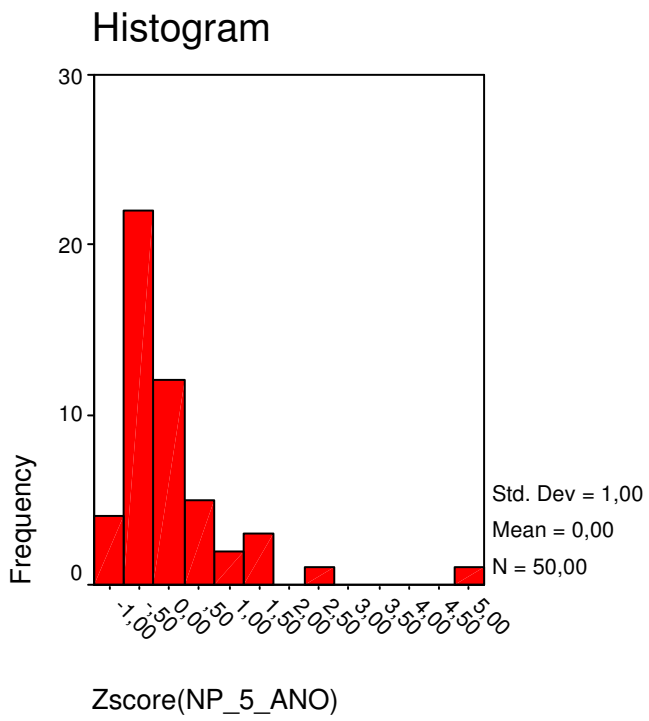


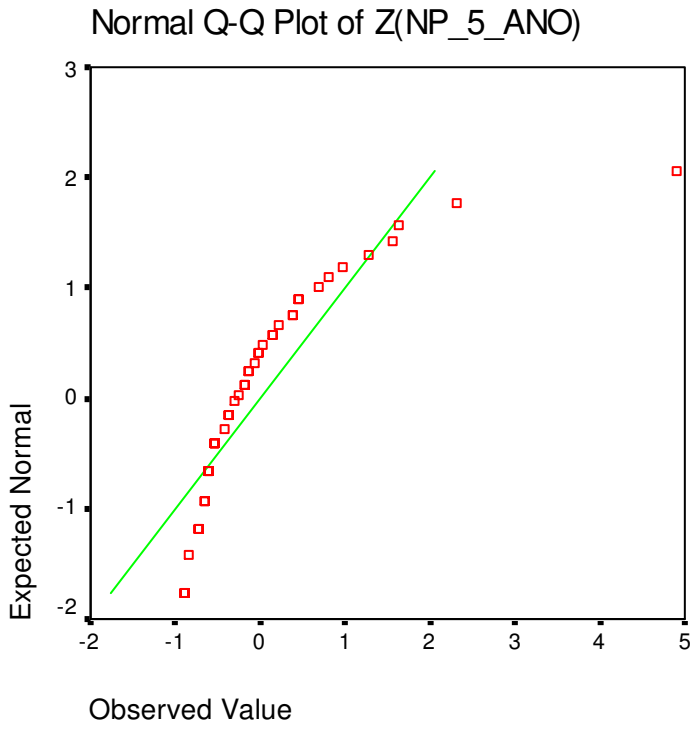


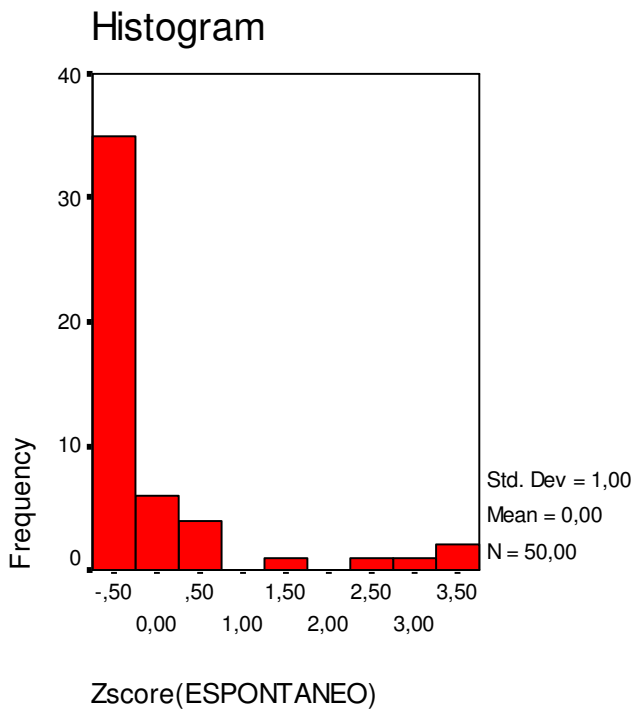


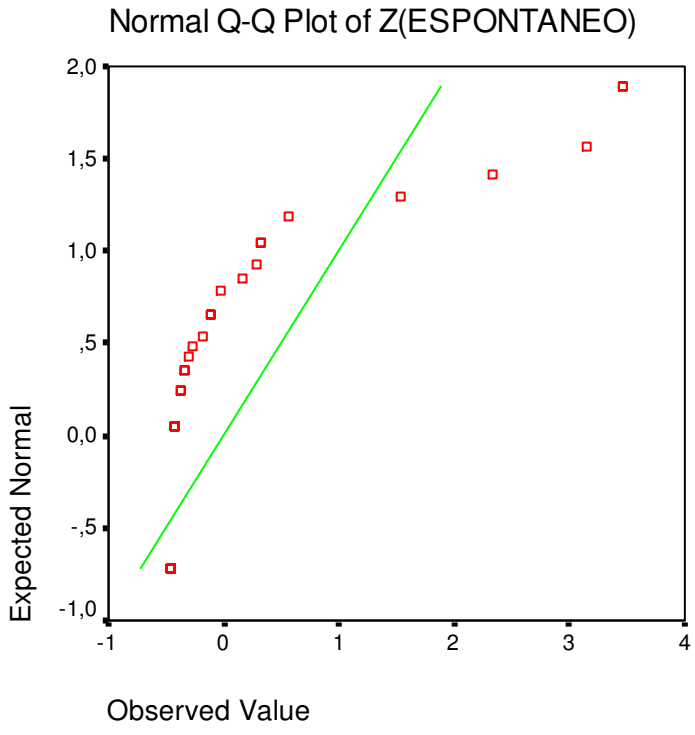


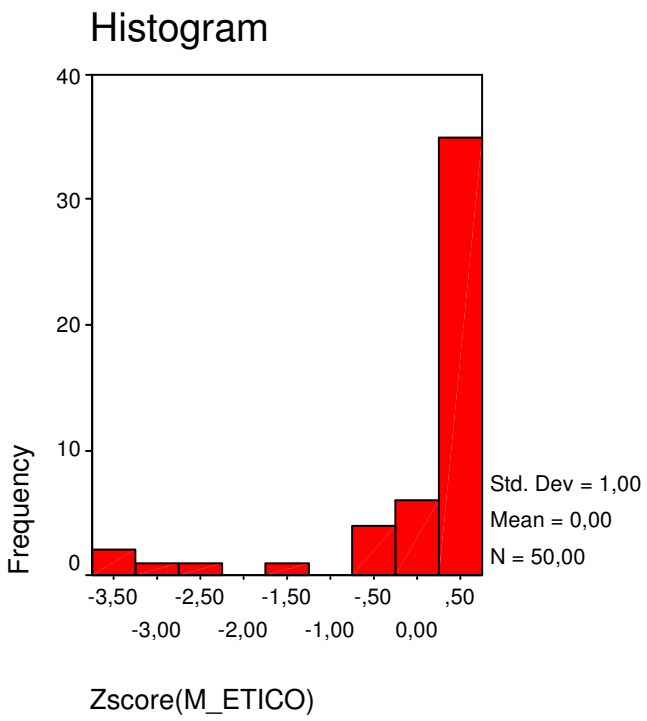


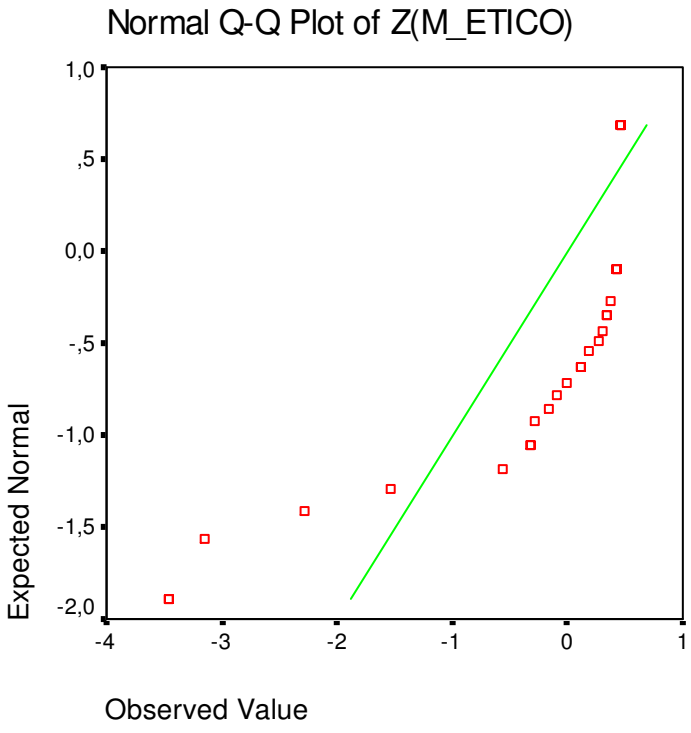


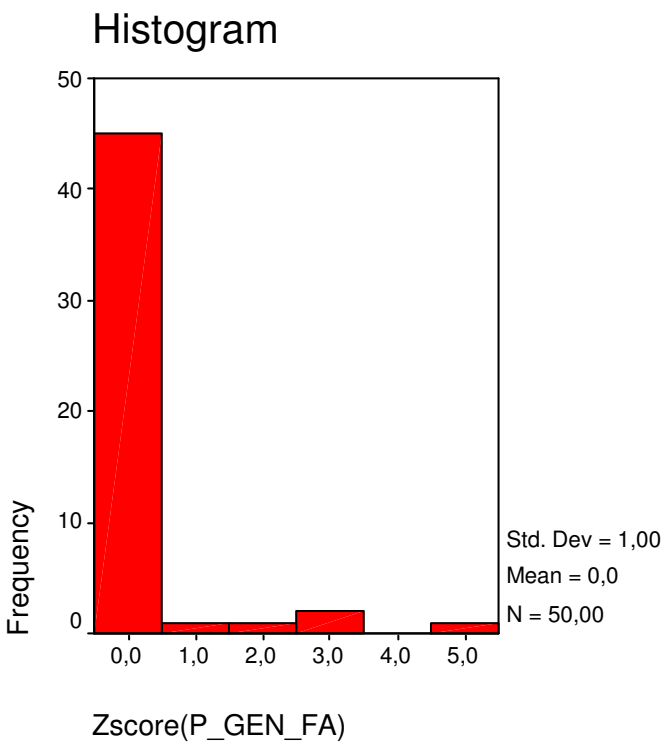


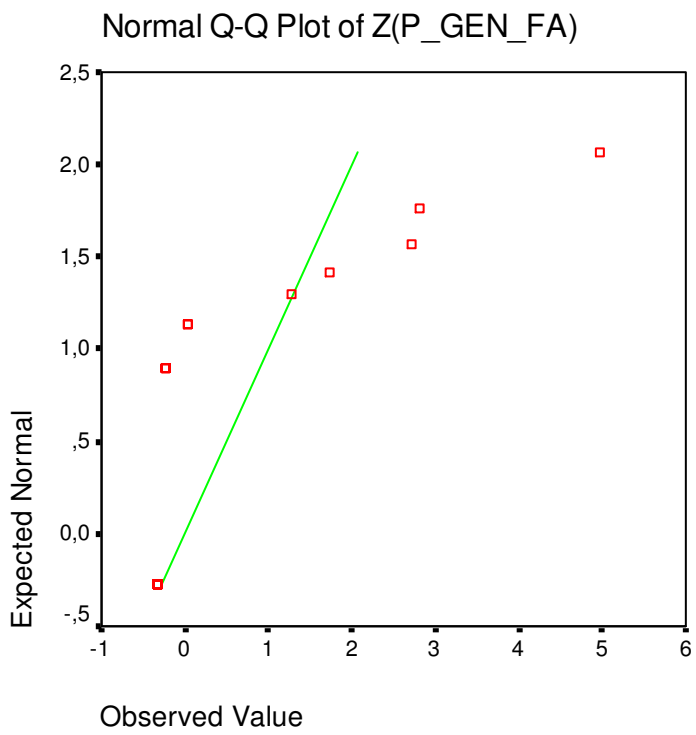


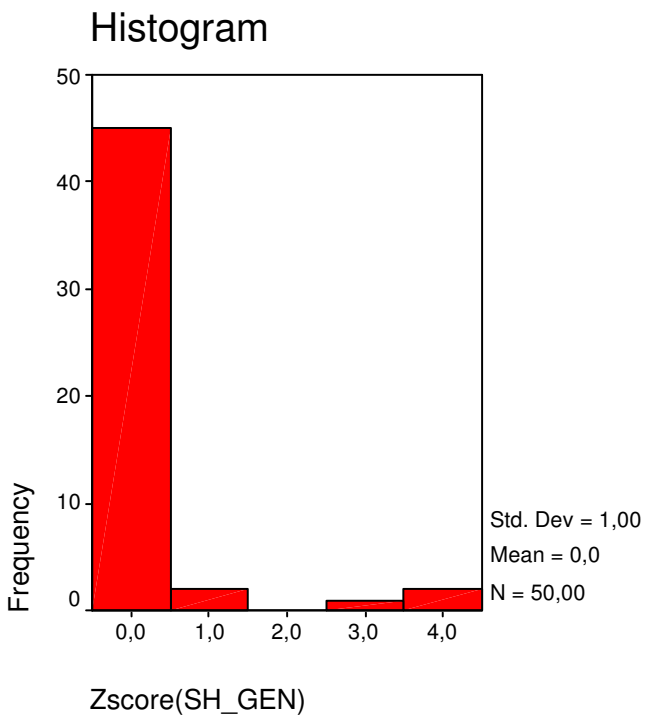


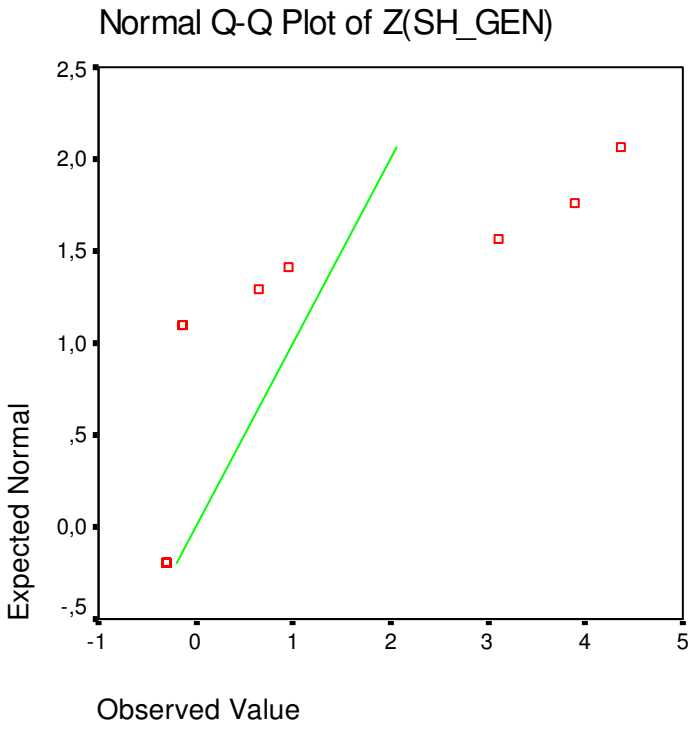


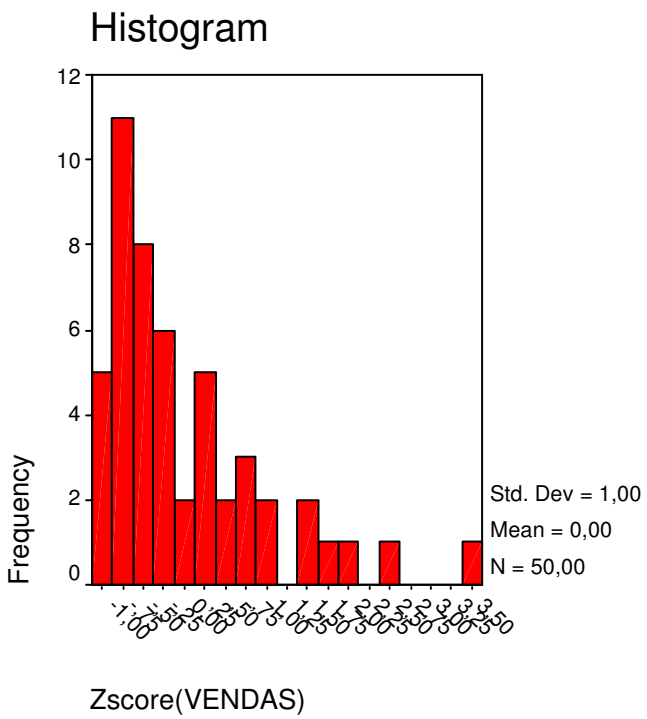


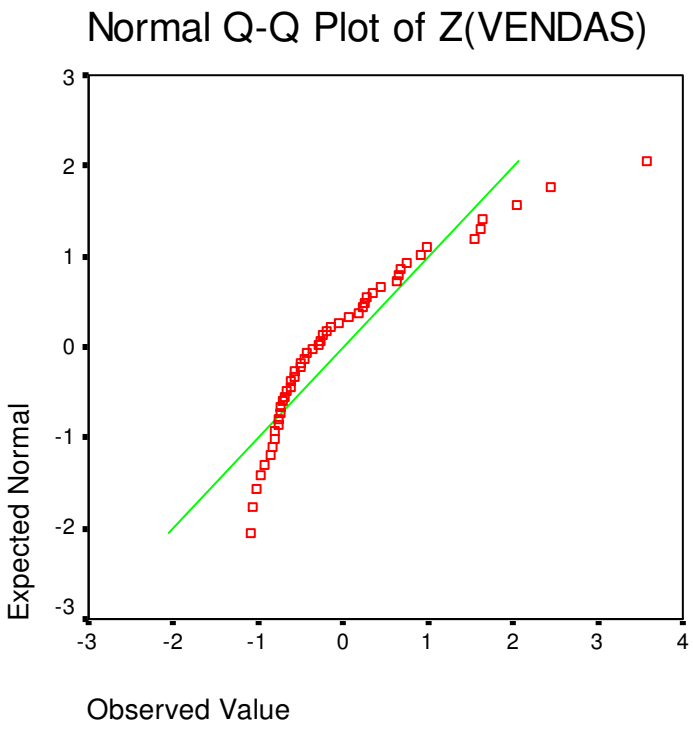


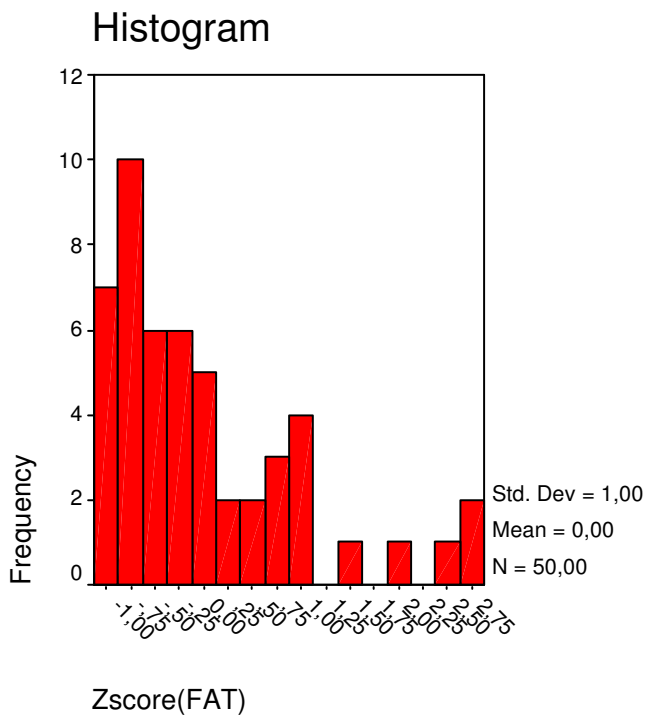


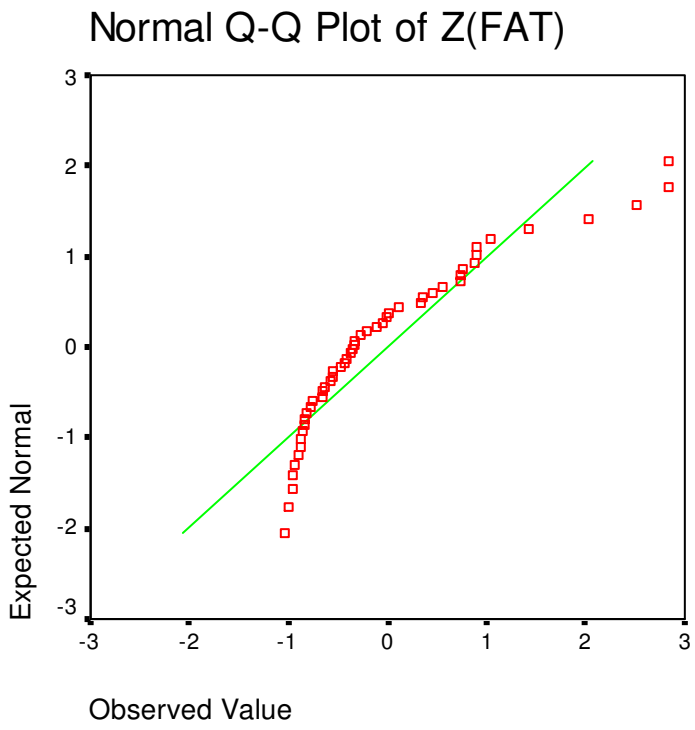


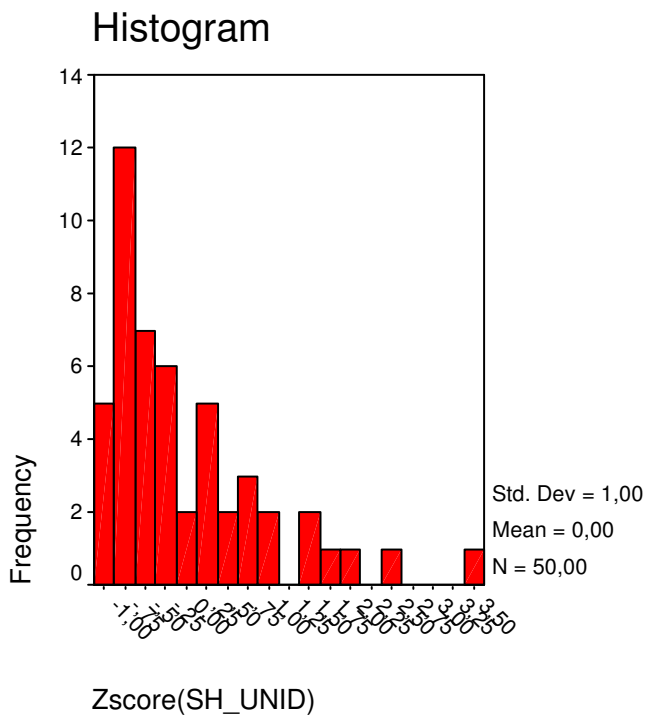


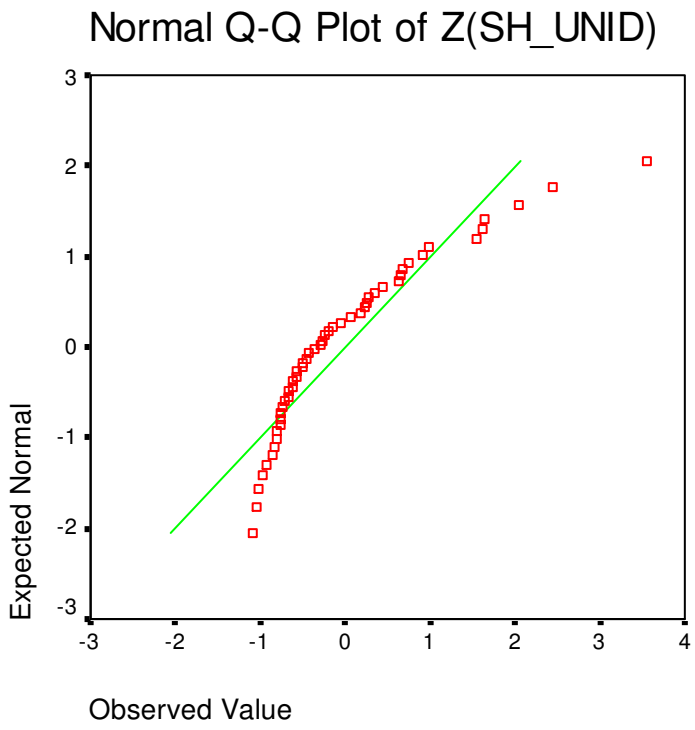


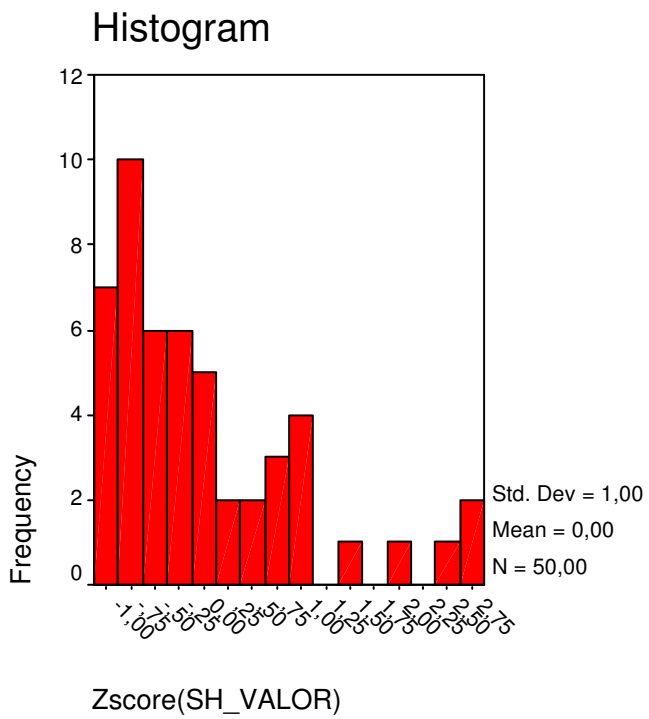


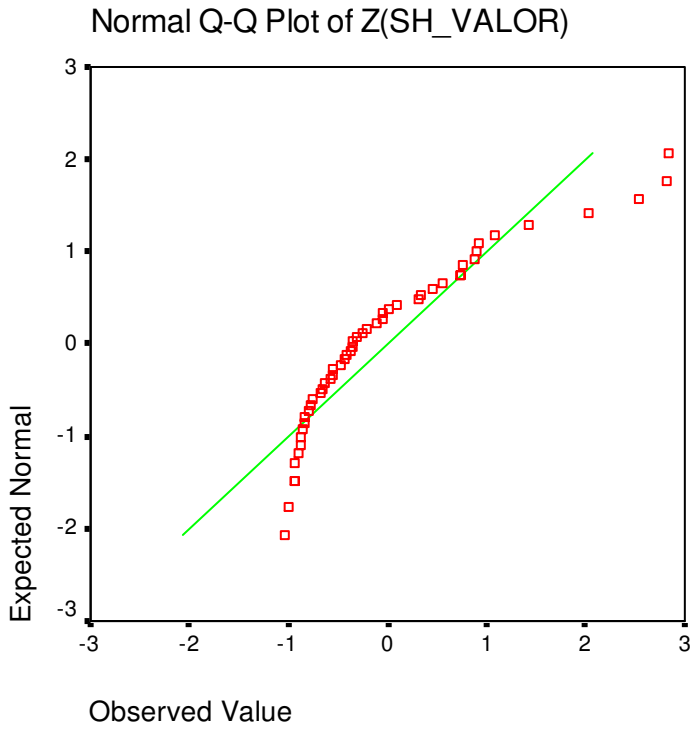


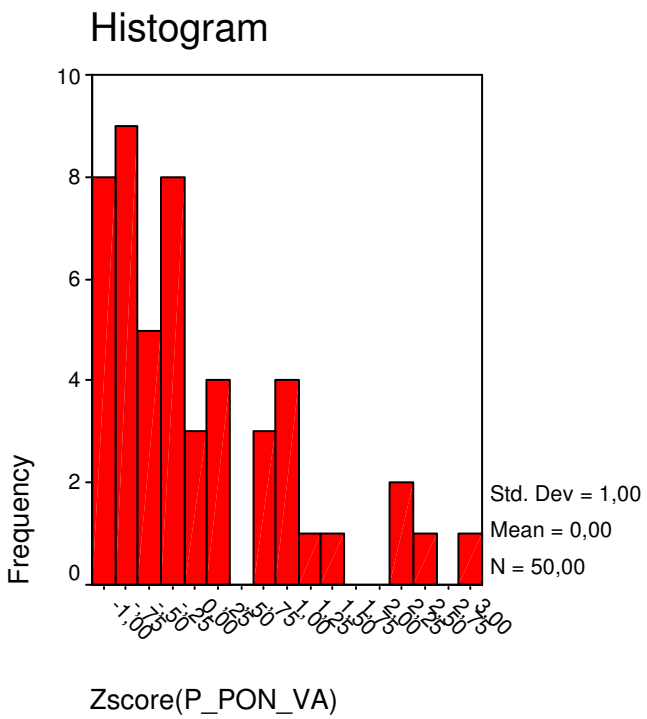


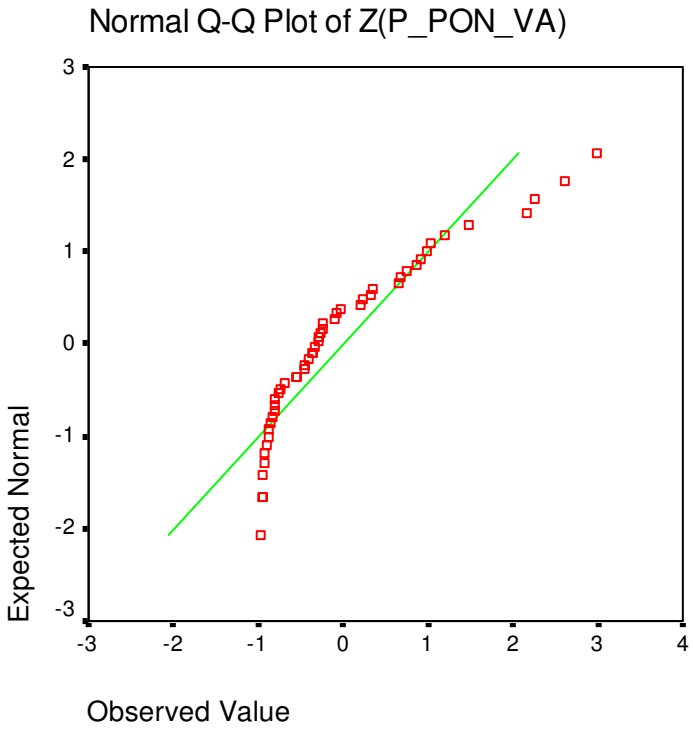


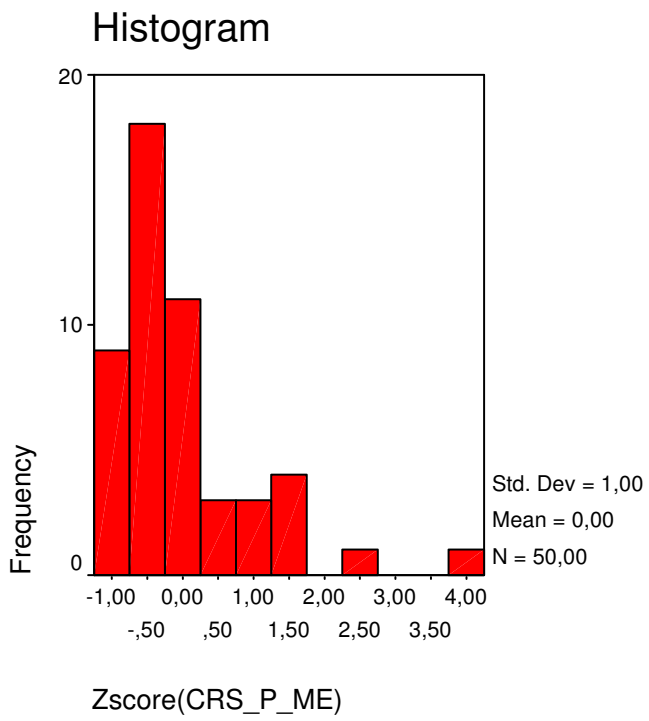


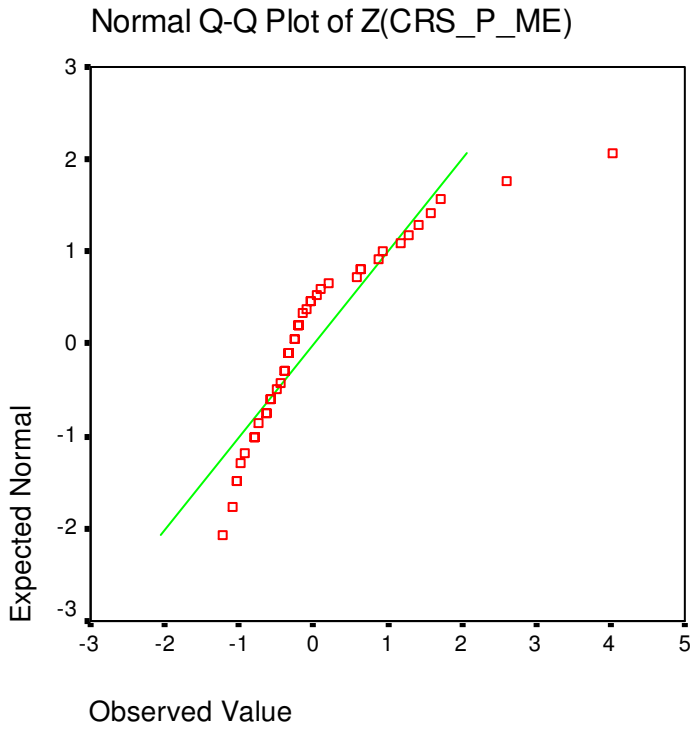


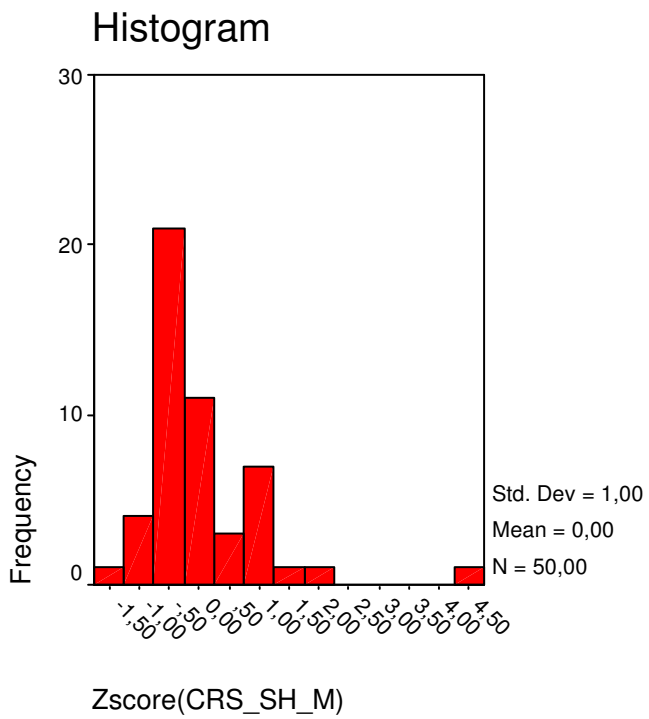


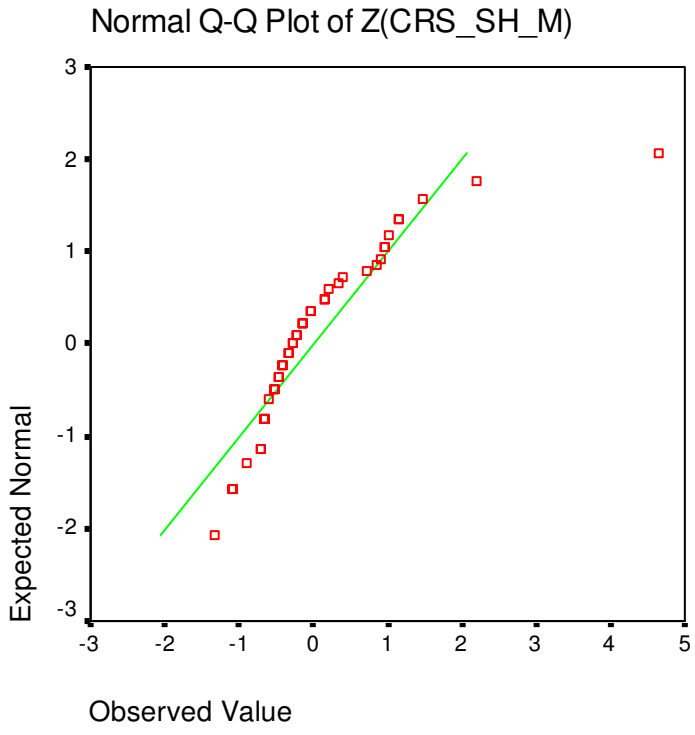












8.3. Análise de Correlações

8.3.1. Variáveis Estratégicas

Correlations

		Zscore(PRECO)	Zscore(FOCO)	Zscore(TAMANHO)	Zscore(RECEITUA)	Zscore(NP_1_ANO)	Zscore(NP_5_ANO)	Zscore(ESPONTAN)	Zscore(M_ETICO)	Zscore(P_GEN_FA)	Zscore(SH_GEN)
Zscore(PRECO)	Pearson Correlation	1	,168	-,096	-,108	,370**	,425**	-,334*	,338*	,275	,058
	Sig. (2-tailed)	.	,243	,507	,456	,008	,002	,018	,016	,053	,687
	Sum of Squares and Cross-products	49,000	8,236	-4,711	-5,283	18,114	20,848	-16,375	16,544	13,488	2,860
	Covariance	1,000	,168	-,096	-,108	,370	,425	-,334	,338	,275	,058
	N	50	50	50	50	50	50	50	50	50	50
Zscore(FOCO)	Pearson Correlation	,168	1	-,274	-,356*	,208	,078	,029	-,027	,155	-,041
	Sig. (2-tailed)	,243	.	,054	,011	,147	,590	,840	,853	,283	,778
	Sum of Squares and Cross-products	8,236	49,000	-13,409	-17,443	10,201	3,823	1,432	-1,314	7,584	-2,003
	Covariance	,168	1,000	-,274	-,356	,208	,078	,029	-,027	,155	-,041
	N	50	50	50	50	50	50	50	50	50	50
Zscore(TAMANHO)	Pearson Correlation	-,096	-,274	1	,801**	-,252	-,377**	-,092	,094	-,221	,035
	Sig. (2-tailed)	,507	,054	.	,000	,077	,007	,525	,515	,122	,811
	Sum of Squares and Cross-products	-4,711	-13,409	49,000	39,237	-12,354	-18,464	-4,506	4,622	-10,853	1,698
	Covariance	-,096	-,274	1,000	,801	-,252	-,377	-,092	,094	-,221	,035
	N	50	50	50	50	50	50	50	50	50	50
Zscore(RECEITUA)	Pearson Correlation	-,108	-,356*	,801**	1	-,198	-,240	-,270	,271	-,181	-,098
	Sig. (2-tailed)	,456	,011	,000	.	,168	,093	,058	,057	,208	,498
	Sum of Squares and Cross-products	-5,283	-17,443	39,237	49,000	-9,702	-11,783	-13,222	13,284	-8,877	-4,804
	Covariance	-,108	-,356	,801	1,000	-,198	-,240	-,270	,271	-,181	-,098
	N	50	50	50	50	50	50	50	50	50	50
Zscore(NP_1_ANO)	Pearson Correlation	,370**	,208	-,252	-,198	1	,161	-,097	,097	,116	,001
	Sig. (2-tailed)	,008	,147	,077	,168	.	,263	,501	,503	,422	,993
	Sum of Squares and Cross-products	18,114	10,201	-12,354	-9,702	49,000	7,901	-4,769	4,756	5,687	,059
	Covariance	,370	,208	-,252	-,198	1,000	,161	-,097	,097	,116	,001
	N	50	50	50	50	50	50	50	50	50	50
Zscore(NP_5_ANO)	Pearson Correlation	,425**	,078	-,377**	-,240	,161	1	-,241	,241	,837**	,526**
	Sig. (2-tailed)	,002	,590	,007	,093	,263	.	,092	,092	,000	,000
	Sum of Squares and Cross-products	20,848	3,823	-18,464	-11,783	7,901	49,000	-11,786	11,809	41,016	25,760
	Covariance	,425	,078	-,377	-,240	,161	1,000	-,241	,241	,837	,526
	N	50	50	50	50	50	50	50	50	50	50
Zscore(ESPONTAN)	Pearson Correlation	-,334*	,029	-,092	-,270	-,097	-,241	1	-1,000**	-,138	-,125
	Sig. (2-tailed)	,018	,840	,525	,058	,501	,092	.	,000	,338	,386
	Sum of Squares and Cross-products	-16,375	1,432	-4,506	-13,222	-4,769	-11,786	49,000	-48,976	-6,773	-6,142
	Covariance	-,334	,029	-,092	-,270	-,097	-,241	1,000	-1,000	-,138	-,125
	N	50	50	50	50	50	50	50	50	50	50
Zscore(M_ETICO)	Pearson Correlation	,338*	-,027	,094	,271	,097	,241	-1,000**	1	,139	,126
	Sig. (2-tailed)	,016	,853	,515	,057	,503	,092	,000	.	,335	,382
	Sum of Squares and Cross-products	16,544	-1,314	4,622	13,284	4,756	11,809	-48,976	49,000	6,819	6,185
	Covariance	,338	-,027	,094	,271	,097	,241	-1,000	1,000	,139	,126
	N	50	50	50	50	50	50	50	50	50	50
Zscore(P_GEN_FA)	Pearson Correlation	,275	,155	-,221	-,181	,116	,837**	-,138	,139	1	,730**
	Sig. (2-tailed)	,053	,283	,122	,208	,422	,000	,338	,335	.	,000
	Sum of Squares and Cross-products	13,488	7,584	-10,853	-8,877	5,687	41,016	-6,773	6,819	49,000	35,791
	Covariance	,275	,155	-,221	-,181	,116	,837	-,138	,139	1,000	,730
	N	50	50	50	50	50	50	50	50	50	50
Zscore(SH_GEN)	Pearson Correlation	,058	-,041	,035	-,098	,001	,526**	-,125	,126	,730**	1
	Sig. (2-tailed)	,687	,778	,811	,498	,993	,000	,386	,382	,000	.
	Sum of Squares and Cross-products	2,860	-2,003	1,698	-4,804	,059	25,760	-6,142	6,185	35,791	49,000
	Covariance	,058	-,041	,035	-,098	,001	,526	-,125	,126	,730	1,000
	N	50	50	50	50	50	50	50	50	50	50

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

8.3.2. Variáveis de Desempenho

Correlations

		Zscore(VENDAS)	Zscore(FAT)	Zscore(SH_UNID)	Zscore(SH_VALOR)	Zscore(P_PON_VA)	Zscore(CRS_P_ME)	Zscore(CRS_SH_M)
Zscore(VENDAS)	Pearson Correlation	1	,936**	1,000**	,936**	,902**	-,293*	-,354*
	Sig. (2-tailed)	.	,000	,000	,000	,000	,039	,012
	Sum of Squares and Cross-products	49,000	45,861	49,000	45,872	44,177	-14,381	-17,355
	Covariance	1,000	,936	1,000	,936	,902	-,293	-,354
	N	50	50	50	50	50	50	50
Zscore(FAT)	Pearson Correlation	,936**	1	,936**	1,000**	,982**	-,292*	-,358*
	Sig. (2-tailed)	,000	.	,000	,000	,000	,040	,011
	Sum of Squares and Cross-products	45,861	49,000	45,856	48,997	48,130	-14,298	-17,552
	Covariance	,936	1,000	,936	1,000	,982	-,292	-,358
	N	50	50	50	50	50	50	50
Zscore(SH_UNID)	Pearson Correlation	1,000**	,936**	1	,936**	,901**	-,294*	-,354*
	Sig. (2-tailed)	,000	,000	.	,000	,000	,039	,012
	Sum of Squares and Cross-products	49,000	45,856	49,000	45,866	44,173	-14,383	-17,362
	Covariance	1,000	,936	1,000	,936	,901	-,294	-,354
	N	50	50	50	50	50	50	50
Zscore(SH_VALOR)	Pearson Correlation	,936**	1,000**	,936**	1	,982**	-,299*	-,365**
	Sig. (2-tailed)	,000	,000	,000	.	,000	,035	,009
	Sum of Squares and Cross-products	45,872	48,997	45,866	49,000	48,125	-14,630	-17,865
	Covariance	,936	1,000	,936	1,000	,982	-,299	-,365
	N	50	50	50	50	50	50	50
Zscore(P_PON_VA)	Pearson Correlation	,902**	,982**	,901**	,982**	1	-,261	-,338*
	Sig. (2-tailed)	,000	,000	,000	,000	.	,067	,016
	Sum of Squares and Cross-products	44,177	48,130	44,173	48,125	49,000	-12,777	-16,586
	Covariance	,902	,982	,901	,982	1,000	-,261	-,338
	N	50	50	50	50	50	50	50
Zscore(CRS_P_ME)	Pearson Correlation	-,293*	-,292*	-,294*	-,299*	-,261	1	,959**
	Sig. (2-tailed)	,039	,040	,039	,035	,067	.	,000
	Sum of Squares and Cross-products	-14,381	-14,298	-14,383	-14,630	-12,777	49,000	46,984
	Covariance	-,293	-,292	-,294	-,299	-,261	1,000	,959
	N	50	50	50	50	50	50	50
Zscore(CRS_SH_M)	Pearson Correlation	-,354*	-,358*	-,354*	-,365**	-,338*	,959**	1
	Sig. (2-tailed)	,012	,011	,012	,009	,016	,000	.
	Sum of Squares and Cross-products	-17,355	-17,552	-17,362	-17,865	-16,586	46,984	49,000
	Covariance	-,354	-,358	-,354	-,365	-,338	,959	1,000
	N	50	50	50	50	50	50	50

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

8.4. Análise de Fatores

Communalities

	Initial	Extraction
Zscore(PRECO)	1,000	,690
Zscore(FOCO)	1,000	,994
Zscore(TAMANHO)	1,000	,944
Zscore(RECEITUA)	1,000	,873
Zscore(NP_1_ANO)	1,000	,754
Zscore(NP_5_ANO)	1,000	,844
Zscore(ESPONTAN)	1,000	,988
Zscore(M_ETICO)	1,000	,989
Zscore(P_GEN_FA)	1,000	,925
Zscore(SH_GEN)	1,000	,790

Extraction Method: Principal Component Analysis.

Total Variance Explained

	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
Component	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3,068	30,681	30,681	3,068	30,681	30,681	2,387	23,874	23,874
2	2,406	24,061	54,742	2,406	24,061	54,742	2,094	20,943	44,817
3	1,603	16,025	70,768	1,603	16,025	70,768	1,879	18,794	63,611
4	,917	9,166	79,934	,917	9,166	79,934	1,425	14,248	77,858
5	,798	7,977	87,911	,798	7,977	87,911	1,005	10,053	87,911
6	,622	6,224	94,136						
7	,393	3,932	98,068						
8	,103	1,025	99,093						
9	,090	,902	99,995						
10	,000	,005	100,000						

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component				
	1	2	3	4	5
Zscore(PRECO)	,580	,161	-,381	,412	-,113
Zscore(FOCO)	,279	-,367	-,382	,060	,795
Zscore(TAMANHO)	-,450	,653	,294	,414	,239
Zscore(RECEITUA)	-,373	,778	,197	,289	,086
Zscore(NP_1_ANO)	,378	-,141	-,493	,547	-,221
Zscore(NP_5_ANO)	,869	-,041	,268	-,005	-,125
Zscore(ESPONTAN)	-,447	-,769	,325	,301	-,031
Zscore(M_ETICO)	,447	,770	-,325	-,298	,034
Zscore(P_GEN_FA)	,819	-,059	,482	,089	,104
Zscore(SH_GEN)	,586	,071	,655	,052	,105

Extraction Method: Principal Component Analysis.

a. 5 components extracted.

Rotated Component Matrix[a]

	Component				
	1	2	3	4	5
Zscore(PRECO)	,201	,292	-,025	,746	,084
Zscore(FOCO)	,022	-,012	-,197	,128	,969
Zscore(TAMANHO)	-,079	,011	,960	-,110	-,059
Zscore(RECEITUA)	-,110	,217	,877	-,079	-,197
Zscore(NP_1_ANO)	-,019	-,025	-,143	,853	,068
Zscore(NP_5_ANO)	,808	,202	-,297	,246	-,051
Zscore(ESPONTAN)	-,090	-,979	-,099	-,106	,012
Zscore(M_ETICO)	,091	,979	,102	,108	-,009
Zscore(P_GEN_FA)	,940	,056	-,115	,121	,099
Zscore(SH_GEN)	,880	,013	,084	-,088	-,018

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 5 iterations.

Component Transformation Matrix

Component	1	2	3	4	5
1	,737	,383	-,357	,400	,151
2	,001	,718	,655	-,016	-,235
3	,665	-,372	,290	-,502	-,288
4	,088	-,446	,530	,713	,068
5	,082	,037	,279	-,282	,913

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.

Component Score Coefficient Matrix

	Component				
	1	2	3	4	5
Zscore(PRECO)	,009	,004	,106	,554	-,018
Zscore(FOCO)	-,004	,022	,111	-,076	1,033
Zscore(TAMANHO)	,079	-,120	,607	,083	,166
Zscore(RECEITUA)	,029	,004	,488	,079	-,010
Zscore(NP_1_ANO)	-,084	-,157	,067	,708	-,091
Zscore(NP_5_ANO)	,306	,031	-,111	,070	-,145
Zscore(ESPONTAN)	,053	-,508	,064	,090	-,018
Zscore(M_ETICO)	-,052	,507	-,061	-,088	,022
Zscore(P_GEN_FA)	,416	-,066	,064	-,011	,085
Zscore(SH_GEN)	,428	-,078	,136	-,126	,028

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.

Component Score Covariance Matrix

Component	1	2	3	4	5
1	1,000	,000	,000	,000	,000
2	,000	1,000	,000	-1,61E-16	,000
3	,000	,000	1,000	,000	-1,24E-16
4	,000	-1,61E-16	,000	1,000	,000
5	,000	,000	-1,24E-16	,000	1,000

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.

8.5. Análise de Cluster K-Means

Initial Cluster Centers

	Cluster													
	1	2	3	4	5	6	7	8	9	10	11	12	13	14
REGR factor score 1 for analysis 1	-,22400	-,22400	-,25000	-,25000	-,34200	-,34200	-,07600	-,07600	-,25000	-,25000	-,45700	-,45700	-,25000	-,25000
REGR factor score 2 for analysis 1	,09700	,48800	,34900	,48800	,34900	,48800	-,36500	,61000	,34900	,61000	-,36500	,61000	,34900	,34900
REGR factor score 3 for analysis 1	,31800	-,48100	,31800	-,03700	-,03700	-,48100	,94100	-1,19400	,94100	-,03700	,94100	-1,19400	-,03700	-,03700
REGR factor score 4 for analysis 1	-,44300	-,44300	,08100	,08100	,08100	,08100	-,72800	-,72800	,56300	,56300	,56300	,56300	-,20200	-,20200
REGR factor score 5 for analysis 1	-,51100	,38000	-,11100	,38000	-,51100	,38000	-,89500	,92400	-,11100	,92400	-,89500	,92400	-,89500	,92400

Input from FILE Subcommand

Iteration History[a]

	Change in Cluster Centers													
Iteration	1	2	3	4	5	6	7	8	9	10	11	12	13	14
1	,405	1,094	,764	,270	,879	1,292	1,079	,631	,432	1,361	1,335	2,089	,959	1,101
2	,385	1,648	,613	,000	,000	,335	2,379	,381	,759	1,182	2,002	2,148	,597	,631
3	,377	,000	,387	,361	,000	,000	,000	,000	,493	,000	,000	,000	,000	,000
4	,000	,000	,000	,226	,000	,000	,000	,000	,298	,000	,000	,000	,000	,000
5	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000

a. Convergence achieved due to no or small change in cluster centers. The maximum absolute coordinate change for any center is ,000. The current iteration is 5. The minimum distance between initial centers is ,453.

Final Cluster Centers

	Cluster													
	1	2	3	4	5	6	7	8	9	10	11	12	13	14
REGR factor score 1 for analysis 1	-,35375	-,47522	-,21394	,06311	-,06013	-,18031	3,11243	-,53043	-,17162	-,69470	-,13277	3,47177	-,30703	-,40094
REGR factor score 2 for analysis 1	-,01639	-1,28029	,42297	,28297	,54187	,68805	,01163	,58470	,17301	-,30365	-3,05297	,35568	,56988	,51247
REGR factor score 3 for analysis 1	,41116	-1,34233	1,24236	,10837	-,60208	-1,35480	,42756	-,86207	2,03403	-,00603	-,32177	-1,57823	-1,36403	,11808
REGR factor score 4 for analysis 1	-,33741	-1,18413	-,31056	,06683	,59027	,46659	-,48681	-,50685	,10021	2,69310	-,23576	1,98253	-,58382	-,36456
REGR factor score 5 for analysis 1	-,82737	-,13684	,25876	,07519	-,78761	-,82763	-,09083	,76129	-,79585	,65624	,15481	1,01130	-1,25848	2,08419

Distances between Final Cluster Centers

Cluster	1	2	3	4	5	6	7	8	9	10	11	12	13	14
1		2,425	1,444	1,155	1,512	2,072	3,547	2,137	1,702	3,429	3,284	5,243	1,935	2,974
2	2,425		3,251	2,539	2,759	2,676	4,262	2,231	3,961	4,295	2,299	5,446	2,252	3,310
3	1,444	3,251		1,248	2,312	2,933	3,471	2,201	1,404	3,391	3,815	5,232	3,033	2,155
4	1,155	2,539	1,248		1,267	1,827	3,132	1,478	2,130	2,858	3,384	4,361	2,142	2,119
5	1,512	2,759	2,312	1,267		,787	3,613	1,973	2,709	2,825	3,818	4,317	1,498	3,130
6	2,072	2,676	2,933	1,827	,787		3,991	1,962	3,447	3,198	4,065	4,379	1,149	3,379
7	3,547	4,262	3,471	3,132	3,613	3,991		3,999	3,773	5,045	4,540	3,403	4,073	4,176
8	2,137	2,231	2,201	1,478	1,973	1,962	3,999		3,388	3,435	3,758	4,779	2,095	1,659
9	1,702	3,961	1,404	2,130	2,709	3,447	3,773	3,388		3,673	4,120	5,759	3,522	3,514
10	3,429	4,295	3,391	2,858	2,825	3,198	5,045	3,435	3,673		4,099	4,571	4,143	3,487
11	3,284	2,299	3,815	3,384	3,818	4,065	4,540	3,758	4,120	4,099		5,643	4,045	4,089
12	5,243	5,446	5,232	4,361	4,317	4,379	3,403	4,779	5,759	4,571	5,643		5,110	4,956
13	1,935	2,252	3,033	2,142	1,498	1,149	4,073	2,095	3,522	4,143	4,045	5,110		3,665
14	2,974	3,310	2,155	2,119	3,130	3,379	4,176	1,659	3,514	3,487	4,089	4,956	3,665	

ANOVA

	Cluster		Error			
	Mean Square	df	Mean Square	df	F	Sig.
REGR factor score 1 for analysis 1	3,574	13	,070	36	50,798	,000
REGR factor score 2 for analysis 1	3,581	13	,068	36	52,610	,000
REGR factor score 3 for analysis 1	3,534	13	,085	36	41,523	,000
REGR factor score 4 for analysis 1	2,590	13	,426	36	6,085	,000
REGR factor score 5 for analysis 1	3,365	13	,146	36	23,045	,000

The F tests should be used only for descriptive purposes because the clusters have been chosen to maximize the differences among cases in different clusters. The observed significance levels are not corrected for this and thus cannot be interpreted as tests of the hypothesis that the cluster means are equal.

Cluster Membership

Case Number	Cluster	Distance
1	9	,547
2	9	,617
3	9	,759
4	9	,649
5	3	,431
6	3	,386
7	7	,626
8	4	,903
9	14	,688
10	1	,712
11	1	1,065
12	3	,257
13	7	,671
14	1	,354
15	3	,573
16	1	,610
17	1	,261
18	14	,547
19	11	1,112
20	14	,148
21	7	,621
22	4	1,131
23	4	,571
24	4	,441
25	5	,629
26	1	,528
27	1	,579
28	14	,550
29	10	1,624
30	11	1,083
31	5	,629
32	4	,686
33	11	,836
34	13	,682
35	8	,549
36	10	2,363
37	14	,489
38	10	,942
39	8	,770
40	13	,740
41	13	,683
42	6	,747
43	12	,000
44	11	,551
45	8	,445
46	6	,669
47	13	,759
48	2	,000
49	8	,398
50	6	,356

Number of Cases in each Cluster

Cluster	1	7,000
	2	1,000
	3	4,000
	4	5,000
	5	2,000
	6	3,000
	7	3,000
	8	4,000
	9	4,000
	10	3,000
	11	4,000
	12	1,000
	13	4,000
	14	5,000
Valid		50,000
Missing		,000

8.6. Comparação dos Centróides - Wilcoxon Signed Ranks Test

Ranks

		N	Mean Rank	Sum of Ranks
VAR00001 - FAC1_1	Negative Ranks	6[a]	6,83	41,00
	Positive Ranks	8[b]	8,00	64,00
	Ties	0[c]		
	Total	14		
VAR00002 - FAC2_1	Negative Ranks	8[d]	8,25	66,00
	Positive Ranks	6[e]	6,50	39,00
	Ties	0[f]		
	Total	14		
VAR00003 - FAC3_1	Negative Ranks	7[g]	9,57	67,00
	Positive Ranks	7[h]	5,43	38,00
	Ties	0[i]		
	Total	14		
VAR00004 - FAC4_1	Negative Ranks	7[j]	7,14	50,00
	Positive Ranks	7[k]	7,86	55,00
	Ties	0[l]		
	Total	14		
VAR00005 - FAC5_1	Negative Ranks	9[m]	6,67	60,00
	Positive Ranks	5[n]	9,00	45,00
	Ties	0[o]		
	Total	14		

a. VAR00001 < FAC1_1

b. VAR00001 > FAC1_1

c. VAR00001 = FAC1_1

d. VAR00002 < FAC2_1

e. VAR00002 > FAC2_1

f. VAR00002 = FAC2_1

g. VAR00003 < FAC3_1

h. VAR00003 > FAC3_1

i. VAR00003 = FAC3_1

j. VAR00004 < FAC4_1

k. VAR00004 > FAC4_1

l. VAR00004 = FAC4_1

m. VAR00005 < FAC5_1

n. VAR00005 > FAC5_1

o. VAR00005 = FAC5_1

Test Statistics[c]

	VAR00001 - FAC1_1	VAR00002 - FAC2_1	VAR00003 - FAC3_1	VAR00004 - FAC4_1	VAR00005 - FAC5_1
Z	-,722[a]	-,847[b]	-,910[b]	-,157[a]	-,471[b]
Asymp. Sig. (2-tailed)	,470	,397	,363	,875	,638

a. Based on negative ranks.

b. Based on positive ranks.

c. Wilcoxon Signed Ranks Test

8.7. Análise Multivariada do Desempenho Entre Grupos

Multivariate Tests[c]

Effect		Value	F	Hypothesis df	Error df	Sig.
Intercept	Pillai's Trace	,570	5,672[a]	7,000	30,000	,000
	Wilks' Lambda	,430	5,672[a]	7,000	30,000	,000
	Hotelling's Trace	1,323	5,672[a]	7,000	30,000	,000
	Roy's Largest Root	1,323	5,672[a]	7,000	30,000	,000
QCL_1	Pillai's Trace	3,277	2,438	91,000	252,000	,000
	Wilks' Lambda	,002	3,757	91,000	195,498	,000
	Hotelling's Trace	18,561	5,769	91,000	198,000	,000
	Roy's Largest Root	10,228	28,324[b]	13,000	36,000	,000

a. Exact statistic

b. The statistic is an upper bound on F that yields a lower bound on the significance level.

c. Design: Intercept+QCL_1

Tests of Between-Subjects Effects

Source	Dependent Variable	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	Zscore(VENDAS)	41,574[a]	13	3,198	15,504	,000
	Zscore(FATURAME)	43,327[b]	13	3,333	21,148	,000
	Zscore(SH_UNID)	41,567[a]	13	3,197	15,487	,000
	Zscore(SH_VALOR)	43,316[b]	13	3,332	21,103	,000
	Zscore(P_PON_VA)	41,880[c]	13	3,222	16,290	,000
	Zscore(CRS_P_ME)	38,780[d]	13	2,983	10,508	,000
	Zscore(CRS_SH_M)	41,778[e]	13	3,214	16,018	,000
Intercept	Zscore(VENDAS)	1,201	1	1,201	5,822	,021
	Zscore(FATURAME)	1,050	1	1,050	6,660	,014
	Zscore(SH_UNID)	1,206	1	1,206	5,841	,021
	Zscore(SH_VALOR)	1,066	1	1,066	6,749	,014
	Zscore(P_PON_VA)	,897	1	,897	4,534	,040
	Zscore(CRS_P_ME)	4,654	1	4,654	16,393	,000
	Zscore(CRS_SH_M)	5,611	1	5,611	27,970	,000
QCL_1	Zscore(VENDAS)	41,574	13	3,198	15,504	,000
	Zscore(FATURAME)	43,327	13	3,333	21,148	,000
	Zscore(SH_UNID)	41,567	13	3,197	15,487	,000
	Zscore(SH_VALOR)	43,316	13	3,332	21,103	,000
	Zscore(P_PON_VA)	41,880	13	3,222	16,290	,000
	Zscore(CRS_P_ME)	38,780	13	2,983	10,508	,000
	Zscore(CRS_SH_M)	41,778	13	3,214	16,018	,000
Error	Zscore(VENDAS)	7,426	36	,206		
	Zscore(FATURAME)	5,673	36	,158		
	Zscore(SH_UNID)	7,433	36	,206		
	Zscore(SH_VALOR)	5,684	36	,158		
	Zscore(P_PON_VA)	7,120	36	,198		
	Zscore(CRS_P_ME)	10,220	36	,284		
	Zscore(CRS_SH_M)	7,222	36	,201		
Total	Zscore(VENDAS)	49,000	50			
	Zscore(FATURAME)	49,000	50			
	Zscore(SH_UNID)	49,000	50			
	Zscore(SH_VALOR)	49,000	50			
	Zscore(P_PON_VA)	49,000	50			
	Zscore(CRS_P_ME)	49,000	50			
	Zscore(CRS_SH_M)	49,000	50			
Corrected Total	Zscore(VENDAS)	49,000	49			
	Zscore(FATURAME)	49,000	49			
	Zscore(SH_UNID)	49,000	49			
	Zscore(SH_VALOR)	49,000	49			
	Zscore(P_PON_VA)	49,000	49			
	Zscore(CRS_P_ME)	49,000	49			
	Zscore(CRS_SH_M)	49,000	49			

a. R Squared = ,848 (Adjusted R Squared = ,794)

b. R Squared = ,884 (Adjusted R Squared = ,842)

c. R Squared = ,855 (Adjusted R Squared = ,802)

d. R Squared = ,791 (Adjusted R Squared = ,716)

e. R Squared = ,853 (Adjusted R Squared = ,799)