

Table 4.4

	DMU	Score	number of strengt	number of	number of opp	number of thre	sales {O}{V}	profit {O}{V}	advertising r	operating inc	Benchmarks	{S} number o	{S} numbe	{S} number	{S} numbe	{S} sales {O}	{S} profit {O}	{S} adverti	{S} operating inc
1	F1	133.33%	1	0	0	0	0	0	1.33	0	7								
2	F2	494.23%	0.04	0	0	0.96	0	4.94	0	0	10								
3	F3	19.05%	0	0	0.67	0.33	0	0	0.19	0	2 (0.06) 19 (0.18)	0.03	0	0	0	10894892.4	4201822.56	0	6170079.87
4	F4	68.97%	0.01	0	0.01	0.99	0.69	0	0	0	2 (0.52) 15 (0.17)	0	0	0	0	24071662.13	0.21	31943497.33	
5	F5	50.00%	1	0	0	0	0	0	0.5	0	15 (0.33)	0	1	1.17	0	344072.67	141159.33	0	173568
6	F6	27.78%	0.67	0	0.33	0	0	0	0.28	0	1 (0.17) 14 (0.06)	0	0.17	0	0.39	3643249.17	2664973.3	0	3115304.21
7	F7	77.78%	0.69	0	0.31	0	0	0	0.78	0	2 (0.78)	0	0	0	0.78	65091266.19	35434652.87	0	46697680.78
8	F8	18.18%	0	0	0.73	0.27	0	0	0.18	0	2 (0.07) 19 (0.04)	0.2	0	0	0	9123983.02	4257395.02	0	5727670.85
9	F9	15.38%	0.92	0.08	0	0	0	0	0.15	0	1 (0.08) 2 (0.08)	0	0	0.08	0.38	8662418.27	4052552.14	0	5359352.28
10	F10	25.00%	0.67	0	0.16	0.17	0	0	0.25	0	1 (0.25)	0	0.25	0	0	901091.94	900681.73	0	1075681.81
11	F11	30.77%	0.92	0.08	0	0	0	0	0.31	0	1 (0.15) 2 (0.15)	0	0	0.46	1.08	15943203.83	8105104.05	0	10718704.37
12	F12	90.91%	0	0	0.73	0.27	0	0	0.91	0	2 (0.37) 19 (0.21)	0.99	0	0	0	33891372.94	14934271.02	0	20725753.43
13	F13	40.00%	0.69	0.03	0.21	0.07	0	0	0.4	0	1 (0.40) 14 (0.40)	0	0	0	0	19817035.75	16173717.26	0	18790545.67
14	F14	176.67%	0	0	1	0	0	1.77	0	0	3								
15	F15	big	0	0	0	0	0	0	0	0	3								
16	F16	50.00%	0.69	0.02	0.24	0.05	0	0	0.5	0	1 (0.50) 14 (0.50)	0	0	0	0	318388.52	12408332	0	12658958.01
17	F17	44.44%	0.66	0	0.34	0	0	0	0.44	0	2 (0.44)	0	0	0	0.44	40382365.14	18540553.5	0	25631779.02
18	F18	15.38%	0.92	0.08	0	0	0	0	0.15	0	1 (0.08) 2 (0.08)	0	0	0.23	0.08	8174152.3	4052552.01	0	5359352.15
19	F19	124.44%	0	0	1	0	0	0	1.24	0	3								
20	F20	57.14%	0.57	0	0	0.43	0	0	0.57	0	2 (0.14) 15 (0.24)	0	0.57	0.76	0	10830206.89	6360141.95	0	8388534.56

Table 4.15

	DMU	Score	number of ob	the specified	number of the	number of tin	the number o	tv {I}{V}	radio {I}{V}	number of cli	sales {O} {V}	profit {	advertisi	operatir	Benchmarks	{S} num	{S} the	{S} nu	{S} num	{S} th	{S} tv	{S} rad	{S} num	{S} sales {O}	{S} profit {O}	{S} adv	{S} {O}
1	F1	69.68%	0.91	0	0.02	0	0	0	0	0.07	0	0	0.7	0	2 (0.18) 14	0	2.06	0	3.65	1.91	0	0.43	0	16609104.3	11261370.5	0	14321201.3
2	F2	500.74%	0	0	0	0	0	0	0	1	3.78	0	0	1.22	1												
3	F3	33.33%	1	0	0	0	0	0	0	0	0	0	0.33	0	13 (0.00) 14	0	0.09	0.77	0.41	0.48	0.15	0.15	0.06	7899647.36	3972731.63	0	5401429.76
4	F4	313.36%	0	0	1	0	0	0	0	0	3.13	0	0	0	0												
5	F5	25.87%	0	0	0.17	0	0	0	0	0.83	0	0	0.26	0	16 (0.00) 17	0.27	0.02	0	0.13	3.1	0	0	0	1413556.62	830570.12	0	876847.3
6	F6	25.00%	1	0	0	0	0	0	0	0	0	0	0.25	0	14 (0.16) 17	0	0.16	0.17	0.06	0	0	0	0.04	6724449	6134030.36	0	7124347.93
7	F7	87.50%	1	0	0	0	0	0	0	0	0	0	0.87	0	13 (0.02) 14	0	2.33	0.2	0.38	2.68	0.56	2.31	0.1	17672873	13592354.1	0	17757572.8
8	F8	50.00%	1	0	0	0	0	0	0	0	0	0	0.5	0	13 (0.01) 14	0	0.13	1.19	0.06	0.38	0.41	0.41	0.37	4735212.36	2651652.68	0	3429148.36
9	F9	50.00%	1	0	0	0	0	0	0	0	0	0	0.5	0	13 (0.01) 14	0	0.13	2.22	0.12	0.37	0.4	0.4	0.38	4670773.29	2494791.44	0	3274224.91
###	F10	50.00%	1	0	0	0	0	0	0	0	0	0	0.5	0	13 (0.01) 14	0	0.15	2.26	0.18	0.37	0.39	0.39	0.29	3094692.7	2286653.68	0	3067763.48
###	F11	25.00%	0.86	0	0	0	0.03	0	0	0.11	0	0	0.25	0	19 (0.25)	0	2.25	1	0.25	0	0.63	0.75	0	7451199.29	3671061.95	0	5236459.86
###	F12	62.50%	0.54	0.37	0	0	0.02	0.02	0.04	0	0	0	0.62	0	19 (0.62)	0	0	1.25	1.25	0	0	0	0.03	10353488.5	2824928.51	0	5178517.88
###	F13	100.00%	1	0	0	0	0	0	0	0	0	0	1	0	6	0	9.67	0.67	0.33	3	0	0	0.07	27362386.3	24639935.7	0	28577925.2
###	F14	932.10%	0	0	0	1	0	0	0	0	0	9.32	0	0	10												
###	F15	big	0	0	0	0	0	0	0	0	0	0	0	0	0												
###	F16	113.10%	0	0	0	0	0	0	0	1	0	0	1.13	0	1												
###	F17	320.00%	0	0	1	0	0	0	0	0	0	0	3.2	0	10												
###	F18	66.67%	0	0	0	1	0	0	0	0	0	0	0.67	0	14 (0.17)	0.17	0.33	1.17	0	0.67	0	0	0.38	6622409.15	6193556.65	0	7194549.31
###	F19	254.29%	0	0	0.17	0.52	0.05	0	0.26	0	0	0	2.54	0	8												
###	F20	33.33%	1	0	0	0	0	0	0	0	0	0	0.33	0	13 (0.00) 14	0	0.06	1.43	1.56	0.15	0.32	0.32	0.05	5273500.61	4523930.36	0	5731424.51

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Table 4.22

	DMU	Score	total a	numbe	the size	sales	profit	adverti	operati	Benchmarks	{S} total an	{S} numbe	{S} the size	{S} sales	{S} profit	{S} adverti	{S} {O}
1	F1	37.74%	0	0.5	0.5	0.13	0	0.25	0	8 (2.65) 14 (0.22)	6473.57	0	45855403	0.02	4735524	0	5383138
2	F2	77.33%	0	0.5	0.5	0.77	0	0	0	14 (2.42)	566892.9	0	2.4E+009	0.77	40668368	0.27	38885025
3	F3	29.50%	1	0	0	0	0.3	0	0	8 (1.74) 9 (0.01) 10 (0.01) 11 (0.01)	0	0.12	583342.5	3656.9	0	0.01	75763.47
4	F4	145.01%	0	0.5	0.5	1.45	0	0	0	1							
5	F5	10.00%	0	1	0	0	0	0.1	0	8 (1.00)	2500	0	0	0	0	0	0
6	F6	42.04%	0.6	0	0.4	0.42	0	0	0	8 (0.91) 9 (0.01) 14 (0.01) 15 (0.01)	0	0.1	0	0	205542.1	0.01	238761.5
7	F7	40.41%	0	0.5	0.5	0.09	0	0.32	0	8 (4.88) 14 (0.35)	50231.87	0	2.0E+008	0.06	10369652	0	11082530
8	F8	1000.00%	0	1	0	0	0	10	0	14							
9	F9	10.00%	0	1	0	0	0	0.1	0	4	0	0	0	0	0	0	0
10	F10	152.80%	0	1	0	1.53	0	0	0	1							
11	F11	20.00%	0	1	0	0	0	0.2	0	8 (1.80) 14 (0.03)	757.35	0	25344.45	13540.63	1215227	0	1411630
12	F12	56.08%	0.5	0	0.5	0.56	0	0	0	8 (4.08) 9 (0.14) 14 (0.27)	0	1.58	1.4E+008	0.02	3863138	0.04	3954305
13	F13	40.00%	0	1	0	0	0	0.4	0	8 (3.69) 14 (0.05)	6060.48	0	306588.8	1099813	1764808	0	2005798
14	F14	644.89%	0.21	0.29	0.5	0	6.45	0	0	13							
15	F15	50.00%	0	1	0	0	0	0.5	0	8 (2.78) 14 (0.04)	93.51	0	5268003	546900.8	951969.6	0	1077041
16	F16	33.33%	0.5	0	0.5	0.33	0	0	0	8 (1.41) 9 (0.00) 14 (0.60)	0	0.01	1.6E+008	0	14498770	0	15028383
17	F17	32.97%	0	0.5	0.5	0.1	0.01	0.22	0	4 (0.03) 8 (3.45) 14 (0.09)	122440	0	35894210	0	0.05	0	391943.2
18	F18	121.07%	0	0	1	1.21	0	0	0	2							
19	F19	54.05%	0	0.5	0.5	0.18	0	0.36	0	8 (3.03) 14 (0.83)	332167.5	0	1.9E+008	0	16090127	0	14802241
20	F20	28.57%	0	1	0	0	0	0.29	0	8 (1.39) 14 (0.10)	421.99	0	6450305	202605.3	3026272	0	3315268

Table 4.27

	DMU	Score	dollars	exp	number	num	the area	num	num	the	the pa	the	the	the	blac	sal	prof	adv	operati	Benchmarks	{S} dollars	{S} expe	{S} num	{S} num	{S} the a	{S} num	{S} num	{S} the	{S} the	{S} the	{S} the	{S} bla	{S} sa	{S} prof	{S} adv	{S} inco	{O}	
1	F1	19.94%	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0.2	14 (0.10) 18 (10.90)	797.4	0.8	0.4	0.3	0.06	0	0	1.1	0.8	0.03	2.99	0.2	0.2	0	###	0.37	0.01	
2	F2	###	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	4.54	1																		
3	F3	20.70%	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	8 (1.53) 14 (0.04) 18 (0.24)	0	0.57	0.8	0.09	0.05	0	0.65	0.5	0.54	0.05	0.62	0.21	0.21	0	0	0	75763.47	
4	F4	13.62%	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0.14	14 (0.05) 18 (105.56)	8806.72	2.18	0.41	0	0.03	0	0.23	2.59	0.32	0.02	0.14	0.14	0.14	0	###	5.24	0	
5	F5	0.00%	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	8 (1.00)	3.31	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
6	F6	0.00%	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	8 (0.34) 18 (0.66)	0.04	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
7	F7	28.80%	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0.29	14 (0.10) 18 (22.43)	9985.62	0.29	2.3	0	0.04	0	1.92	4.03	4.42	0.02	0.58	0.29	0.29	0	###	0.8	0	
8	F8	0.00%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	5	0	0	0	0	0	0	0	0	0	0	0	0	###	0	0	0		
9	F9	0.00%	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0																	
10	F10	0.00%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0.1	0		
11	F11	0.00%	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	18 (2.83)	0.55	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0.04	0	
12	F12	48.88%	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0.49	14 (0.18) 18 (8.00)	0	2.69	0.37	0.43	0.2	0.98	3.06	19	1.1	0.2	4.89	0.49	0.49	0	###	0.21	0	
13	F13	1.14%	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0.01	8 (2.16) 14 (0.00) 18 (1.81)	29.73	0	0.03	0.02	0	0	0.01	0.02	0.03	0	0.05	0	0.01	0	38081	0	0.02	
14	F14	big	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	8																		
15	F15	big	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0																		
16	F16	84.12%	0.02	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0.84	14 (0.25) 17 (0.05) 18 (30.20)	0	0.86	4.21	0.87	0.24	2.36	0	6.32	1.86	0.14	0	0	0	0	###	1.35	0	
17	F17	big	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2																		
18	F18	0.00%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	13	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2.98	0	
19	F19	73.69%	0	0.1	0	0	0	0	0.9	0	0	0	0	0	0	0	0	0	0.74	2 (0.32) 8 (0.07) 17 (0.09) 18	63166.79	0	0.37	1.07	0.26	1	0	39.92	1	0.08	0.42	0.42	0.42	0	###	0	0.03	
20	F20	12.44%	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0.12	14 (0.02) 18 (6.30)	845.8	2.19	0.47	0.17	0	0	0.12	0.42	0.07	0	3.86	0.12	0.12	0	###	0.22	0	

Table 4.27

DMU	Score	dollars spe	TV morn	TV noon (f)	TV even	Ra mor	Ra noc	Ra even	Npaper D	Npaper	Npaper	Magaz	Magaz	Magazi	averag	averag	perce	numb	sales {	profit (O	adverti	operatin	Benchmarks	{S} dd	{S} T	{S} TV	{S} T	{S} Ra	{S} f	{S} f	{S} N	{S} N	{S} N	{S} M	{S} f	{S} Ma	{S} ave	{S} ave	{S} pe	{S} nu	{S} sales (O	{S} profit (O)	{S} ad	{S} operating income (O)									
1	F1	70.97%	0.29	0	0	0	0	0	0	0	0	0	0	0	0	0	0.71	0	0	0	0.71	0	9 (0.46)	10 (0.06)	14	0	0	0	0	0.65	0	0	0	0.13	0	0	0	0.71	0.27	514.17	0	1.93	15290142.76	17974827	0	20762156.43							
2	F2	613.84%	0	0	0	0.99	0	0	0	0	0	0	0	0	0	0	0	0.01	0	6.14	0	0	0																														
3	F3	103.30%	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0.25	0.78	0	0																														
4	F4	778.50%	0.52	0	0	0	0	0	0	0	0	0	0	0	0	0.48	0	0	7.78	0	0	0	0																														
5	F5	37.50%	0.87	0	0	0	0	0	0	0	0	0	0	0	0	0.13	0	0	0	0	0.37	0	10 (0.05)	13 (0.24)	0	0	0.38	0	0.33	0	0	0.14	0	0	0	0	0.38	0.58	0	0.01	0.82	325018.2	31478.29	0	47121.85								
6	F6	1097.07%	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	10.97	0	0	0																															
7	F7	133.33%	0	0	0	0.07	0	0	0	0.34	0	0	0	0.06	0	0.52	0	0	0	0	1.33	0	0																														
8	F8	1000.00%	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	10	0	0																														
9	F9	big	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1																														
10	F10	big	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2																														
11	F11	big	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0																														
12	F12	1387.76%	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	13.88	0																													
13	F13	big	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1																														
14	F14	big	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1																														
15	F15	555.79%	0.54	0	0	0	0	0	0	0	0	0	0	0	0	0.46	0	0	0	0	5.56	0	0																														
16	F16	big	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0																														
17	F17	3721.86%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	37.22	0	0																														
18	F18	big	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0																														
19	F19	189.11%	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1.89	0																														
20	F20	1254.50%	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	12.54	0	0	0																														

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Table 4.50

	DMU	Score	dollars	number	numb	sales	profit	adve	opera	Benchmarks	{S} dollars sp	{S} number of	{S} number of	{S} sales {O}	{S} profit {O}	{S} advertisin	{S} income {O}
1	F1	14.57%	0	1	0	0	0.14	0	0.01	2 (0.01) 14 (0.08) 18 (9.79)	0	0	0.37	0	0.02	0.32	4.92
2	F2	113.57%	0	1	0	0	0	0	1.14	5							
3	F3	5.82%	0	1	0	0	0.06	0	0	8 (1.53) 14 (0.04) 18 (0.24)	0	0	0.06	0	0	0	75763.53
4	F4	13.62%	0	1	0	0	0	0	0.14	14 (0.05) 18 (105.56)	0	0	0	0	297779.77	5.24	0.02
5	F5	0.00%	0	0	1	0	0	0	0	8 (1.00)	0	0	0	0	0	0	0
6	F6	0.00%	0	0	0	0	0	0	0	8 (0.34) 18 (0.66)	0	0	0	0	0	0	0
7	F7	12.99%	0	0.9	0.1	0	0	0	0.13	2 (0.05) 14 (0.02) 18 (18.34)	1299.16	0	0	0	455237.78	0.6	0
8	F8	0.00%	0	0	0	0	0	0	0	9	0	0	0	0	0	0	0
9	F9	0.00%	0	0	0	0	0	0	0	8 (1.00)	0	0	0	0	0	0	0
10	F10	0.00%	0	0	0	0	0	0	0	1	0	0	0	0	0	0.1	0
11	F11	0.00%	0	0	1	0	0	0	0	18 (2.83)	0.55	0	0	0	0	0.04	0
12	F12	26.08%	0	0.95	0.05	0	0	0	0.26	2 (0.05) 8 (0.01) 14 (0.10) 18 (3.90)	0	0	0	0	83802.61	0	0.08
13	F13	1.21%	0	1	0	0	0	0	0.01	2 (0.00) 8 (2.40) 18 (1.57)	0	0	0.07	0	16350.8	0	0
14	F14	310.70%	0	1	0	0	3.11	0	0	10							
15	F15	3.62%	0	1	0	0	0	0	0.04	8 (1.87) 14 (0.01) 18 (1.06)	0	0	0	0	24779.93	0	0.66
16	F16	38.49%	0	1	0	0	0	0	0.38	14 (0.26) 18 (30.42)	0	0	0	0	1561317.63	1.35	0.01
17	F17	26.42%	0	1	0	0	0.26	0	0	8 (0.08) 14 (0.09) 18 (3.39)	0	0	0.53	0	0	0	380910.3
18	F18	0.00%	0	0	0	0	0	0	0	14	0	0	0	0	0	0	0
19	F19	43.77%	0	0.9	0.1	0	0	0	0.44	2 (0.26) 14 (0.09) 18 (9.29)	0	0	0	0	1458214.95	0.21	0.08
20	F20	7.46%	0	1	0	0	0	0	0.07	14 (0.02) 18 (6.30)	0	0	0	0	172264.01	0.22	0.01

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