

## INTERACTING LATENT BUDGET ANALYSIS AND CORRESPONDENCE ANALYSIS TO ANALYZE BEAUTY SALON MANAGEMENT DATA

Enio Galinkin JELIHOVSKI<sup>1</sup>  
Rosália Rodrigues ALVES<sup>2</sup>  
Fábio Mathias CORRÊA<sup>1</sup>

- **ABSTRACT:** *Latent budget analysis (LBA) and correspondence analysis (CA) are used interactively to analyse data about management of beauty salons. The survey consists of basically two types of questions; the first identifies the profile of the owner manager, the second are questions referring to the degree of professionalism with respect to market and finances. We built a stacked table where the rows are the profile questions and the columns the market-financial ones. The above methods are used to analyse this table. CA is used at first to find the important answers with respect to their mass followed by a LBA, then the graph results of CA are used to describe the latent budgets and mixing parameters. Either two or three latent budgets divide salons between low and higher level of professionalism, as it was expected.*
- **KEYWORDS:** *Correspondence analysis; latent budget analysis; market surveys of beauty salons.*

---

<sup>1</sup> Universidade Estadual de Santa Cruz – UESC, Departamento de Ciências Exatas e Tecnológicas – DCET, Área de Estatística, Campus Soane Nazaré de Andrade, CEP: 45662-900, Ilhéus, BA, Brasil. E-mail: [eniojehovs@gmail.com](mailto:eniojehovs@gmail.com) / [fmcron@gmail.com](mailto:fmcron@gmail.com)

<sup>2</sup> Universidade Federal de Lavras – UFLA, Departamento de Ciências Exatas – DEX, Caixa Postal 37, CEP: 37200-000, Lavras, MG, Brasil. E-mail: [rosaliaadm@gmail.com](mailto:rosaliaadm@gmail.com)