In this example we notice that the unit circle turns into an ellipse where the principal axes of the ellipse are the eigenvectors of A and the lengths of the semi-principal axes are the eigenvalues of A. (How does this picture change if one or both of A's eigenvalues are negative?)

There is a generalization of this example to n dimentions called the **Spectral Decomposition** of A. If v is any n-vector, we know

$$v = x_1q_1 + \dots + x_nq_n$$
 where  $x_i = (q_i, v) = q_i^T v$ 

Therefore

$$Av = x_1 A q_1 + \dots + x_n A q_n = x_1 \lambda_1 q_1 + \dots + x_n \lambda_n q_n$$
  
=  $(q_1^T v) \lambda_1 q_1 + \dots + (q_n^T v) \lambda_n q_n = (\lambda_1 q_1 q_1^T + \dots + \lambda_n q_n q_n^T) v$