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[Big]-Data Analytics for Businesses

Class Outline: three tools you will learn

1. Finding important factors that summarize your data, and visualizing your data:

Factor Analysis (Sessions 2 and 3)

2. Finding a few clusters of similar data:

Cluster Analysis (Sessions 4 and 5)

3. **Discriminating among and predicting successes vs failures:**

Logistic Regression and Tree Analyses (Sessions 6 and 7)

BRAND PERCEPTION

16. Below are several statements that could describe a brand (products, image, reputation, etc). Please indicate how much you agree or disagree with each of the statements (respondents have seen a brand that they own or a brand that they are familiar with):

Scale:

1. Strongly Disagree
2. Disagree
3. Neither Agree or Disagree
4. Agree
5. Strongly Agree

☐ **Statements:**

1. Has been around for a long time
2. Best in-class customer service
3. Strong dealer network
4. Offers cutting edge technology
5. Leader in safety
6. Offers innovative products
7. Is for people who are serious about boating
8. Is good for beginners
9. Is a brand I see in the water all the time
10. Provide a fast and powerful boating experience
11. Is great for socializing
12. Is great for water sports
13. Superior interior style
14. Superior exterior style
15. Stands out from the crowd
16. Offers boats that look cool
17. Can easily handle rough weather or choppy water
18. Can handle frequent and heavy usage
19. Offers a wide breadth of product offerings and accessories
20. Offers boats that I can move around safely
21. Boats are easy to maintain
22. Boats are easy to use
23. Boats are easy to clean up
24. Is low priced

ENGINES : BRAND FUNNEL

Now we would like to ask you some questions about boat engines

39. Which of the following marine engine brands have you ever heard of? (Select all that apply)



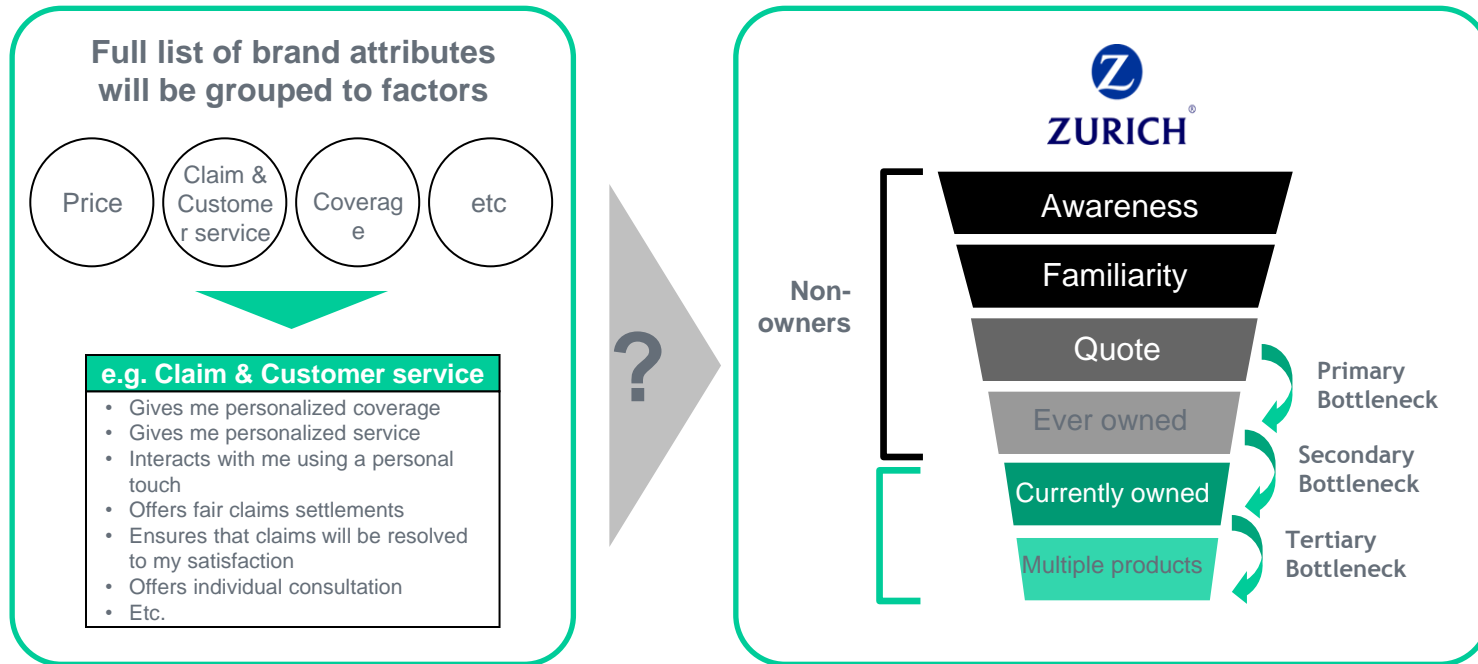
1. BRP Evinrude
2. Crusader
3. Cummins
4. CMD
5. Honda
6. Johnson
7. MerCruiser (Mercury)
8. Mercury
9. Parsons
10. Suzuki
11. Torqeedo
12. Volvo
13. Volkswagen TDI
14. Yamaha
15. Yanmar
16. Other. Please specify _____



FOR Q40 SHOW BRANDS SELECTED IN Q39

40. Which of the following brands are you familiar with? By familiar we mean knowing some information beyond brand name and logo? (Select all that apply)

Use of purchase funnels and regression modeling allows us to derive key drivers based on brand attributes



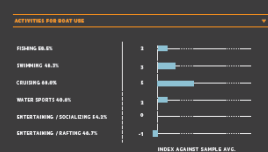
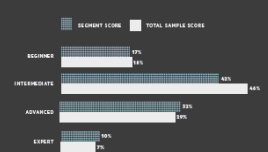
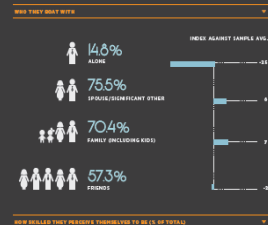
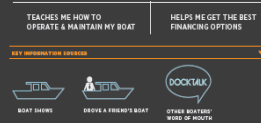
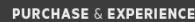
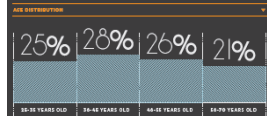
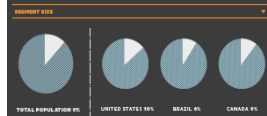
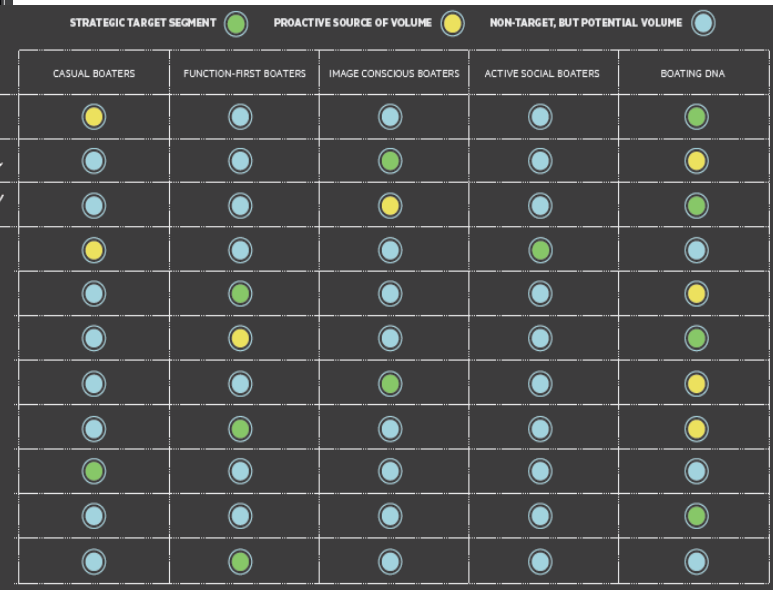
- 1 From the funnel section we are able to learn which are the critical bottlenecks across the purchase process by country
- 2 Therefore, to determine what the key attributes are, we analyze which attributes drive customers through these **specific bottlenecks by country**

Purchase drivers will be compared by segment

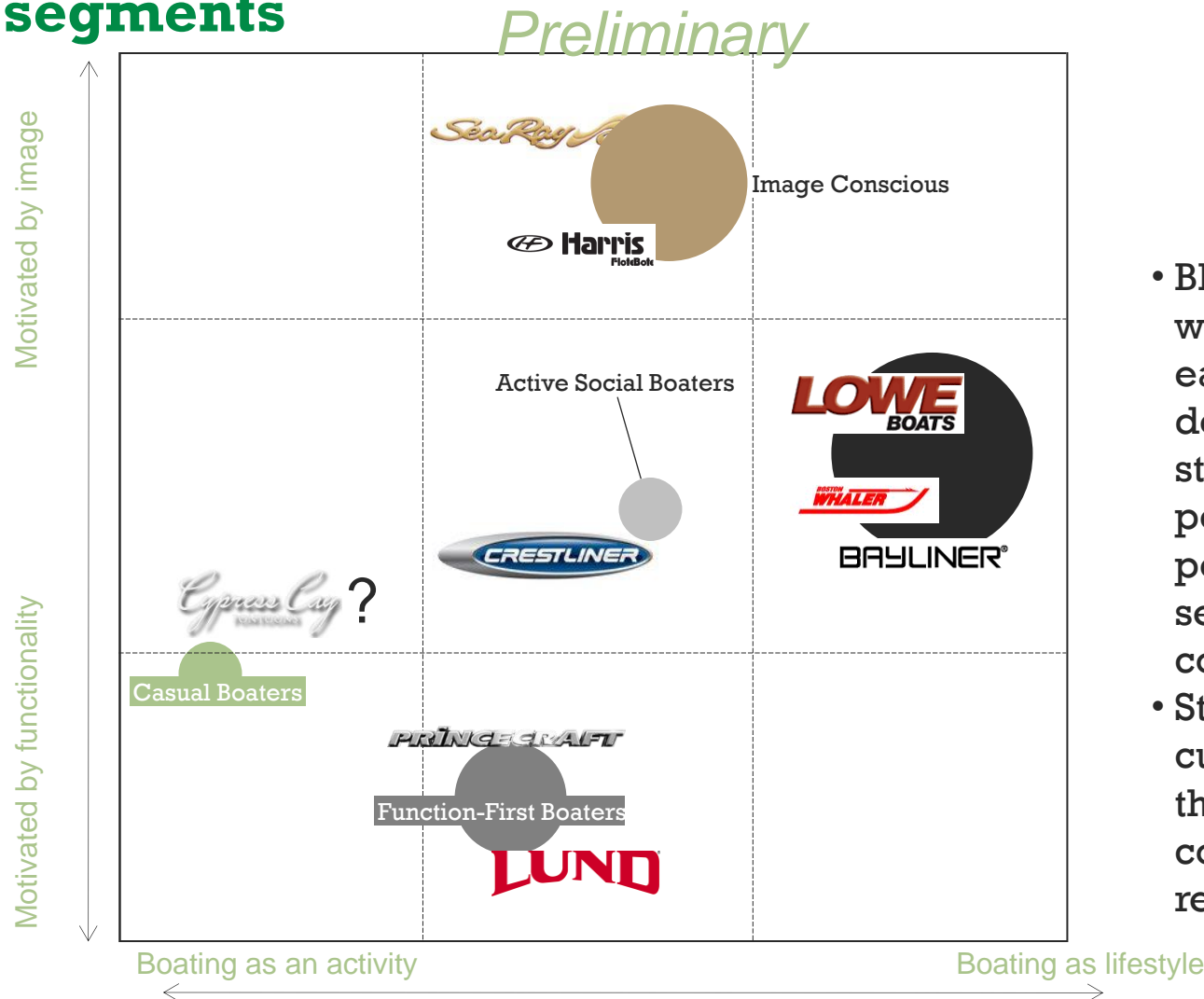
Index to Mean	Overall Drivers	Segment 1	Segment 2	etc
Bottleneck	Quote → Own	Quote → Own	Quote → Own	etc
Above average	<ul style="list-style-type: none"> •Customer focused (144%) •Self-expression (137%) •Claim Process (130%) •Prestige & Leadership (118%) 	<ul style="list-style-type: none"> •Self-expression (158%) •Claim Process (136%) •Customer focused (136%) •Prestige & Leadership (122%) 	<ul style="list-style-type: none"> •Customer focused (170%) •Prestige & Leadership (146%) •Global Presence (141%) •Claim Process (127%) •Self-expression (124%) 	• etc
Average	<ul style="list-style-type: none"> •Global Presence (107%) •Approachable (106%) •Good relationship managers (97%) •Technology support (96%) •Innovation (93%) 	<ul style="list-style-type: none"> •Innovation (101%) •Good relationship managers (98%) •Technology support (96%) •Stable (93%) 	<ul style="list-style-type: none"> •Innovation (94%) •Approachable (93%) •Good relationship managers (91%) 	• etc
Below average	<ul style="list-style-type: none"> •For everybody (87%) •Wide offering range (82%) •Stable (81%) •Value for money (75%) •Independence (73%) •Old-fashioned (73%) 	<ul style="list-style-type: none"> •Approachable (90%) •Global Presence (84%) •Value for money (84%) •Independence (82%) •Wide offering range (80%) •For everybody (74%) •Old-fashioned (65%) 	<ul style="list-style-type: none"> •Technology support (88%) •Wide offering range (84%) •Old-fashioned (76%) •For everybody (72%) •Stable (71%) •Value for money (66%) •Independence (65%) 	• etc

 Common drivers across segment

Overview of segments



Given our analysis, we recommend the following brand alignment against segments



















































Rationale:

- BBG brand portfolio was assessed within each segment to determine brand strength, current penetration/share, perception on key segment drivers vs. key competitors
- Strategic intent and current positioning of the brand was also considered in the recommendation

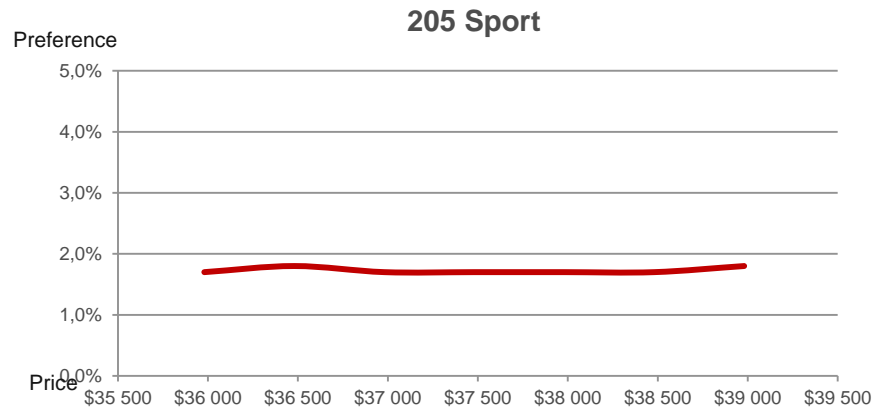
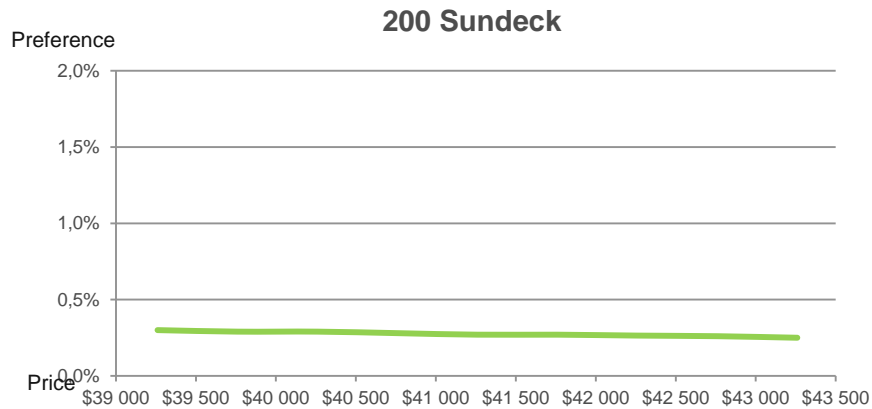
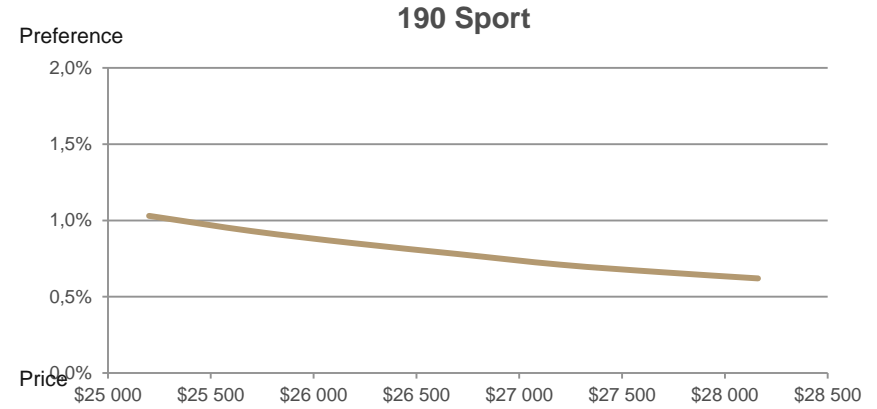
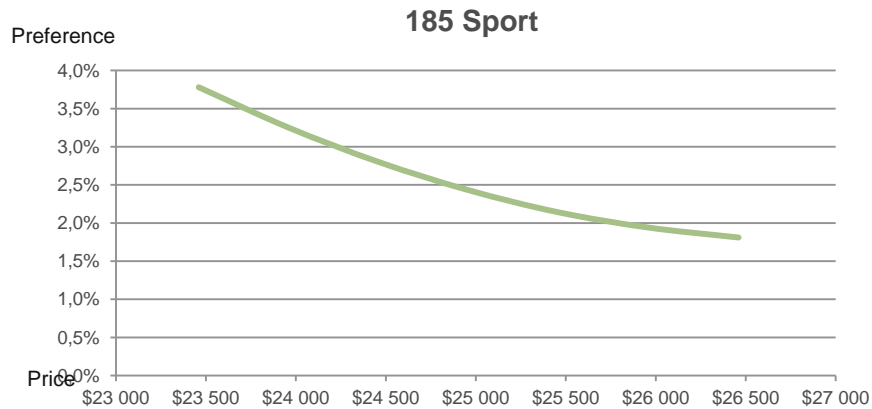
Note: segment size based on revenue contribution

Given our analysis, we recommend the following positioning territories

-  Strategic target segment
-  Proactive source of volume
-  Non-target, but potential volume

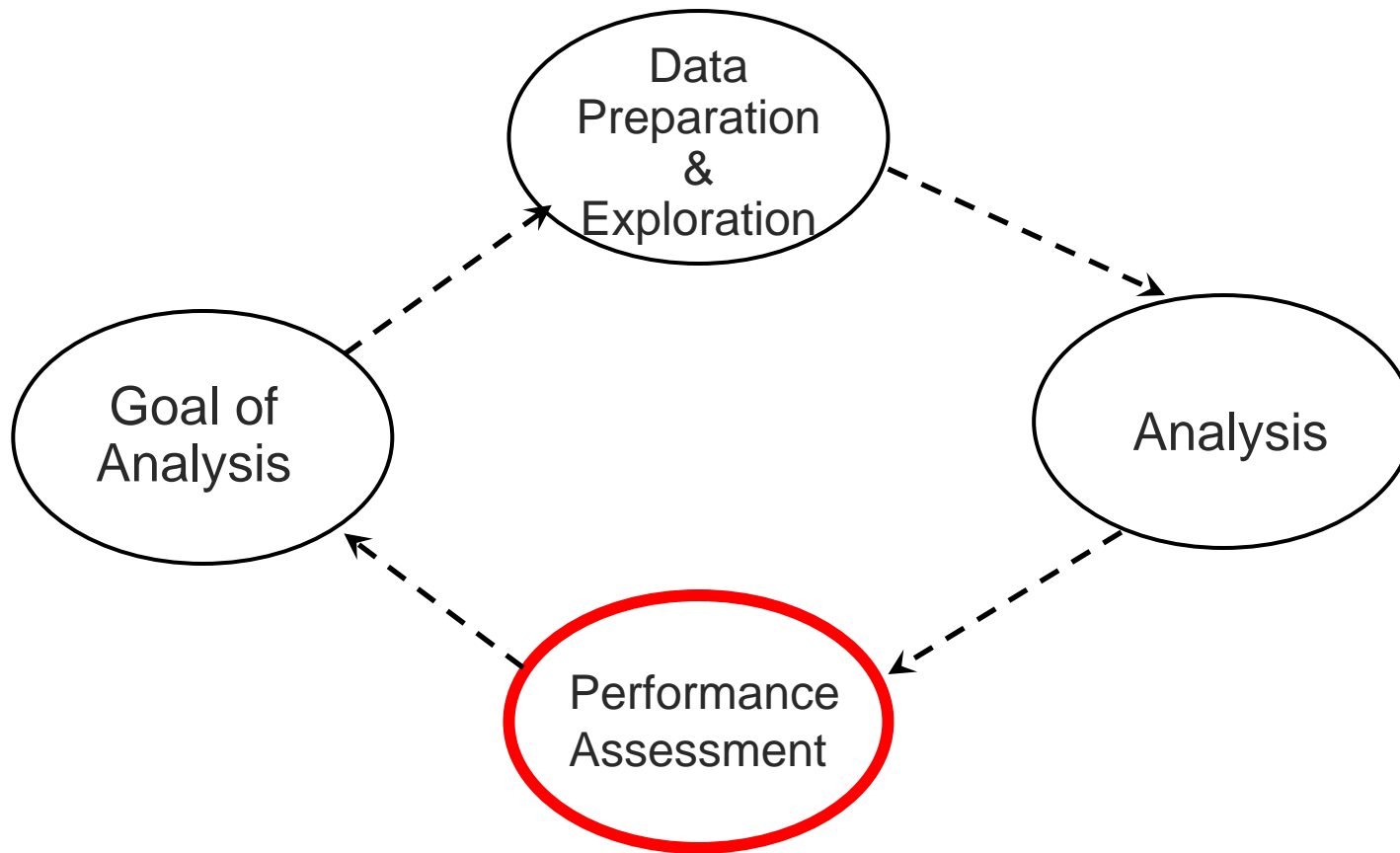
	Casual Boaters	Function First Boaters	Image Conscious Boaters	Active Social Boaters	Lifestyle Boaters
BAYLINER®					
<i>Sea Ray A</i>					
BOSTON WHALER					
CRESTLINER					
LUND					
LOWE BOATS					
Harris FlotBolt					
PRINCECRAFT					
<i>Cypress Cay</i> YACHTS					

Analyzing Price Elasticity for the 17 – 20' Sea Ray Sport Boat Offer



PEoD = Price Elasticity of Demand

The Eternal Iterative Process Cycle



Next Class (last class!)

Review and Project Presentations

INSEAD

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