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# Data Analytics for Managerial Decisions

# Group Work

1. What are the key purchase drivers for the overall market?
2. What are the key purchase drivers for the largest segment?
3. What is the recommended strategy without segmentation? With segmentation? What are the key differences?

# Overview of segment attitudes

1

## Novices

% Total Population: 17%  
% US Population: 18%  
% Brazil Population: 6%  
% Canada Population: 18%

### Who they are

- Rely more on expert opinion than their own
- Boating helps them escape from everyday life and relax
- Boating gives me a feeling of adventure

### Who they are not

- Not considered knowledgeable about boating
- Boating is not their true life passion
- Boating is not the #1 activity they do in their spare time

2

## No Frills

% Total Population: 23%  
% US Population: 29%  
% Brazil Population: 5%  
% Canada Population: 19%

### Who they are

- Functionality is more important than style
- Perform repairs and maintenance on their boats
- Tend to prefer a boat with little to no frills

### Who they are not

- Do not go for the latest and greatest boat
- Having a powerful boat is not as important to them
- Do not see the boat brand as saying a lot about who they are

3

## Status Seekers

% Total Population: 20%  
% US Population: 19%  
% Brazil Population: 29%  
% Canada Population: 18%

### Who they are

- Willing to pay a premium for a brand with a reputation for high quality
- Buy the latest and greatest boats
- View their boat as a status symbol

### Who they are not

- Do not choose functionality over style
- Do not prefer a basic boat with little to no thrills
- Do not perform repairs and maintenance on their boats

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## Active Family Boaters

% Total Population: 9%  
% US Population: 10%  
% Brazil Population: 7%  
% Canada Population: 10%

### Who they are

- Boating helps them stay active
- Boating allows them to excel in sports they're passionate about
- Boating gives me an outlet to socialize with family and/or friends

### Who they are not

- The lowest price is not more important than boat brand
- Do not prefer a basic boat with little to no frills
- Do not rely on expert opinion other than their own

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## Price driven Lifestylers

% Total Population: 31%  
% US Population: 25%  
% Brazil Population: 53%  
% Canada Population: 33%

### Who they are

- Boating is their true passion in life
- Consider themselves more knowledgeable than their boating peers
- Boating is the #1 activity they do in their spare time

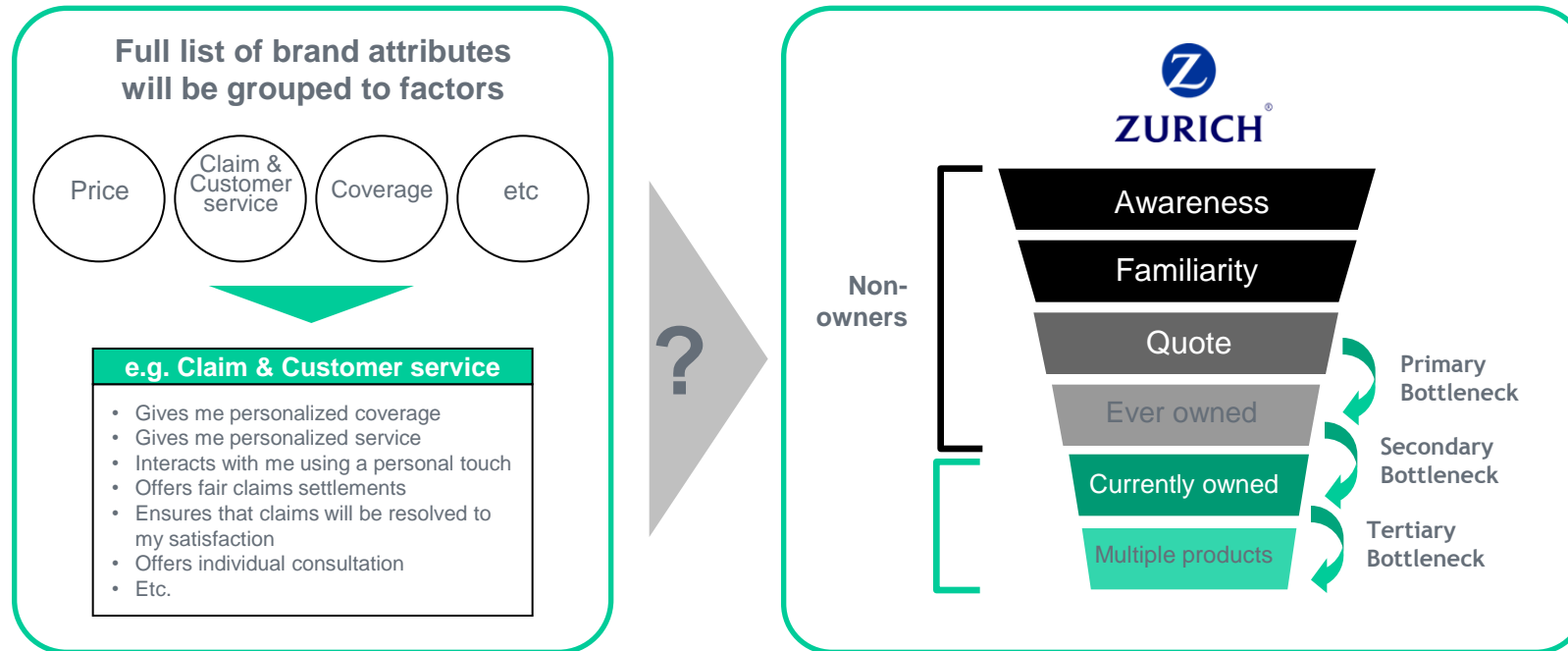
### Who they are not

- Boating is not a means to escape from everyday life and relax
- Boating does not provide them with a sense of adventure
- They do not consider owning a boat as a way of rewarding themselves for hard work

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

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- 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**

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