

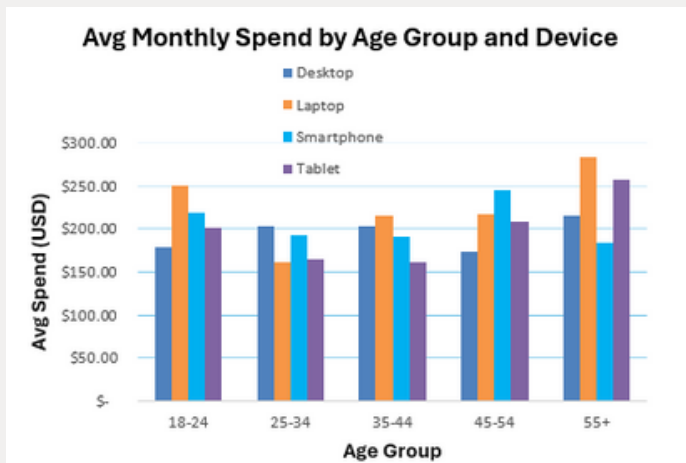
# REGIONAL LIFESTYLE SURVEY

## Analysis Report



### Average Monthly Spending Trends by Age & Device

- **Highest Spenders:**
  - **55+ age group** spends the most on **Tablets** (257.22) and **Laptops** (284.83).
  - **18-24 age group** prioritizes **Laptops** (250.88) and **Smartphones** (219.99)
- **Lower Spending: 25-34 age group** spends the least on **Laptops** (162.00)



### Conclusion:

**Target the 55+ group** (highest spenders on laptop/tablets) and **address low laptop spending** among 25-34.

### Customer Satisfaction Insights based on Brand Awareness and Country

- **Highest Satisfaction:**
  - Philippines: 6.33 (Not Aware) and 5.77 (Aware).
  - Indonesia: 5.88 (Aware) and 5.10 (Not Aware)
- **Lowest Satisfaction:** Malaysia 3.89 (Aware) and Not Aware(4.36).



### Conclusion:

**Replicate the Philippines success**, overhaul Malaysia's strategy, and **improve engagement in Vietnam/Thailand** despite brand awareness