**ASSIGNMENT GUIDELINES**

**PSYCHOGRAPHIC SEGMENTATION –Data Description/Objectives**

**Background**

Using a quantitative research survey among consumers (mostly students of B-Schools / other professional courses), a certain number of psychographic statements were administered. The consumers were also asked about ownership and usage behaviour of certain products.

The primary objective of the survey was to segment the target respondents by psychographics and then understand each segment by their usage of products. This research would give an understanding of the psychographics of users of some brands / product categories studied in this research. It could also give ideas for developing communication cues for other products and brands, for specific segments, in future.

**Description of the data**

Sample Size = 799

Srl\_no (Col A) – Each respondent has been given a unique serial number. You would notice that the data for your batch is in the last few records of the dataset

Psychographic statements as variables (Col B to Col O) – 14 psychographic statements, each asked to be rated on a 11-point-scale – 0 being “Strongly Disagree” and 10 being “Strongly Agree”. The statements were as follows:

1. I generally plan my expenses and never spend more than my budget
2. I often take opinions or check reviews before buying
3. I often experiment with new brands rather than just sticking to old ones
4. I prefer to spend my weekend at home than partying /going out with friends
5. My favorite subjects in school were Mathematics & Science rather than Literature
6. I make it a point to do some physical exercises (like swimming, walking, yoga) almost everyday
7. When I go out for shopping, I end up buying more items just by impulse
8. I am active on almost all social media
9. I like light, sober colors to bright, exciting colors when it comes to clothing
10. I prefer watching videos/shows online rather than watching them in the television
11. I prefer ordering in from online apps than dining out
12. I follow Brands, celebrities, influencers on social media
13. I always try to keep up with new fashion trends
14. I prefer reading or listening to music rather than exercising or playing a sport

Mobile phone ownership(Col P)

|  |
| --- |
| Samsung |
| Vivo |
| Xiaomi |
| One Plus |
| Oppo |
| Apple |
| Others |

Mobile Purchased from : (Col Q)

|  |
| --- |
| Retail |
| Online |
| Second hand mobile sources |

Flavour of cold beverage / soft drink liked most (Col R)

|  |
| --- |
| Cola |
| Orange |
| White/Colourless |
| Fruit flavor |
| I do not consume soft drinks at all |

Frequency of usage of these products– Shower Gel, Hand Sanitizer, Face Wash, Hair Conditioner (Col S, T, U, V, ): The scale used to record the usage frequency was

|  |
| --- |
| Everyday |
| Less often |
| Never |

Read News From (Col W)

|  |
| --- |
| Online |
| Newspaper |

Prefer to buy Clothes from (Col X )

|  |
| --- |
| Retail |
| Online |

Age (Col Y )

|  |
| --- |
| 18-23 |
| 24-28 |
| 29-33 |
| 33-40 |
| 41-50 |
| 51-60 |

Gender (Col Z)

|  |
| --- |
| Male |
| Female |

Occupation (Col AA)

|  |
| --- |
| Student |
| Working Exec |
| Others |

Hometown (Col AB)

|  |
| --- |
| Delhi |
| Mumbai |
| Kolkata |
| Bangalore |
| Chennai |
| Hyderabad |
| Other towns in East |
| Other towns in West |
| Other towns in North |
| Other towns in South |

Roll No. (AC)

Institute / Organization (AD)

**OBJECTIVES TO BE ATTAINED IN THE ASSIGNMENT**

1. Do some basic exploratory data analysis with the given data, before going for a clustering exercise.
2. Segment the consumers into 3 groups by using K-Means clustering with the psychographic statements (Col B to Col O). The segments created should be as distinct and discriminatory as possible. They should also be sizable (having a minimum size of x%) to make them actionable. ***[YOUR ANALYSIS AND OUTPUTS SHOULD CLEARLY SHOW a) SIZE OF EACH SEGMENT b) PSYCHOGRAPHIC CHARACTERISTIC OF EACH SEGMENT… AND FINALLY YOU SHOULD BE ABLE GIVE A NAME TO EACH SEGMENT, BASED ON PSYCHOGRAPHICS]***
3. Select the members of your group and see to which cluster they belong to and whether the description of the cluster justifies the membership of the individual or not
4. For each segment, recommend two brands (can be new or old) that you would want to target each segment with.

**DELIVERABLE: A POWERPOINT PRESENTATION WITH CONTENTS OF MAX 8 SLIDES OF CONTENTS**

A suggested flow of the presentation can be as follows:

* Background / Objectives / Data Description (1 slide)
* EDA (2 slides)
* Clustering and segment conclusions made psychographically and demographically, if possible (3 slides)
* Group members in clusters (1 slide)
* Brand recommendations for each cluster (1 slide)