

# Smartphone startup ⇒

Market variable → pricing → variable

Market segmentation

↓  
Divide the market using market variables

<u>low income</u>	<u>mid income</u>	<u>High income</u>
<u>5,000</u>	10 - 20,000	50,000 +

market variables

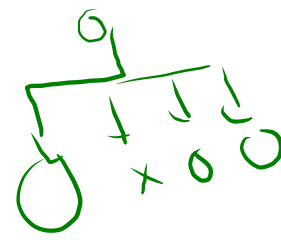
- camera quality - low, mid, high
- memory size - 4gb, 8gb, 16gb
- processor - 2Hz, 2.5, 3
- etc

gaming market

select market niche

<u>mid pricing</u>	<u>low</u>	<u>16gb</u>	<u>3ghz</u>
	camera	memory size	processor

Team → work division →  
based on datasets



3 distinct datasets (min)  
4  
2nd member - 1 dataset so on  
.....

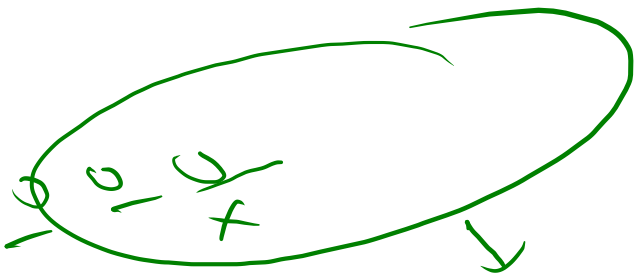
3 → members → collect  
4 → members →  
1st member - 1 dataset

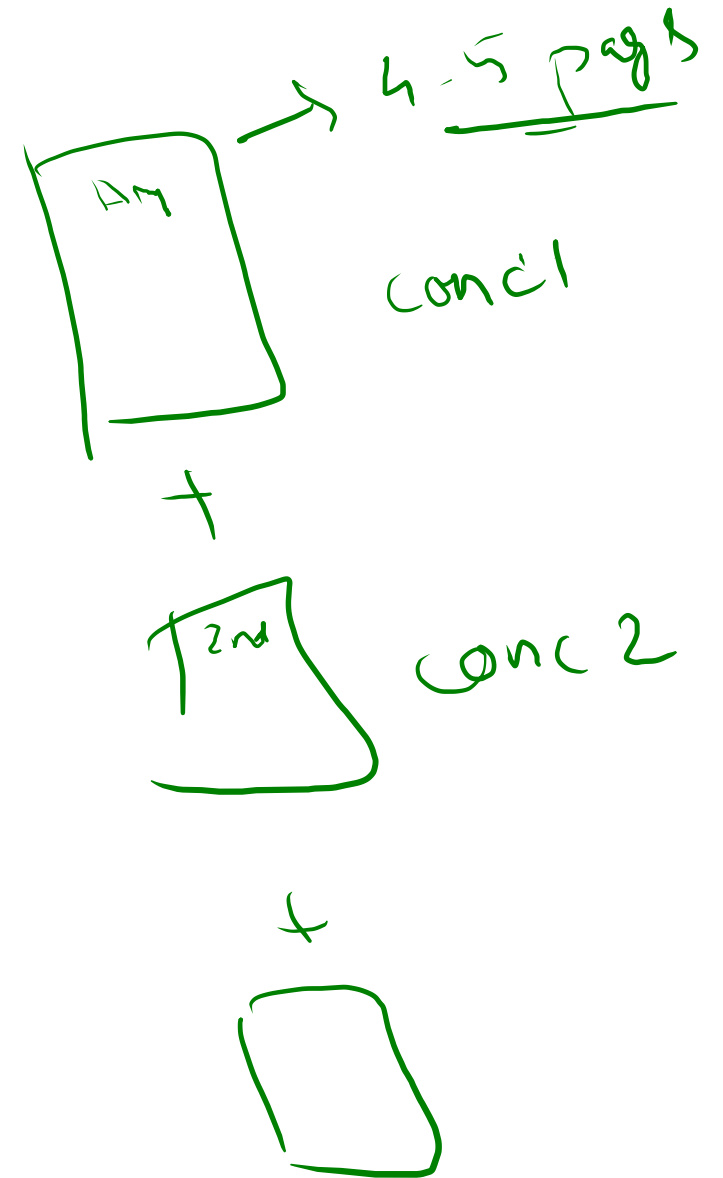
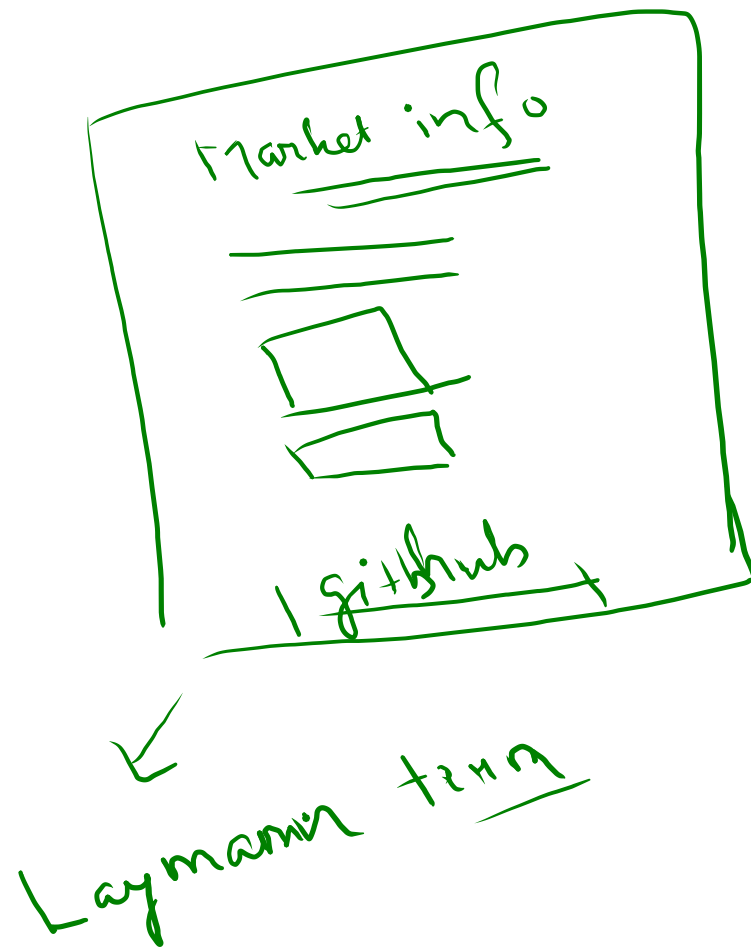
market variables → w, x, y, z  
mcdonalds {  
→ analysis  
→ segmentation  
→ visualization  
→ conclusion 1

market variables → a, b, c, d  
{  
→ analysis  
→ segmentation  
→ visualization  
→ conclusion 2

→ combine all conclusion into one report

concl 1 + concl 2 + ... ⇒ one report  
(link the  
github  
links)





# EV market

Step 1: formulate Questions based on client requirement

(group)

- (a) What type of EV the company will produce?  
(product) → EV bike, scooter, sedan, SUV, trucks
- (b) To whom it will sell?  
(customer) target customer - age, gender, income, professional, geography

c, d, e, f

+c, +d

Step 2: Collect Data based on questions formulated

(group)

(keyword)  
search phrases

Indian

2-3 days

(a) Vehicle type Data, petrol/diesel data,  
Vehicle <sup>sales</sup> Data, EV data

(b) datasets on age, income, geography etc.

in form

Step 3: Task division (parallel work)

(DO NOT combine Datasets)

Step 4: Submit

if you are working solo,  
work with minimum { of 2 datasets }