

# Smartphone startup

Market variable → pricing → variable

Market segmentation

↓  
Divide the market using market variables

low income  
5,000

mid income  
10 - 20,000

High income  
50,000 +

market variables

→ camera quality - low, mid, high  
→ memory size - 4gb, 8gb, 16gb  
→ processor - 2.2, 2.5, 3  
etc

gaming market

select market niche

mid pricing

low camera

16gb memory size

3ghz processor

Team → work division →

based on datasets

3 → members → collect  
4 → members →

1st member - 1 dataset

w, x, y, z

market variables

{  
→ analysis  
→ segmentation  
→ visualization  
→ conclusion 1  
(market info)

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

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

→ 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?

→ EV bike, scooter, sedan, SUV, trucks etc

(b) To whom it will sell?

+ target customer - age, gender, income, professional, geography

c, d, e, f

c, d, e, f

Step 2: Collect Data based on questions formulated

(group)

Q(a)

keywords

(a)

Vehicle type  
Vehicle Data

Data, petrol/diesel data,

EV data (India)

Q(b)

(b)

datasets on

age, income, geography  
etc.

3-4 days

Step 3: Task division

(DO NOT combine Datasets)

Step 4: Submit

if you are working solo,  
work with minimum of 2 datasets  
(more market info)

# Report

cond. 1  $\rightarrow 2p^a$   
2  $\rightarrow 2p^a$   
" 2  
"

github links