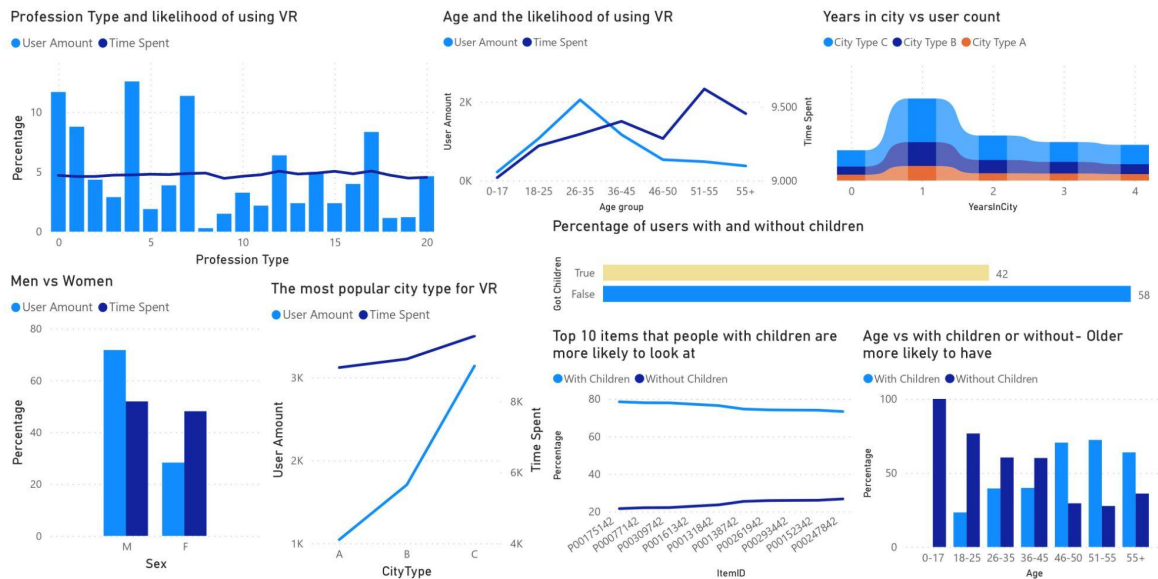


Shopping in VR



This is a report to show my findings after investigating the recent experience shoppers had in store when using our new VR shopping experience. The report above is available as an individual pdf on request. There were several questions asked of me and now I can share my findings.

1. Men used VR more often and spent more time looking at the products
2. Users were more likely to be aged 26-35, the younger also enjoyed VR and so did the older equally. Then it wavered off after the age of 50.
3. The professions that enjoyed VR most included 4,0,7 and 1.
4. The city type that enjoyed VR the most was type C, more of them using it and looking at products longer. Followed by B, then at the bottom was A
5. The majority of people trying out VR don't have kids
6. There are specific products that people with kids prefer to look at but the list is too long to list here. Just ask me for the list.
7. People between the ages of 51 to 55 appear to spend more time on average looking at each product in VR.

The main target group we should be targeting for our improvements are:
Males aged 26-35 living in cities categorised as "C" having lived there for over 1 year but below 2 years, doesn't have children and profession falls into category 4.

Now I know you asked me to look into how we could tell who had children and who didn't without the customer telling us. From my findings I have found three things:

1. There were certain products users with kids would spend longer looking at. The list is too long to list here although you can ask me anytime to send you the list.
2. There are products that only people with children looked at. Again, just ask me for this list.
3. People were most likely to have children if they were between the ages of 51-55 and the chance of people having children goes down with age until it's extremely unlikely that people have kids if they are a teenager.

Now, as some of you may or may not know, I had a few tricky questions I couldn't solve due to lack of data. If I am to be making this report again I would require from you the following:

1. The time and date when the users were trying out the VR headset to pull in other factors that could contribute to why certain groups were more likely to try VR than others. For example, the elderly are more likely to be in the store midday on a work day than younger working people.
2. I also need to have the data revealing the professions each of the numbers represent to know more certainly about whether they are working in the shop or surrounding shops and other factors.
3. I would like to know what each of the City Types represent, to understand whether they were multiple cities or just one. Whether the type was judged on density of the city, location or something else. All of this data would help build a better profile on the customer. Knowing the types of connections that city has and other variables that may not have been considered when assigning this city type.

I hope this information is useful to you and I look forward for the next time we work together.