SWP3

Group 15

9 12 2018

Load Libraries and data

```
library(tidyverse)
library(psych)
library(skimr)
data = read.csv("../indivData.csv")
```

How many people own speakers and how many of them intend to buy

```
kable(count(data, Own, GenderLabel, IntentToBuy))
```

Own	GenderLabel	IntentToBuy	n
0	female	0	95
0	female	1	62
0	male	0	88
0	male	1	68
0	Prefer not to answer	0	6
0	Prefer not to answer	1	4
1	female	0	81
1	female	1	21
1	male	0	117
1	male	1	43
1	Prefer not to answer	0	8

Check on average how people who own and do not own speaker see the importance of attributes

```
kable(select(data,Own,GenderLabel, starts_with("RelImp_"))%>%
        group_by(Own,GenderLabel) %>%
        summarise(TotalRespodents = n(),
            Battery = round(mean(RelImp_battery),2),
            Price = round(mean(RelImp_price),2),
            Sound = round(mean(RelImp_sound),2),
            Weight = round(mean(RelImp_weight),2)))
```

Own	GenderLabel	TotalRespodents	Battery	Price	Sound	Weight
0	female	157	24.46	30.79	31.50	13.25
0	male	156	23.13	30.72	34.27	11.87
0	Prefer not to answer	10	17.00	27.20	47.30	8.50
1	female	102	23.68	28.06	35.14	13.13
1	male	160	23.06	25.53	42.49	8.93
1	Prefer not to answer	8	33.75	15.00	39.38	11.88

Check Most Well Known brand by users gender and the status of owning one

Check peoples BrandAwareness and the correlation between brands on that scale

```r
a = select(data, starts_with("BrandAwareness_"))
colnames(a) = sub("BrandAwareness_", "", colnames(a))
corBrand =cor(a)
dist = dist(corBrand)
scale = cmdscale(as.matrix(dist),k=2)
colnames(scale) = c("X","Y")

plot(scale, xlim = c(-2 ,1), main = "brand awarness", type = "n")
text(scale, labels = rownames(scale), cex = 0.5)
```