Worth notable

Most of the people are students from Germany, show with graph

Most of the people who posses one, do not intent to buy one – we could possibly take only the ones that don’t have and intend to buy, take the relative importance into consideration probably only of those guys and analyze this one somehow

Graphs

Brand awareness graph / does it sum up to 100% and why - would be better not to do it with pie chart, but with bars in my opinion

Own vs. Intend to buy by income level is great for the people we have asked, but most of them are students (we can explain it can be so representative as it was conducted by students and most of the respondents are therefore students – does not say so much about the whole market)

Relative importance to features – great one!

Ideas

Try to compute own and intend to buy for every age group

Cluster analysis

Just following the lecture slides

Try hclust and with different linkages – as far as I know single and complete are more robust than average, can try the other one ward’s thing

Then kmeans

In my opinion look what kind of natural clusters hclust gives – if they are too many, use kmeans with max 3 clusters, a company would not want their customers in so many groups, as they can’t target them