



MACHINE LEARNING AND OPTIMISATION

Integration planning at SFB (A)

MIM 22 Group 23 – E2

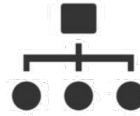
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Kusha's Goal



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- **blah.**

Tools to solve the problem

blah

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Order of the data



Data employed in the problem solution

Meaning of each new component

Component 1: Q16, Q17, Q20, Q23, Q27, Q28

The negative correlation suggests that people are not knowledgeable of technical information regarding boats.

Component 2: Q2 & Q12

Price sensitivity is high among respondents.

Component 3: Q1, Q6, Q7, Q18, Q19, Q21, Q22, Q24, Q25

Boats have an emotional and social value.

Component 4: Q11

Respondents prefer to do maintenance & repair on their own (implication: we won't be able to sell them insurance services).

Component 5: Q3, Q5, Q9, Q13, Q14, Q26

Quality and brand are important.