# Report on Respondents' Attributes and Preferences for Marketing Strategy

## 1. Overview of the Dataset

The dataset consists of 384 responses. It includes demographic attributes (Gender, Age, College, Degree Program, and Year Level). Relationship-related questions cover Relationship Status, Previous Relationships, and Views on Confession Dynamics. Preferences for Valentine's Day (gifts, romance level, and important qualities in a partner) are also recorded.

## 2. Demographic Insights

### Gender Distribution

Respondents are predominantly female, though male respondents are also present.

### Age Groups

The majority fall within the 19-24 age group, followed by 16-18 years.

### College and Degree Program

Responses come from various colleges, with CHS (College of Health Sciences) being the most represented. Degree programs are diverse, ranging from Nursing, Midwifery, and IT to Business and Engineering.

### Year Level Distribution

Respondents include students across Freshman to Senior years, with Juniors and Sophomores forming the largest groups.

## 3. Relationship and Romantic Preferences

### Relationship Status

The majority of respondents are single, followed by those in a relationship.

### Previous Relationships

Many have had one or two previous relationships, while some have never been in one.

### Men Knowing What Women Want

A significant portion of respondents believe that men do not understand what women want, suggesting a gap in perception.

### Who Should Confess First?

Responses are mixed, with some supporting traditional norms (men confessing first) and others open to women initiating.

## 4. Valentine's Day Preferences

### What Do They Want for Valentine’s Day?

Top gifts include:  
- Flowers  
- Greeting Cards  
- Romantic Dinners/Getaways  
- K-pop Merchandise  
- Chocolate and Stuffed Toys  
These results suggest marketing opportunities for romantic, thoughtful, and personalized gifts.

### How Romantic Are They on Valentine’s Day?

Responses show three main groups:  
- Not at all romantic (preferring a simple, quiet day)  
- Moderately romantic (some gestures but not extravagant)  
- Very romantic (full-on grand gestures)  
This segmentation can help in targeted marketing campaigns based on different personality types.

### Most Important Qualities in a Partner

The most valued traits include:  
- Shared Interests  
- Intelligence  
- Sensitivity  
- Humor  
These insights can be leveraged for relationship-based marketing campaigns, such as dating services or compatibility-based product recommendations.

## 5. Marketing Recommendations

### For Gift and Experience-Based Businesses

Focus on flowers, greeting cards, and romantic experiences as top-selling items for Valentine’s Day. K-pop and pop culture merchandise can be marketed to younger audiences.

### For Brands Targeting Romantic Gestures

Segment campaigns based on how romantic individuals are:  
- 'Simple and Sweet' for Not at All Romantic individuals.  
- 'The Thoughtful Partner' for Moderately Romantic ones.  
- 'Go All Out' campaigns for Very Romantic individuals.

### For Relationship and Lifestyle Brands

Highlight personality compatibility in ads (e.g., 'Find someone who shares your interests!'). Campaigns on helping men understand women better could resonate with many respondents.

### For Colleges and Youth-Centric Brands

Messaging around relationship dynamics, such as who should confess first, can engage students. Interactive events or polls on love and relationships could boost brand engagement.

## 6. Conclusion

This analysis provides key insights into respondents' preferences, relationship views, and Valentine's Day expectations. These findings can help the marketing team develop highly targeted, emotionally resonant, and data-driven campaigns to maximize engagement and sales during Valentine’s season.