Model Development Phase Template

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| Date | 15 July 2024 |
| Team ID | 739965 |
| Project Title | Market Segmentation Analysis |
| Maximum Marks | 5 Marks |

**Feature Selection Report Template**

In the forthcoming update, each feature will be accompanied by a brief description. Users will indicate whether it's selected or not, providing reasoning for their decision. This process will streamline decision-making and enhance transparency in feature selection.

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| **Feature** | **Description** | **Selected (Yes/No)** | **Reasoning** |
| Yummy | Indicates if the respondent finds McDonald’s food yummy | Yes | Helps Guage the overall taste satisfaction of customers |
| Convenient | Indicates if the respondent finds McDonald’s convenient | Yes | Convenience is a significant factor for fast food popularity |
| Spicy | Indicates if the respondent finds McDonald’s food spicy | Yes | Determines customer preferences for spiciness in the menu |
| Fattening | Indicates if the respondent consider McDonald’s food fattening | Yes | Perception of healthiness affects customer choices |

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| Greasy | Indicates if the respondent finds McDonald’s food greasy | Yes | Greasiness can impact customer satisfaction and health perceptions |
| Fast | Indicates if the respondent finds McDonald’s service fast | Yes | Speed of service is a key component of the fast-food experience |
| Cheap | Indicates if the respondent finds McDonald’s food cheap | Yes | Pricing is the crucial for attracting budget-conscious customers |
| Tasty | Indicates if the respondent finds McDonald’s food tasty | Yes | Taste is a primary driver of repeat business |
| Expensive | Indicates if the respondent finds McDonald’s food expensive | Yes | Balances the perception of cheapness and affects customer value perception |
| Healthy | Indicates if the respondent finds McDonald’s food healthy | Yes | Healthiness perception impacts customer decisions, especially health-conscious consumers |
| Disgusting | Indicates if the respondent finds McDonald’s food disgusting | Yes | Helps identify extreme negative perceptions which can inform quality improvements |
| Like | A numeric score representing the respondent’s overall liking of McDonald’s | No | Provides a quantified measure of customer sentiment |
| Age | The age of the respondent | No | Allows for demographic analysis to understand preferences across age groups |

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| --- | --- | --- | --- |
| Visit Frequency | How often the respondent visit McDonald’s | No | Frequency of visits can correlate with satisfaction and preferences |
| Gender | The gender of the respondent | Yes | Allows for gender-based analysis of preferences and perceptions. |