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| Cluster | Factors | Demographics | Age | Gender | Residence Area |
| Cluster 0 | We can see from the appendix11 that Cluster 0 shows a moderate level of satisfaction with Microsoft Teams in meeting their overall needs (Factor 1) but places relatively lower importance on stability (Factor 2). They value communication tools and methods, especially for business communication (Factor 3). | Cluster 0, known as the 'Moderately Satisfied Collaborators', is the largest cluster, comprising 57 individuals. This cluster represents users who have a moderate level of satisfaction with Microsoft Teams. They value effective communication and collaboration tools for their business needs. The average age of this cluster is around 31 years old, with a higher proportion of males (Gender value of 1). They are predominantly located in Asia, with a residence area value of around 2.80. | 31 | Male | Asia |
| Cluster 1 | Cluster 1 exhibits a higher importance placed on overall satisfaction and captures elements related to ease of navigation, range of features, accessibility, reliability, and usability (Factor 1) but places relatively lower importance on Factor 3 (which includes favorite business communication tool and favorite video call tool). | Cluster 1, named the 'Highly Satisfied Feature Enthusiasts', consists of 22 respondents. This cluster consists of users who express high levels of satisfaction with Microsoft Teams. They appreciate the platform's extensive features and usability, which contribute to their overall positive experience. The average age of this cluster is around 35 years old, with a slightly higher proportion of females (Gender value of around 1.9). They are also mostly located in Asia, with a residence area value of around 3.28. | 35 | Female | Asia |
| Cluster 2 | Cluster 2 values security (Factor 5) and shows a high importance placed on usability (Factor 2) and moderate importance on Factor 3 (which includes favorite business communication tool and favorite video call tool). However, they have the lowest satisfaction level with Microsoft Teams (Factor 1). | Cluster 2, referred to as the 'Security-conscious Users with Lower Satisfaction', has 32 individuals. This cluster represents users who prioritize security and have lower levels of satisfaction with Microsoft Teams. They place importance on security measures and usability, but their overall satisfaction is comparatively lower. The average age of this cluster is around 39 years old, with a slightly higher proportion of females (Gender value of around 1.6). Like the other clusters, they are predominantly located in Asia, with a residence area value of around 3.29. | 39 | Female | Asia |