Assignment 2

Portable Music

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- Marketing Strategy

Step 1 – Using portable music file, i found out the average sentiment score of each Respondent ID comments with R and added the column 'ave_sentiment' in the sheet.

Step 2 – Created another column 'Sentiment' in the sheet and converted the average sentiment score into happy if score is 0 or positive and unhappy if the score is negative.

Step 3 – Used tableau to visualize the happy and unhappy data of customers.

1. Which profile (i.e., age, gender, music, activity) of customers are happy?
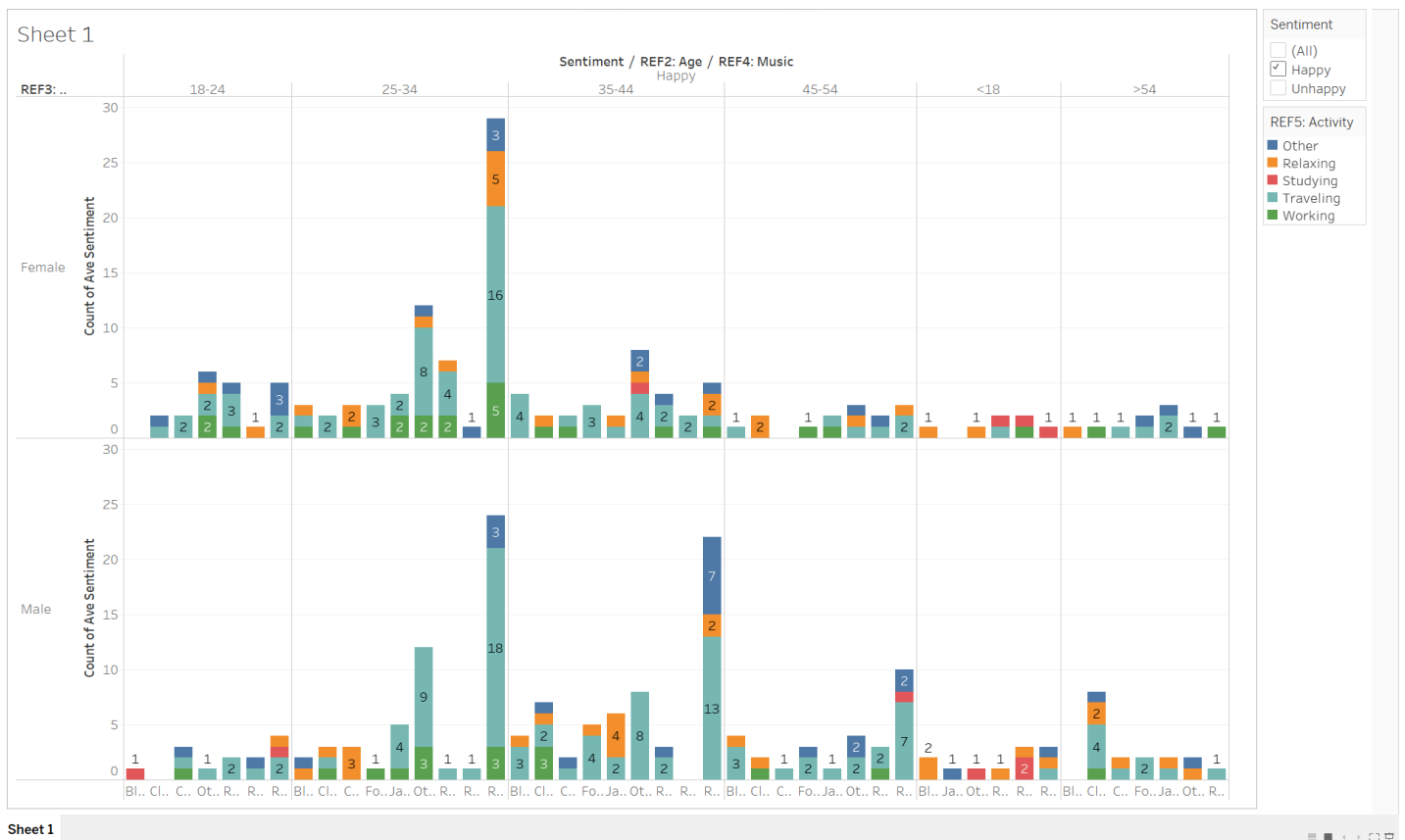
The above graph shows the number of people that are happy.
According to the above graph we can see that – Maximum number of females that are happy are in the age group 25-34 that like rock music and traveling.
And maximum number of males that are happy are in the age group 25-34 that like rock music and traveling.

2. Which profile (i.e., age, gender, music, activity) of customers are unhappy?
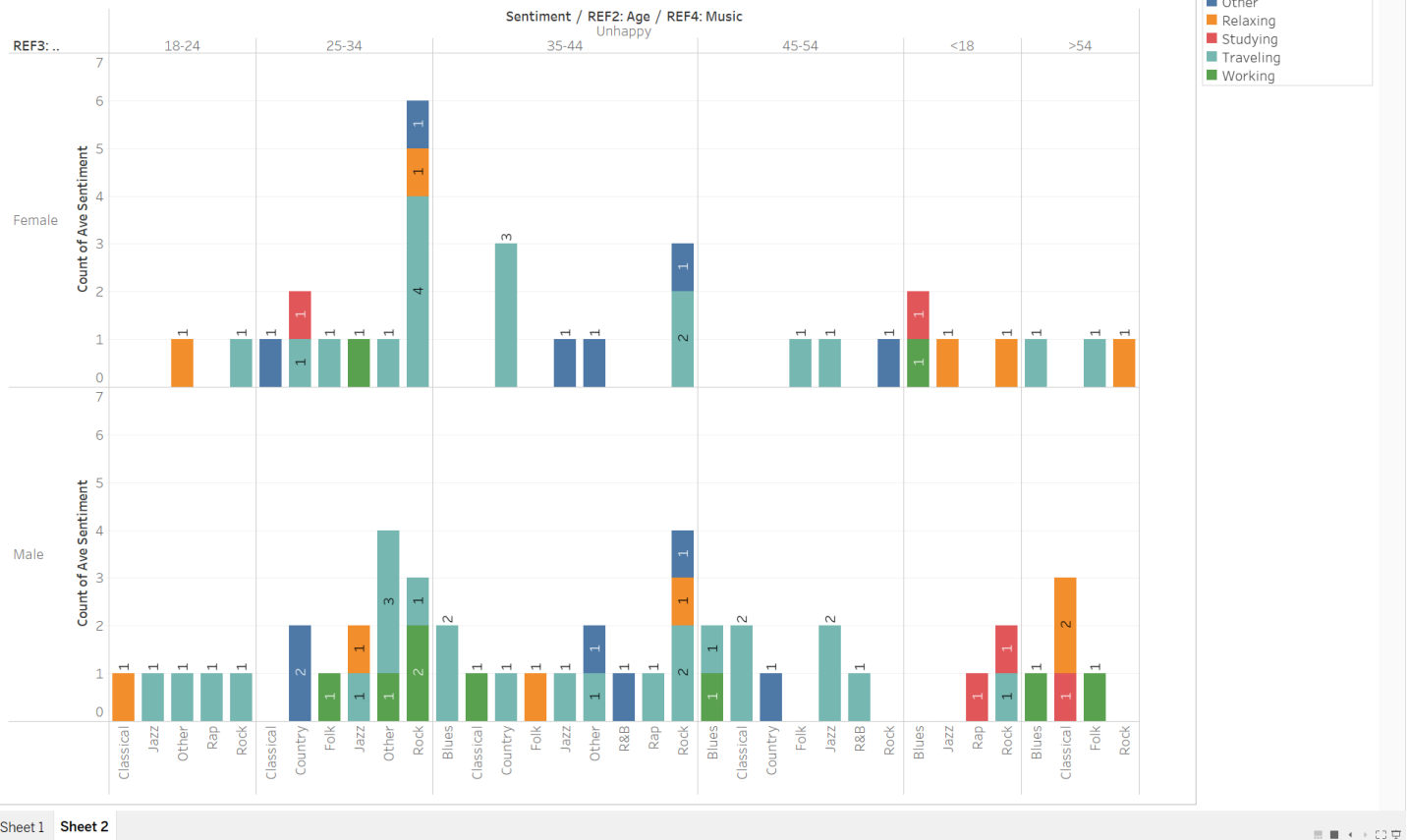
The above graph shows the number of people that are Unhappy.

According to the above graph we can see that – Maximum number of females that are unhappy are in the age group 25-34 that like rock music and traveling.

And Maximum number of males that are happy are in the age group 25-34 that like other music and traveling.

Suggestion – To maximize the profit, the company should focus more on the interests people ranging between 25-34. The young generation is more inclined to the rock music. Also these people are interested in adventures and travelling and therefore prefer portable and lightweight music devices having great battery life. They should market these products with different offers and discounts to increase the sale.

- Product Strategy

3. How the general feedback differs for the various products?

From the above graph we can see customers happy and unhappy with individual product. The general feedbacks tells us what things people are liking and disliking in the products.

Maximum number of customers are happy with Product A i.e. 83.01%. While maximum number of people are unhappy with product C i.e. 30%.

We can say that specifications for product C can be improved so that customers are more happy with it and the sales can be improved for it to maximize the profit.

4. What are the specific complaints about each of the products?

Below are the specific complaints we can get for each product. Word cloud shows the repited words used for each feedback as shown -

Product A-

As per the word cloud for product A, we can infer the complaints as – Battery life, expensive, color, costly, small, disconnects often, scratches easily.

Product B-

somewhat   pink   phone   track   someon
space   good heavi   enough   one   pain
low expens   bunch   bigger   first
talk poor list folk   onto colour   hear download
understand hate song quit batteri size difficult
wish lame button get life load
instanc fidd bulki bit doesn screen use
littl half cool big can control newer
headphon devic far   came comput nicer
stuck hold longer fine   won
make bake hardlook noth find new system
think sound product buy cheap menus
menu impress less lighter qualiti
music softwar

As per the word cloud for product B , we can infer the complaints as – difficult control, hardlook, bulky size, battery life, screen clarity.

Product C-

teacher spot ripoff
exercis els didn pricey
realli file bit belt come play
ugli life buy big anyon lousi
noth carri listen
doesn batter ican clip sound
say hear heavi limit onlin
sometim

As per the word cloud for product C, we can infer the complaints as –battery life issue, doesn't hear proper noise, pricey, ugly looks and belt clip missing.

Product D-

As per the word cloud for product D, we can infer the complaints as –battery drainage, hard built, expensive, faulty bass, clunky style, connect issue, colour non availability, radio interruption.

Product E-

As per the word cloud for product E, we can infer the complaints as –not enough space, hard built, expensive, faulty bass, bulky, color.

Other Product-

As per the word cloud for other product, we can infer the complaints as –battery life, slow, low memory, pricey, outdated technology, and hardware.

By looking at the different complaints of the products, the company should make changes accordingly. The devices should be customizable. They should be produced keeping in mind the weight and its function in different environments. The battery life and cost factor should be given immediate attention. The products should be made available in different colors. The manufacturers should not compromise on quality and sound of the device by giving other fancy features. The products should be continuously updated with latest technology so that customers are more attracted to buy them.