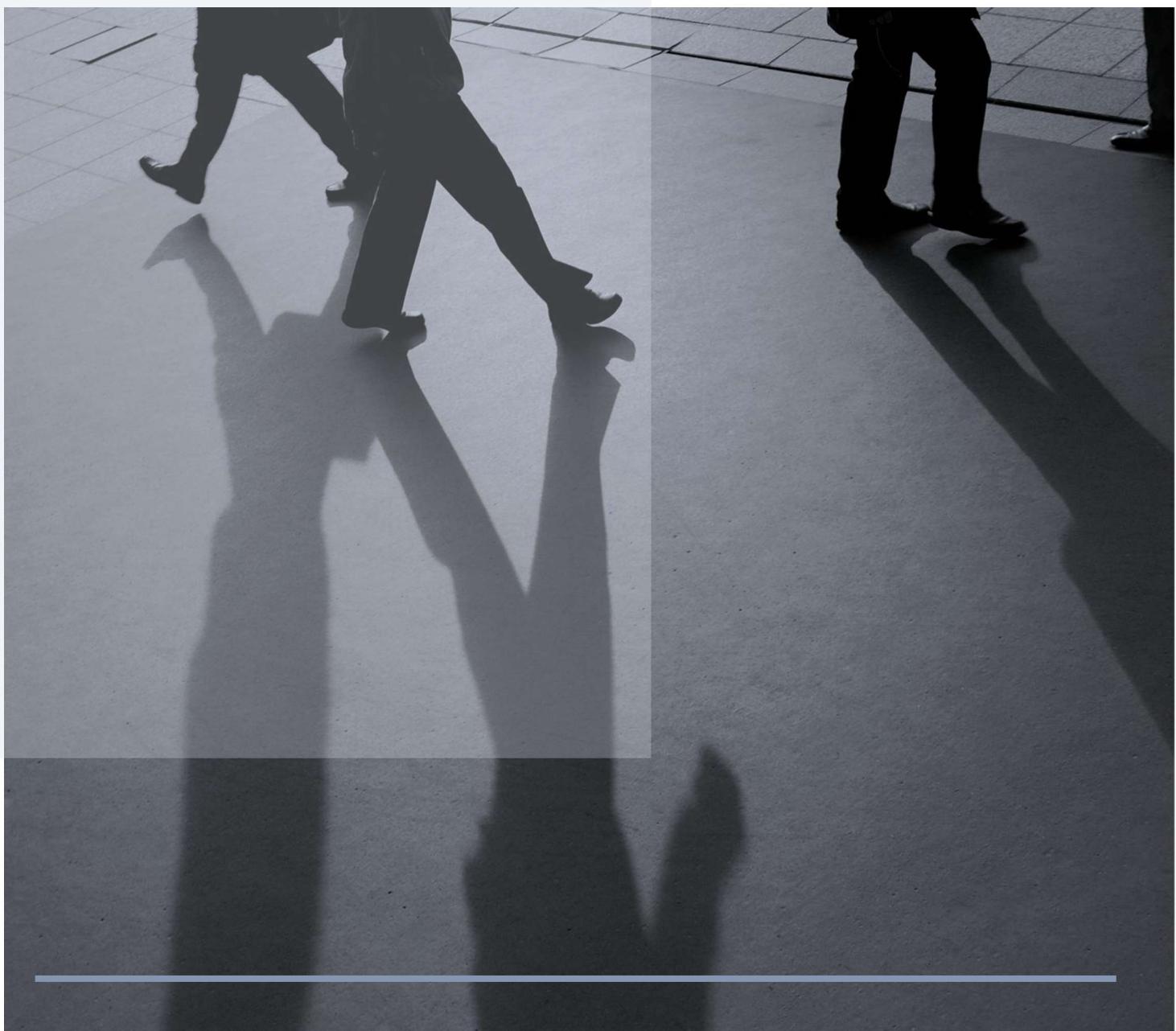


QUESTION FORMULATION

SAI SANDEEP SRIRANGAPURAM



QUESTION FORMULATION

1) User Demographics:

What is your age group? (Under 18, 18-25, 26-35, 36-50, 50+)

What is your gender?

Where are you located?

	Age	No.of Particapants
2018-19	25-29	10.2%
	20-24	14.5%
	15-19	31%
	10-14	63%
	5-9	53%
	Male / Female	47%
		42%
	Age	No.of Particapants
2024	25-29	10%
	20-24	15%
	15-19	25%
	10-14	35%
	5-9	30%
	Male / Female	56%
		43%

 **Projection:** If trends continue, female participation is expected to drop to 32% by 2030.

 **Muscle Strengthening:** 12% fewer women do strength training compared to men.

2) Sports Preferences:

Rank	Sport	Estimated Fans (2018)	Estimated Fans (2024)	Growth Trend
1	Cricket	124.2 million	612 million	 Significant Increase
2	Football	85 million	305 million	 Significant Increase
3	Kabaddi	28.5 million	208 million	 Significant Increase
4	Wrestling (WWE)	26.5 million	163 million	 Significant Increase
5	Hockey	5.8 million	154 million	 Significant Increase
6	Badminton	11.5 million	145 million	 Significant Increase
7	Athletics	9.4 million	126 million	 Significant Increase
8	Volleyball	7.6 million	Data not available	 Likely Increase
9	Boxing	8.7 million	Data not available	 Likely Increase

Rank	Sport	Estimated Fans (2018)	Estimated Fans (2024)	Growth Trend
10	Table Tennis	4.1 million	Data not available	 Likely Increase

The 2024 figures are sourced from recent reports. ([khelnow.com](#), crosstalkindia.com)

How often do you engage in sports or physical activities per week?

3) Pain Points & Motivation

What is your biggest challenge in improving sports performance?

Would you use an app that gives you real-time feedback and performance coaching

4) Technology use

Do you currently use any fitness/sports apps? (Yes/No)

How important is AI-driven feedback to you in a sports coach app?

5) Purchase Intent

Would you consider paying for a personalized AI sports coaching app?

What pricing model would you prefer? (One-time purchase, monthly subscription, freemium)

DATA COLLECTION

1. Collect a diverse dataset from different age groups, regions, and fitness/sports levels.

DATA ANALYSIS

- 1) Clean and preprocess the data (using Excel, Python, or R).
- 2) Use segmentation variables like age, sports interest, tech-savviness, and price sensitivity.

SEGMENTATION TECHNIQUES

- 1) K-Means Clustering - for numeric data like frequency of workouts, age, willingness to pay.
- 2) Hierarchical Clustering - if you have a smaller dataset.
- 3) Decision Trees - to understand which factors influence app adoption.

VISUALIZATION

- 1) Tableau or Power BI for dashboards.
- 2) Seaborn / Matplotlib (Python) for histograms, cluster plots, pie charts.

SEGMENT PROFILES (FINAL OUTCOME)

Create 3-5 clear customer personas:

Example:

- Fitness Freaks: Aged 18-30, work out daily, willing to pay for premium features.
- Casual Players: Aged 30-45, engage in sports 1-2 times a week, price-sensitive.
- Tech-savvy Teens: Aged 15-20, very active online, prefer gamified and AI-driven coaching.