

INSIGHTS AND ACTIONABLE RECOMMENDATION

Unsupervised Learning Analysis for Microsoft

INSIGHT 1:

The highest number of respondents with the same nationality are students from India. There is a total of 68 students which 37% of them are characterized as introverts and intellectuals eager to purchase Windows OS over MacBook laptops. As stated in R. Venkatesan (2013) Indian customers expect value for money, not just a cheap price. Apple does not operate well in countries such as India where economically and culturally are very different from its home market. It explains the higher market share for Windows OS (at 85%) over the market share for Apple laptops (at 7%) in India.

INSIGHT 2:

Findings show that 72% of surveyed students older than 35 years have Windows OS (Operational System) over a Macbook laptop. This trend follows our research that Macbook users range from 18 to 34 years old while Windows users are from 35 to 49 years old. As mentioned in E. Manfred (2014) elderly people look for computers with less features and affordable prices. Although 53% of surveyed students younger than 35 years old prefer to use MacBook computers than Windows OS. That's because they want to be perceived as unique and different to make their own mark^[9].

INSIGHT 3:

From the survey data 160 participants are willing to purchase a Windows laptop in the future, of which 40.6% show undeveloped Hult DNA traits such as thinking, communicating and team building. This could be explained by the fact that this portion of the participants is aged from 21 to 26 hence they have lesser professional experience to have these traits well-formed^[4]. So, marketing Windows laptops to this cluster (the "undeveloped") with focus on how durable in

terms of battery and portable the product is would be helpful as these are some of the features conceived important while making the purchase decision^[5].

ACTIONABLE RECOMMENDATION:

Microsoft has the basic characteristics to remain a leading player in the hardware and software sector mainly because of its capabilities of adapting in foreign market^[1]. As we can see, the majority of Microsoft users are tech-savvy. So, they should focus on strengthening Microsoft's brand awareness and their competitive advantage, which relates to quality of product such as efficiency, accuracy and speed^[6] compared to the unique self-expression of Apple^[7]. Furthermore, Microsoft believes 'Always Connected PCs' are the future of business devices^[8] and they are one of the pioneers in this niche market. They can achieve higher sales due to few competitors and higher profit margin since they will be selling both hardware and software. With the introduction of 5G in this new decade and ARM chips providing better performance and battery life, there is a huge growth opportunity for Microsoft to take advantage of by bringing out 'Always connected windows laptop' into the market along with their current line-up.

SOURCES:

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