

CANDIDATE NO - 243503

[MARKETING ANALYTICS]

[CASE STUDY REPORT]



[University of Exeter]
[BEMM463]

QUESTION 1

How many distinct and meaningful segments are present in the market? Please determine the number of distinct segments present in the market as represented in the current respondent sample.

ANSWER TO QUESTION 1

The market segmentation analysis in the question is based on cluster analysis, more especially K-Means clustering. It is a widely used method for finding significant chunks in huge datasets. With the goal of enhancing within-group similarity and decreasing between-group dissimilarity, the K-means algorithm divides data points into groups depending on how similar they are to one another and how different they are from other groups. Becoming a group of clusters, each representing a distinct market sector, are the result of the K-Means clustering algorithm. Based on the analyst's knowledge of the market and the data examined, the number of clusters is decided. The number of clusters that were initially requested in this scenario is four.

It is crucial to look at the traits of each segment represented by the variables in the dataset in order to evaluate the cluster analysis results. The variables here are TimelyInf M (interest in timely information), TaskMgm M (interest in task management), DeviceSt M (interest in device technology), Wellness M (interest in health), Athlete M (interest in exercise), Style M (interest in exercise), Female M (interest in fashion and style), Degree M (interest in education level), Income M (interest in income level), Age M, and AmznP M (probability of purchasing an Amazon (age).Based on the average score for each variable in each cluster, we can identify the features of each segment as follows:

Cluster 1: A comparatively high level of interest in timely information, task management, and fashion/style define this market niche. They are slightly older than other sectors, more likely to be men, and have better incomes and educational degrees.

Cluster 2: This market is primarily concerned with health, but it is also concerned with task management and device technology. They are slightly older than the rest of the segment, slightly more likely to be female, and have higher income levels.

Cluster 3: This market is distinguished by a strong interest in device technology, health, and sports activities. They are younger than other groups, more likely to be male, and have lower levels of education and wealth.

Cluster4: This group is most interested in sports, as well as equipment technology and fashion/style. They are more likely to be female, to have better levels of education and money, and to be younger than other sectors.

These traits lead to the conclusion that the market, as represented by the current sample of respondents, is divided into four separate and significant divisions. To effectively target and interact with these categories, who have varying interests and behaviours, multiple marketing tactics may be needed.

Although the current sample implies four distinct categories, keep in mind that this may not be a true representation of the market as a whole. The number of segments that can be identified may fluctuate if larger or different samples are used since samples may be skewed or not fully representative of the population. The number of variables analyzed, the clustering algorithm chosen, and the clustering settings all have an impact on how many segments are discovered.

In conclusion, the K-means clustering used in the market segmentation analysis described in the question suggests that the market is divided into four separate and significant segments, each of which is characterized by a unique set of interests and behaviours. This research offers insightful market information that can be applied to marketing strategy and methods.

QUESTION 2

How would you describe each identified segments? Please provide a detailed description of each identified segments using the variables in the data set (e.g., their mean values) Based on the segment characteristics create a name for each segment that captures the essence of what it makes unique.

ANSWER TO QUESTION 2

Four distinct market segments were found using the cluster analysis outlined in the question. The average description of each variable in the dataset is included in the thorough description of each segment that follows:

Segment 1 - "Timely Workers": This segment is extremely interested in current affairs (3.72), task management (3.30), and fashion. /Style (3.). In comparison to the other groups, they are marginally more likely to be male (50%) and to have higher education levels (1.19) and income levels (2.78). They are 39 years old on average. While being energetic and effective in their jobs and work, this group appears to be well-organized and interested in the newest fashion and style trends. People might respond favorably to marketing messages that highlight the productivity and convenience of goods or services.

Segment 2 - "Wellness Seekers": While task management (.98) and gadget technology are also of interest to this segment, wellness (3.0) receives the most attention (5.16). They differ slightly from the other groups in that they are slightly older (39 years), slightly more likely to be female (7%), and have a higher income level (3.87). This group appears to be concerned about their health and interested in technology that can help them manage it. People might react favorably to marketing communications that highlight the advantages of goods or services for one's health.

Segment 3: "Technologically Savvy Athletes" is distinguished by a high level of interest in device technology (.28), wellness (5.0), and sporting events (5.6). In comparison to the other categories, they are more likely to be male (63%) and to have lower levels of education (1.13) and income (3.5). They are 28 years old on average. Young, active, and interested in the newest technologies that can assist them enhance their athletic performance and general health, this group seems to be the target audience. Marketing messages emphasizing the newest and most cutting-edge technological aspects could be favorably received by them.

Segment 4 - "Active fashionistas": This group has a 6.39% interest in sports, a 4.54% interest in gadgets, and a 4.54 percent interest in fashion/style (6.02). In comparison to the other sectors, they are more likely to be male (79%), to have a higher education level (1.99), a higher income level (3.82), and to be a little bit younger (32 years old). They appear to be young, stylish, and athletic, and they have a keen interest in sportswear and technologies that can enhance their performance. Marketing communications that highlight the aesthetic appeal and qualities of goods or services may be positively received by them.

Based on these characteristics, we can create a name for each segment that describes the nature of its uniqueness:

Segment 1 - "Historians"

Segment 2 - "Welfare Seekers"

Segment 3 - "Technical Athletes"

Segment 4- "Active Moderators"

Generally speaking, Intel has targetable categories with a variety of interests and behaviours that may be reached through various marketing methods and techniques. Intel may tailor their messages, product features, and promotions to better reach and engage their target audience by understanding the characteristics of each group. It is crucial to remember that these segments may not accurately represent the whole market because they were chosen from a limited sample. These segments and their properties might need to be further investigated and validated.

QUESTION 3

Which segment should be targeted by Intel? How should Intel position themselves to compete strongly in the targeted segments? Please provide a detailed discussion of each identified segment based on the attractiveness of the segment for Intel and the strength and competitors offering example Samsung Apple Inc explain the factors that you used to rate the attractiveness of each segment and Intel's competitive strength.

ANSWER TO QUESTION 3

According to the presented segment analysis, Intel should think about focusing on the "Tech Savvy Athletes" segment. This market is distinguished by a keen interest in sports, wellness, and equipment technology. This is consistent with Intel's reputation as a technology provider of cutting-edge computing power and capabilities for a range of markets, including sports and fitness.

Segment attractiveness for Intel:

Intel is drawn to the "Tech Savvy Athletes" market for a number of reasons. First, since hardware technology is at the foundation of Intel's product line, this market is particularly interested in it. Second, because this market is youthful and dynamic, Intel has a chance to establish itself as a partner in the sports and fitness sector. Lastly, because of their lower income levels, this group may be more price sensitive and receptive to technological advancements that are both inexpensive and efficient. Last but not least, this market has a keen interest in wellness, which is consistent with Intel's most recent innovations in the field of health and wellness, including wearable technology and remote monitoring systems.

Competitive Forces:

In the technology sector, Intel is up against fierce competition from firms like Qualcomm, Samsung, and Apple. But there are several things that might provide Intel a competitive edge when going after the "Tech Savvy Athletes" market. First off, Intel has a solid track record of creating features and processing power of the highest calibre, which may appeal to customers who expect cutting-edge technology for sports and fitness activities. Second, Intel offers a wide range of goods and services, including wearables, sensors, and remote monitoring options, that may be adapted to the requirements of the "Tech Savvy Athletes" group. Finally, Intel has experience working with partners in the sports and fitness sector, including the National Football League, which can help them better comprehend the requirements and market trends in this area.

Positioning Strategy:

To position itself as a strong competitor in the "Tech Savvy Athletes" segment, Intel should focus on the following strategies:

1. Emphasize the performance and features of its technology products: Intel should emphasize advanced processing power and features of its products that could be of interest to consumers who require cutting-edge technology for their sports and health activities.
2. Develop partnerships with sports and fitness industry partners: Intel should leverage existing partnerships with sports and fitness industry partners, such as the National Football League, to gain a deeper understanding of the needs and demands of this segment. They should also consider developing new partnerships with popular organizations and influencers in this segment.
3. Emphasize the health and wellness benefits of your technology: Intel needs to position itself as a partner in the health and wellness industry by highlighting the benefits of its technology solutions such as wearable and remote monitoring solutions. This can help them appeal to consumers who are interested in improving their overall health and well-being.
4. Provide affordable solutions: Intel should consider offering more affordable solutions to consumers who are price sensitive. That could help them appeal to consumers who are interested in high-performance technology but can't afford the high-end options of rivals like Apple and Samsung.

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Finally, Intel should target the "Tech Savvy Athletes" segment by emphasizing the performance and features of its technology products, developing partnerships with sports and fitness industry partners, highlighting the health and wellness benefits of their technology, and offering affordable solutions. Although they face tough competition in the technology market, Intel has several strengths that could give them a competitive advantage in targeting this segment. By understanding the needs and demands of this segment and adjusting its marketing strategy and product offering accordingly, Intel can position itself as a strong competitor in the sports and fitness technology market.

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