

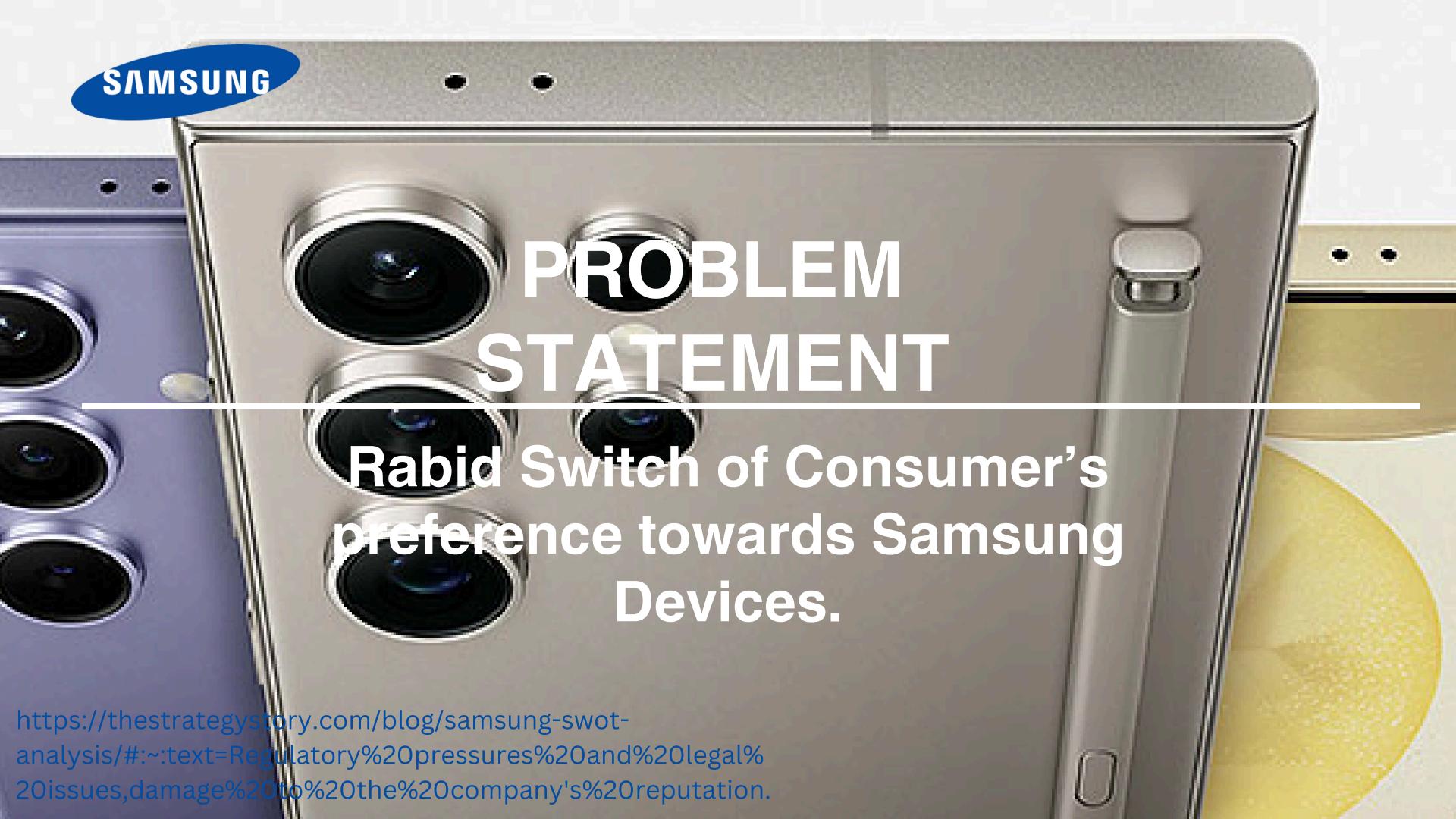
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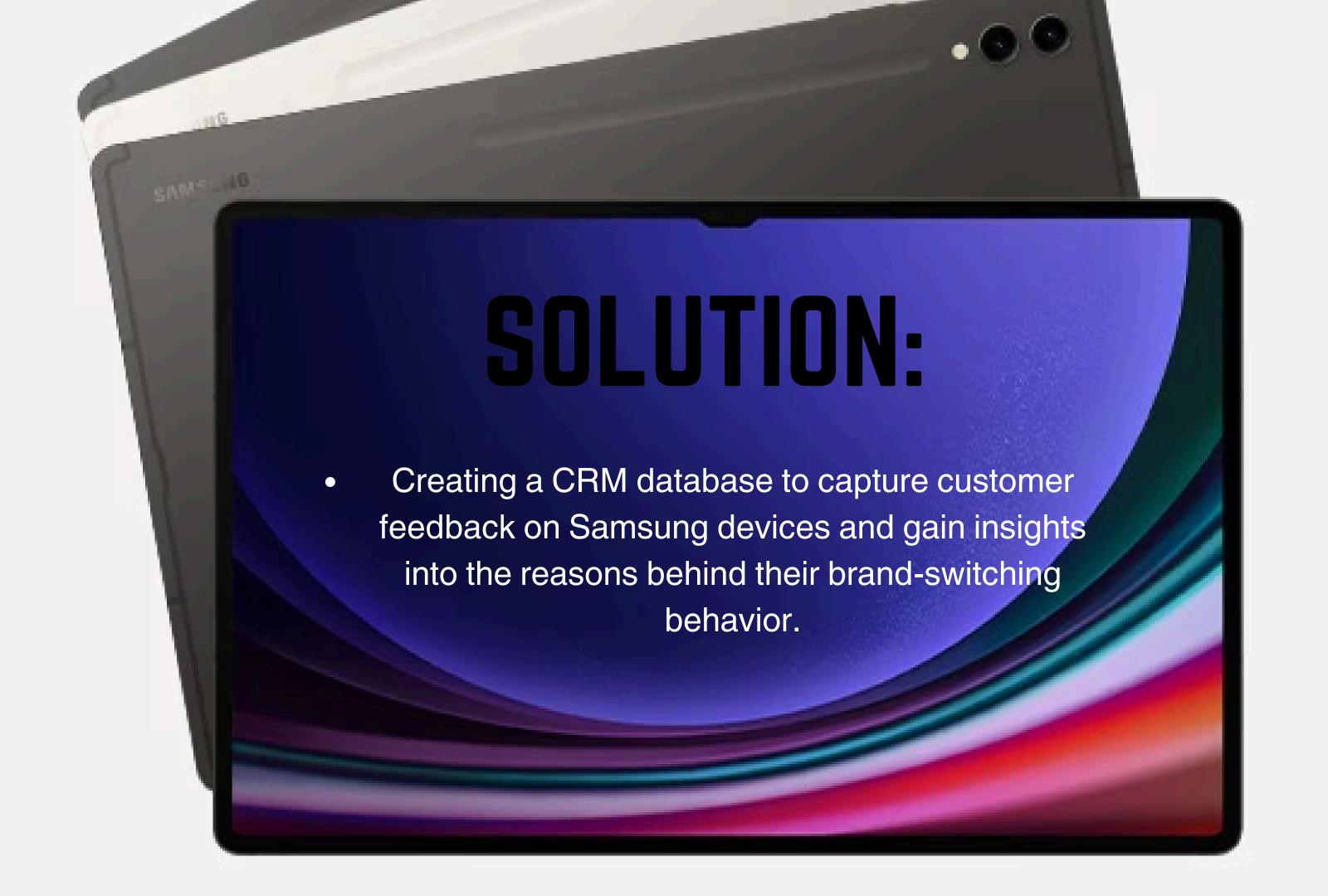
SMSUNG

INTRODUCTION

Samsung is a South Korean company that is one of the world's largest producers of electronic devices. Samsung specializes in the production of a wide variety of consumer and industry electronics, including appliances, digital media devices, semiconductors, memory chips, and integrated systems. It has become one of the most-recognizable names in technology and produces about a fifth of South Korea's total exports.

In today's tech world, knowing what customers like is crucial for staying ahead. Let's look at Samsung's approach in the smartphone industry. As phones have become more than just for calls, Samsung needs to keep up with what people want, like for work, fun, and socializing. They have to keep coming up with new ideas to stay popular.





SCOPE:

 The goal of this is to provide a way to acquire and keep Samsung consumers by using data analysis and surveys.

LIMITATION:

 This is restricted to the analysis of data to improve user experience and marketing strategy. We will not affect the way the business operates.