# CBA Group Assignment

Please see the Partworth data (regression beta's) from the Conjoint Analysis on Beer Brands in the file Part-worth Data.xls

**Segmentation and Targeting**

1. Segment respondents based on the Partworth data (use any unsupervised learning technique).

2. Use the Descriptors in the Demographic data sheet to perform Discriminant Analysis type analysis (use any supervised learning technique) based on segments obtained in Step 1 and personify /describe each segment.

**Market Share Prediction**

3. Calculate the Market Shares of the existing brands in each segment.

4. If a new brand NB is introduced in the market, calculate its market share across each segment and pick one segment to target the new brand based on market share.