INSIGHTS

1. Regardless of brand all persona's, Hult DNA clusters, and personality clusters all will stay with their current brand of computer showing that students are conscious of the items they have and show great brand loyalty.
2. In the persona of surfers and across all personality clusters there was a desire to switch to MacBook's. This persona was the only one that showed a willing to switch between the two major brands in the data set in windows and MacBook. The business strategy for Apple should be that we target this persona of individuals as they are most susceptible to being new customers for us at Apple. These individuals equate to 12% of the personality dataset. This can be leveraged and pursued by Apple.
3. Finally, Leaders in Hult DNA clusters across all Hult DNA personas showed that they are the only ones that are willing to try new brands and are switching to a third-party vendor in google Chromebooks. This should be a focus of research and more market understanding as we need to see if this is a just a trend for google Chromebook or is for all other types of laptops. These individuals equate to 33% of the Hult DNA dataset.

RECOMMENDATION

In the interest of Apple, Inc we have found that the main scenario from our dataset is that most people are not willing to switch computers. This can be verified with external research, as apple currently is rated tops in brand loyalty in computers by Brand Keys survey in 2018 (Marketing Charts, 2018). The purpose of this research was to find insights from a specific list of traits and features of consumers. It is in our findings that from our personality data with our clusters and personas that we target "Surfers". In combination with "Leaders" from the Hult DNA dataset that equate to 33% of the data, we can conclude that there is enough of a market for new customers and switching. Currently, Apple MacBook's hold a near 50% of all the data and can become the clear market share leader of this consumer group. In our opinions we find that the best way to do this is by providing educational prizes through Hult with Apple as sponsor in order to leverage possible "Leader" switching.

TEAM 6

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