

Team 6

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27


Number of Respondents

21-49

Age


Students

Occupation




BUSINESS PROBLEM

Windows or Mac? Apple wants to understand the aspects of consumer buying behavior in regards to the decision making behind this question. The goal is to analyze behavior patterns among our respondents and what their preferences are.




SURVEY QUESTION 1:

Would you buy a Mac or a Windows laptop?




SURVEY QUESTIONS 2:

Please explain, why would you buy Mac/Windows laptop instead of Windows/Mac laptop.




SURVEY QUESTION 3:

What do you use your laptop for?




SURVEY QUESTION 4:

What brand is your phone and why did you choose the brand you are currently using?



SURVEY QUESTIONS 5:

How/What for do you use your phone most frequently?



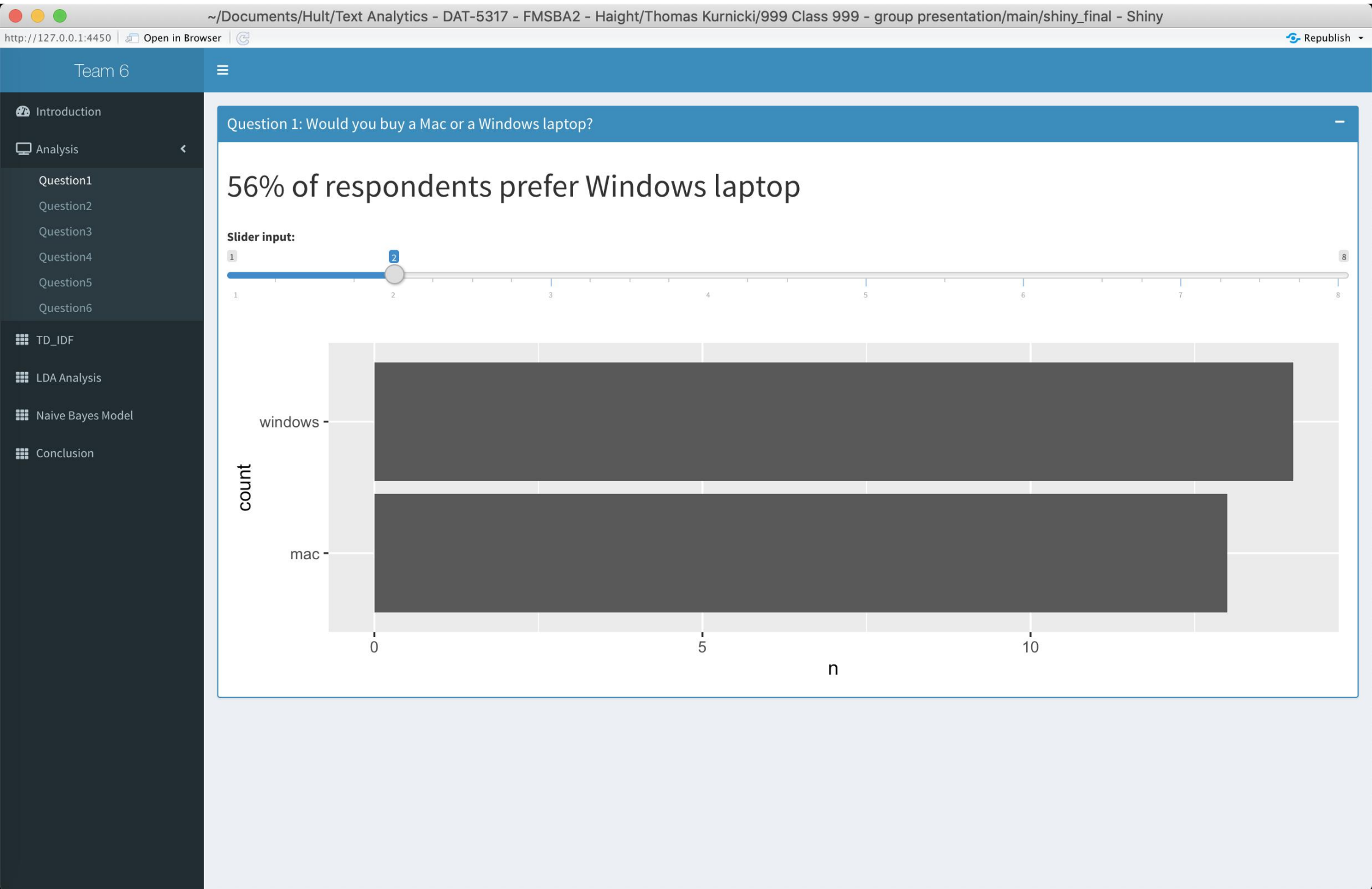
SURVEY QUESTION 6:

Please tell us about your professional background.

http://127.0.0.1:4450

Open in Browser

Republish



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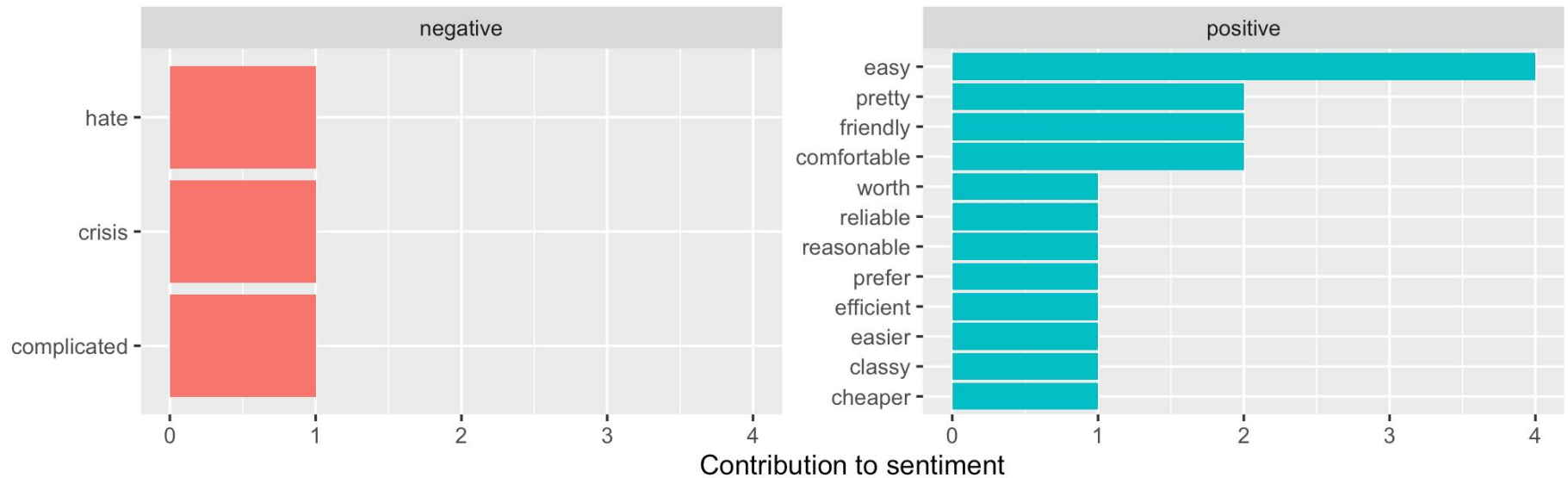
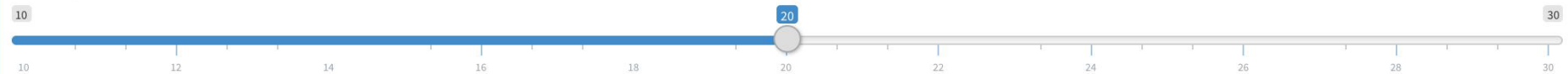
Naive Bayes Model

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Question 2: Please explain, why would you buy Mac/Windows laptop instead of Windows/Mac laptop.

Ease of usage, performance, and price play a big role

Slider input:



word1	word2	n
windows	laptop	5
user	friendly	2
10	macbook	1
analysis	type	1
apple	phone	1

word1	word2	value	n
not	worth	2.00	1

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Question 3: What do you use your laptop for?

The way laptops are used does not require specific brand feature

Slider input: 1 10 20

Category	n
laptop	19
school	8
watch	7
watching	5
video	5
movies	5
netflix	4
study	3
games	3
coding	3

word1	word2	n
playing	games	2
watch	movies	2
watching	movies	2
watching	netflix	2
academic	walk	1

line	word1	word2	word3	word4
21	analyze	sayings	analyze	app
22	play	video	video	games
23	browsing	social	network	stops

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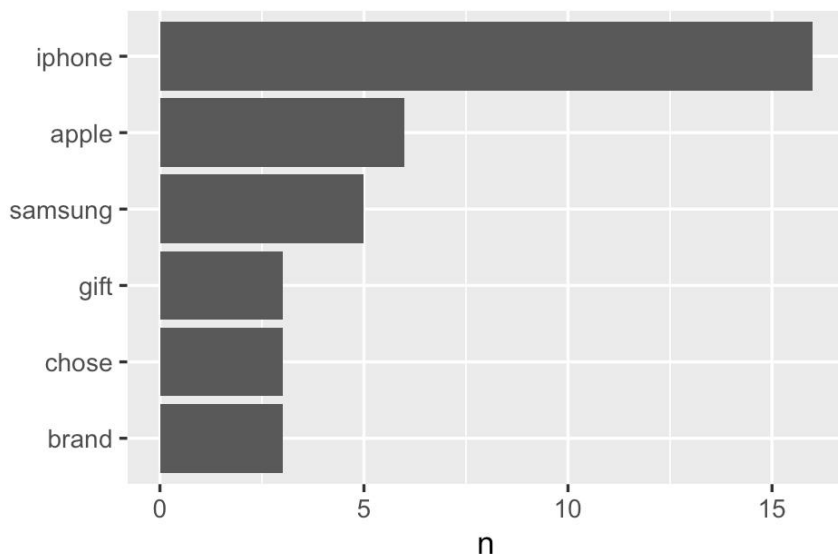
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Question 4: What brand is your phone and why did you choose the brand you are currently using?

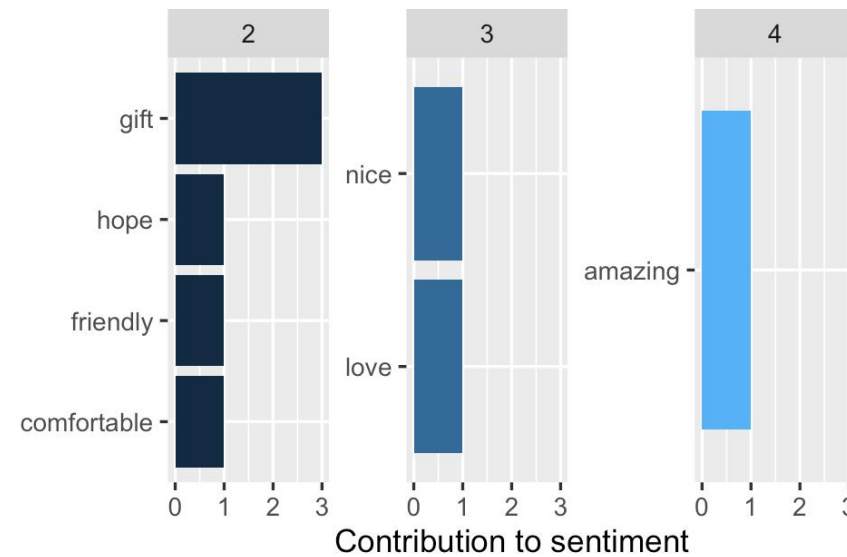
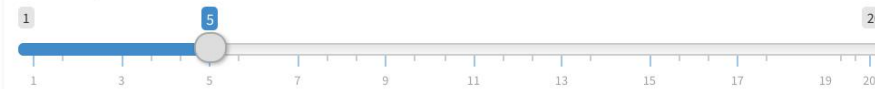
A majority of the respondents own iPhones

Most students use an iPhone

Slider input:

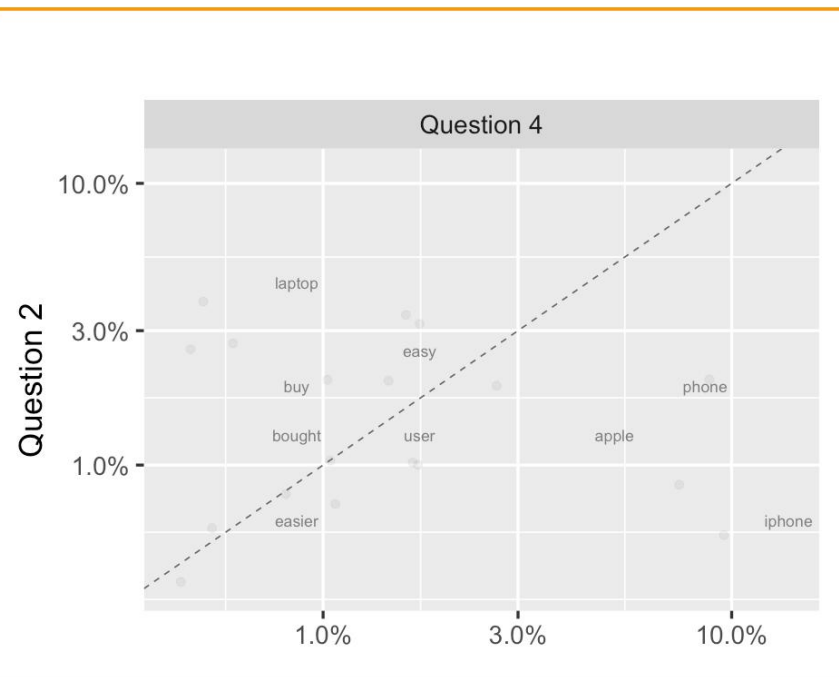


Slider input:



Question 4

c(t = -0.616659422221766) c(df = 16) 0.546134463917322 c(cor = -0.152364



```
c(t = -0.616659422221766) c(df = 16) 0.546134463917322 c(cor = -0.152364
```

word1	word2	n
iphone	7	2
NA	NA	2
10s	user	1
android	phone	1
apple	iphones	1
apple	phones	1
briley's	iphone	1
build	jewelry	1
convert	18	1

line	word1	word2	word3	word4
1	NA	NA	NA	NA
4	iphone	10s	user	friendly
4	10s	user	friendly	cash
7	iphone	status	prestigious	convert
7	status	prestigious	convert	18
15	NA	NA	NA	NA
17	NA	NA	NA	NA

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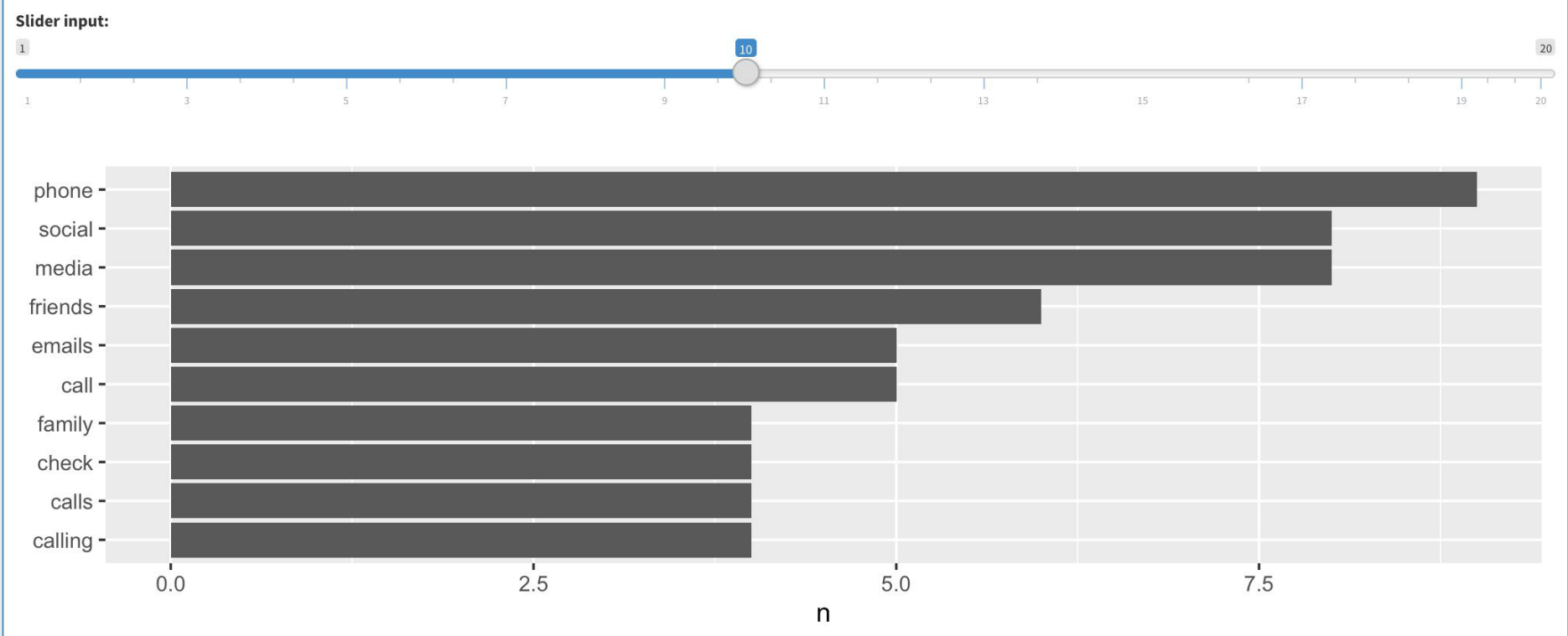
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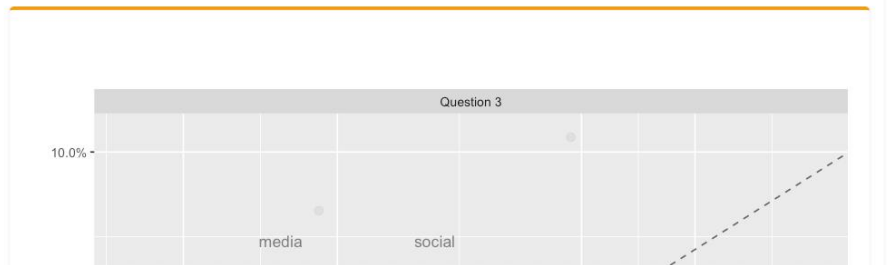
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Question 5: How/What for do you use your phone most frequently?

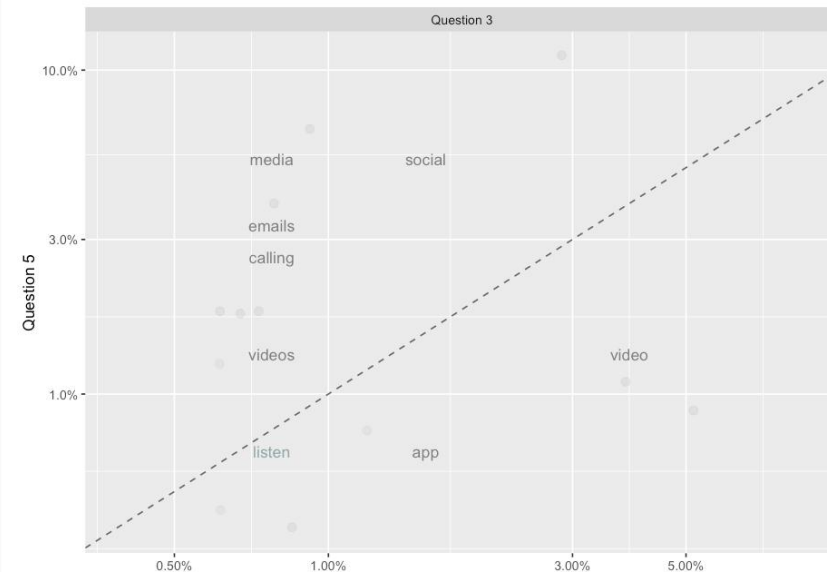
The way phones are used does not require specific brand connected features



word1	word2	n
social	media	8
video	calls	2
watching	videos	2



word1	word2	n
social	media	8
video	calls	2
watching	videos	2
12	oz	1
call	dex	1
calling	facebook	1
calling	people	1
calls	checking	1
calls	social	1
car	gps	1
chat	apps	1
chatting	calls	1
checking	emails	1
day	10	1
emails	calling	1
emails	checking	1
emails	regularly	1
facebook	instagram	1
family	check	1
family	friends	1
friends	keeping	1
international	students	1
interviewing	interviewing	1
interviewing	researching	1
media	app	1
media	calling	1
media	emails	1
media	websites	1
messages	phone	1



Pearson's product-moment correlation

```
data: proportion and Question 5
t = -0.55149, df = 10, p-value = 0.5934
alternative hypothesis: true correlation is not equal to 0
95 percent confidence interval:
-0.6787779 0.4460822
sample estimates:
cor
-0.171802
```

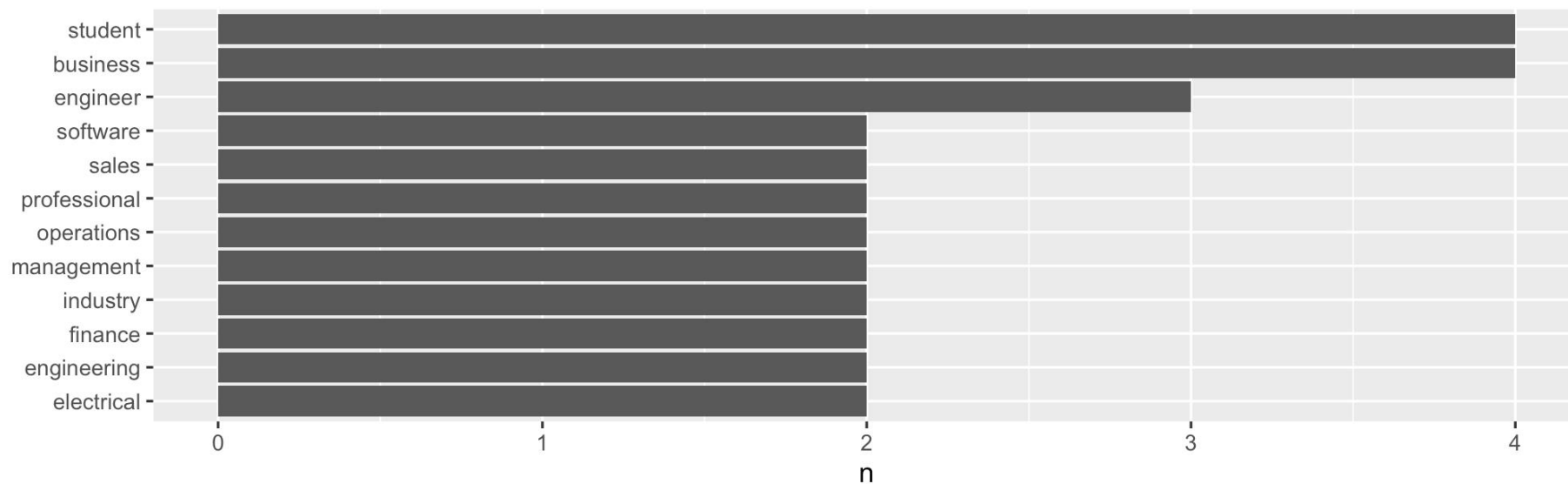
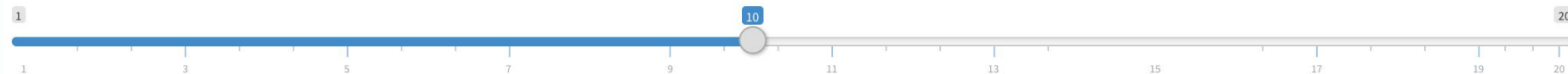

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Question 6: Please tell us about your professional background.

A majority of respondents come from a technical background

Slider input:

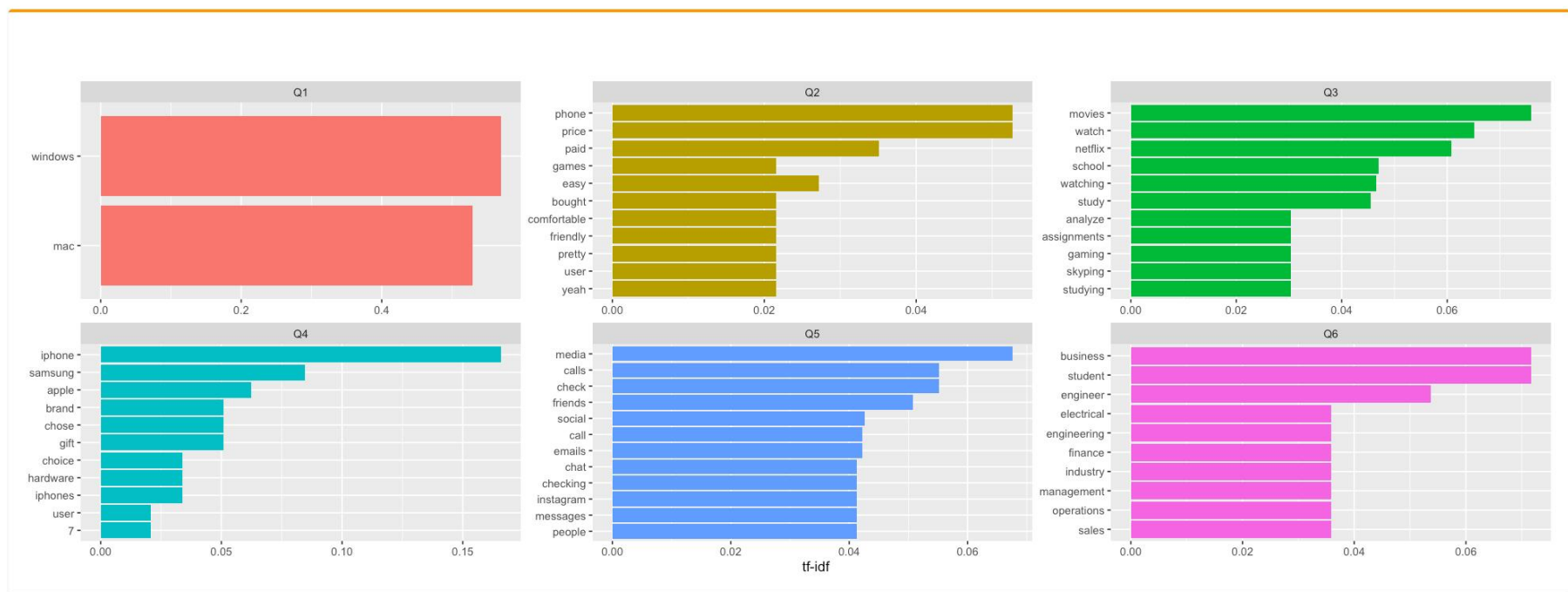


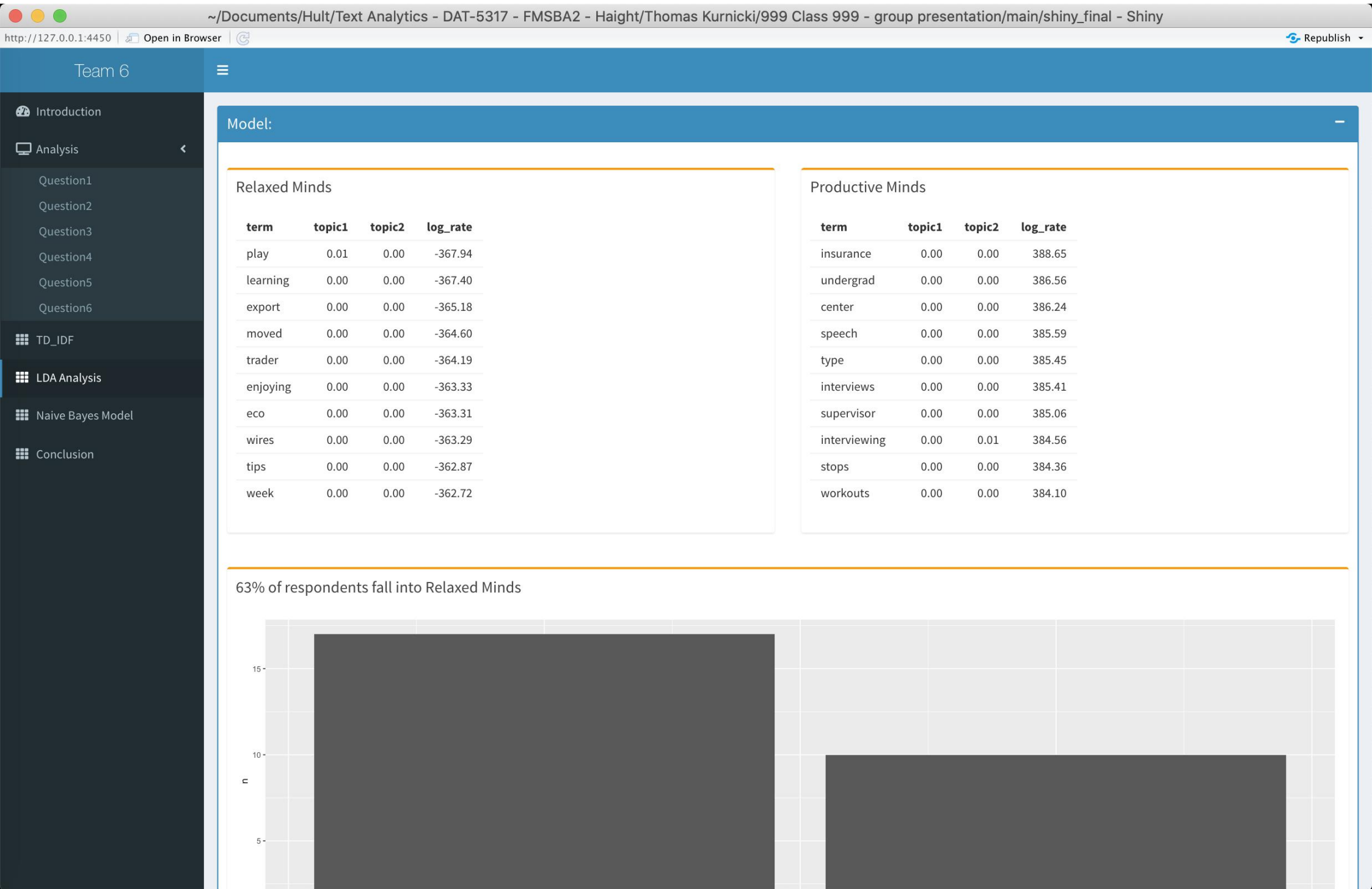
word1	word2	n
professional	background	2
applied	mathematics	1
background	experience	1
business	analyst	1

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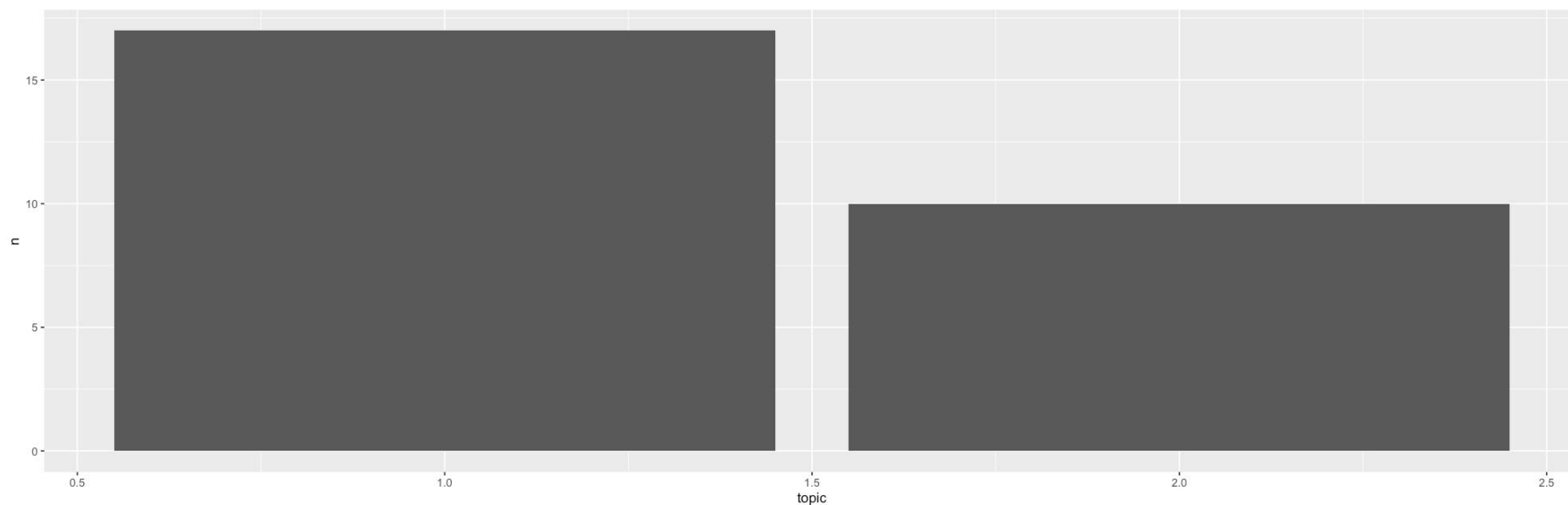
TD_IDF:

Slider input:





63% of respondents fall into Relaxed Minds



```
# A tibble: 27 x 3
  document topic gamma
  <chr>     <int> <dbl>
1 2         1 0.999
2 22        1 0.999
3 26        1 0.999
4 6         1 0.999
5 8         1 0.998
6 12        1 0.999
7 14        1 0.999
8 18        1 0.999
9 19        1 0.999
10 20       1 0.999
# ... with 17 more rows
```

```
# A tibble: 54 x 3
  respondent topic gamma
  <int> <int> <dbl>
1     23     1 0.000616
2      2     1 0.999
3      3     1 0.00178
4     22     1 0.999
5     26     1 0.999
6      1     1 0.00228
7      5     1 0.000866
8      6     1 0.999
9      7     1 0.00128
10     8     1 0.998
# ... with 44 more rows
```

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Model:

Contribution to business success of Mac

```
Call:
textmodel_nb.dfm(x = supervised_dfm.train, y = c(1, 0, 0, 0,
1, 1, 0, 0, 1, 1, 0, 0, 0, 0, 0, 1, 0, 1, 1, 0, 0))

Class Priors:
(showing first 2 elements)
  0  1
0.5 0.5

Estimated Feature Scores:
      4      7 assignment efficient films iphone laptop  lot   mac officer stuff  tax
0 0.3534 0.2146      0.2907      0.2907 0.2907 0.6927 0.6782 0.2907 0.3062 0.2907 0.5515 0.2907
1 0.6466 0.7854      0.7093      0.7093 0.7093 0.3073 0.3218 0.7093 0.6938 0.7093 0.4485 0.7093
  watch assignments associate      bad brand      buy chose comfortable control games hardware
0 0.2146      0.6211      0.6211 0.6211 0.7109 0.4505 0.4505      0.7109 0.6211 0.8039 0.7109
1 0.7854      0.3789      0.3789 0.3789 0.2891 0.5495 0.5495      0.2891 0.3789 0.1961 0.2891
  industry movies online pharmaceutical  phone playing quality
0 0.4505 0.2907 0.6211      0.6211 0.5774 0.7663 0.7109
1 0.5495 0.7093 0.3789      0.3789 0.4226 0.2337 0.2891
```

Business Success:

assignment

dramas

efficient

movies

tax officer

Business Failure:

iphone

laptop

comfortable

control

games

pharmaceutical

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Review of Key Points



Slightly more respondents prefer Windows laptop to Macbook most probably because of their technical professional background, better performance, and cheaper price.



Macbook is characterized by ease of usage, efficiency, and Apple ecosystem. However, Macbook is considered to be not worth paying.



A phone brand does not influence the choice of a laptop. Laptops and phones are used for different purposes.



A lot of students are not clearly aware of all the functionalities and do not realize all the benefits that Apple and Macbook offer.

Recommendation



Expand the community of users at Hult and potentially other universities by hiring and training brand ambassadors that will share their experiences with the students and show them how macOS can be relevant for their studies and future employment.