Model Development Phase Template

Feature	Description	Selected (Yes/No)	Reasoning
Yummy	Indicates if the respondent finds McDonald's food yummy	Yes	Helps Guage the overall taste satisfaction of customers
Convenient	Indicates if the respondent finds McDonald's convenient	Yes	Convenience is a significant factor for fast food popularity
Spicy	Indicates if the respondent finds McDonald's food spicy	Yes	Determines customer preferences for spiciness in the menu

Fattening	Indicates if the respondent consider McDonald's food fattening	Yes	Perception of healthiness affects customer choices

Date	15 July 2024
Team ID	739834
Project Title	Market Segmentation Analysis
Maximum Marks	5 Marks

Feature Selection Report Template

In the forthcoming update, each feature will be accompanied by a brief description. Users will indicate whether it's selected or not, providing reasoning for their decision. This process will streamline decision-making and enhance transparency in feature selection.

Greasy	Indicates if the respondent finds McDonald's food greasy	Yes	Greasiness can impact customer satisfaction and health perceptions
Fast	Indicates if the respondent finds McDonald's service fast	Yes	Speed of service is a key component of the fast-food experience
Cheap	Indicates if the respondent finds McDonald's food cheap	Yes	Pricing is the crucial for attracting budget-conscious customers
Tasty	Indicates if the respondent finds McDonald's food tasty	Yes	Taste is a primary driver of repeat business
Expensive	Indicates if the respondent finds McDonald's food expensive	Yes	Balances the perception of cheapness and affects customer value perception
Healthy	Indicates if the respondent finds McDonald's food healthy	Yes	Healthiness perception impacts customer decisions, especially health-conscious consumers
Disgusting	Indicates if the respondent finds McDonald's food disgusting	Yes	Helps identify extreme negative perceptions which can inform quality improvements
Like	A numeric score representing the respondent's overall liking of McDonald's	No	Provides a quantified measure of customer sentiment
Age	The age of the respondent	No	Allows for demographic analysis to understand preferences across age groups

Visit Frequency	How often the respondent visit McDonald's	No	Frequency of visits can correlate with satisfaction and preferences
Gender	The gender of the respondent	Yes	Allows for gender-based analysis of preferences and perceptions.