MARKET SEGMENTATION

APPLE IPAD

Project by Emily Bates

OVERVIEW

01 Variable Selection

02 Using SAS to extract variables from the NCS Data Set

03 Principal Components Analysis

04 K Means Clustering

05 Gap Analysis Clustering

06 Describing the Clusters

VARIABLE SELECTION

Target Variable: Apple iPad

Single Driver Variables

- Internet is my prime source of entertainment
- I consider myself a creative person
- I access social sites from different devices
- It is worth paying extra for quality goods

Abstract Construct: Early Adopter of Technology

- Love to buy new gadgets and appliances
- Pay anything for electronic products I want
- I like to have a lot of gadgets
- I try to keep up with developments in technology

Abstract Construct: Image Conscious

- Always look for brand name
- Prefer to buy what neighbors approve of
- I find that I am easily swayed by others
- Important that family thinks I am doing well

Descriptor Variables

- Gender
- Fire tablet
- Samsung Galaxy
- Hispanic / Latino
- HGTV (viewed last 7 days)
- The Bachelor (viewed last 7 days)
- Character uses brand name - likely to use
- Buy technology that connects to products I have

SAS CODE

```
libname mylib "P:\Practicum";
filename bigrec "P:\fa15_data.txt" lrecl = 65576;
data mytemp;
infile bigrec;
input
myid 1-7
ap_ipad 8101
internet_src_entertain_alot 5497
internet_src_entertain_alil 5535
internet_src_entertain_neit 5611
internet_src_entertain_dlil 5649
internet_src_entertain_dlot 5687
creative_person_alot 4669
creative_person_alil 4746
creative_person_neit 4900
creative_person_dlil 4977
creative_person_dlot 5054
socialsite_difdevice_alot 6849
socialsite_difdevice_alil 6864
socialsite_difdevice_neit 6894
socialsite_difdevice_dlil 6909
socialsite_difdevice_dlot 6924
pay_extra_quality_goods_alot 4641
pay_extra_quality_goods_alil 4718
pay_extra_quality_goods_neit 4872
pay_extra_quality_goods_dlil 4949
pay_extra_quality_goods_dlot 5026;
run;
```

```
proc format;
value myscale
1 = "disagree a lot"
2 = "disagree a little"
3 = "neither agree nor disagree"
4 = "agree a little"
5 = "agree a lot";
value yesno
0 = "no"
1 = "yes";
run;
data myvars;
set mytemp;
if ap_ipad = . then apple_ipad = 0;
if ap_ipad = 1 then apple_ipad = 1;
if internet_src_entertain_alot = 1 then internet_src_entertainment = 5;
if internet_src_entertain_alil = 1 then internet_src_entertainment = 4;
if internet_src_entertain_neit = 1 then internet_src_entertainment = 3;
if internet_src_entertain_dlil = 1 then internet_src_entertainment = 2;
if internet_src_entertain_dlot = 1 then internet_src_entertainment = 1;
if creative_person_alot = 1 then creative_person = 5;
if creative_person_alil = 1 then creative_person = 4;
if creative_person_neit = 1 then creative_person = 3;
if creative_person_dlil = 1 then creative_person = 2;
if creative_person_dlot = 1 then creative_person = 1;
if socialsite_difdevice_alot = 1 then social_site_dif_device = 5;
if socialsite_difdevice_alil = 1 then social_site_dif_device = 4;
if socialsite_difdevice_neit = 1 then social_site_dif_device = 3;
if socialsite_difdevice_dlil = 1 then social_site_dif_device = 2;
if socialsite_difdevice_dlot = 1 then social_site_dif_device = 1;
if pay_extra_quality_goods_alot = 1 then pay_extra_quality_goods = 5;
if pay_extra_quality_goods_alil = 1 then pay_extra_quality_goods = 4;
if pay_extra_quality_goods_neit = 1 then pay_extra_quality_goods = 3;
if pay_extra_quality_goods_dlil = 1 then pay_extra_quality_goods = 2;
if pay_extra_quality_goods_dlot = 1 then pay_extra_quality_goods = 1;
```

```
format internet_src_entertainment creative_person
social_site_dif_device pay_extra_quality_goods myscale.
apple_ipad yesno. ;
run;

/* freqs to check work */
proc freq data = myvars;
tables
internet_src_entertain_alot
internet_src_entertain_alil
internet_src_entertain_neit
internet_src_entertain_dlil
internet_src_entertain_dlot
creative_person_alot
creative_person_alil
creative_person_neit
creative_person_dlil
creative_person_dlot
socialsite_difdevice_alot
socialsite_difdevice_alil
socialsite_difdevice_neit
socialsite_difdevice_dlil
socialsite_difdevice_dlot
pay_extra_quality_goods_alot
pay_extra_quality_goods_alil
pay_extra_quality_goods_neit
pay_extra_quality_goods_dlil
pay_extra_quality_goods_dlot
internet_src_entertainment
creative_person
social_site_dif_device
pay_extra_quality_goods
apple_ipad;
run ;
```

PRINCIPAL COMPONENTS ANALYSIS

We'll use PCA to extract two factors. The variables that will go into these two factors are eight variables from the two abstract constructs: early adopter of technology and image conscious.

Examining:

- Eigenvalue
- Kaiser's Measure of Sampling Adequacy
- Scree Plot
- Rotated Factor Pattern Matrix

Eigenvalues of the Correlation Matrix: Total= 8 Average = 1				
	Eigenvalue	Difference	Proportion	Cumulative
1	3.02301090	1.78914199	0.3779	0.3779
2	1.23386891	0.30807198	0.1542	0.5321
3	0.92579692	0.05241299	0.1157	0.6478
4	0.87338393	0.28457240	0.1092	0.7570
5	0.58881153	0.02345021	0.0736	0.8306
6	0.56536132	0.10969260	0.0707	0.9013
7	0.45566872	0.12157095	0.0570	0.9582
8	0.33409777		0.0418	1.0000

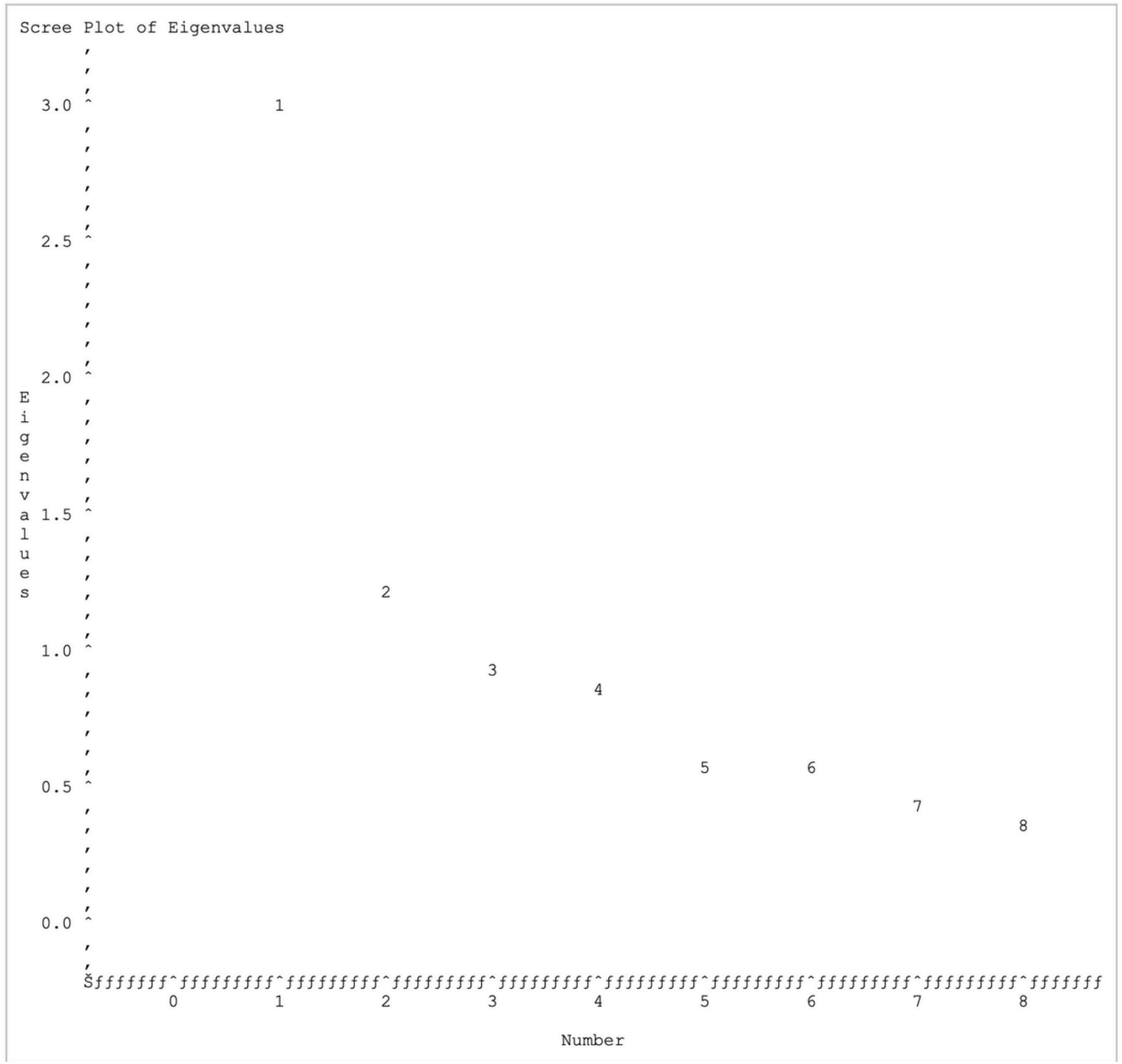
We use the Kaiser Criterion (Eigenvalue of at least 1) to know how many factors there are for us to keep.

PRINCIPAL COMPONENTS ANALYSIS

Kaiser's Measure of Sampling Adequacy: Overall MSA = 0.79229135							
love_buy_gadget	first_friends_tech	have_lots_gadgets	keep_up_tech	always_brand_name	buy_neighbors_approve	easily_swayed	keep_young_looking
0.7644931 6	0.8477938 5	0.8020846 0	0.7923298 9	0.7770831 0	0.7779887 4	0.7520809 4	0.7905456 6

The KMO test estimates the proportion of variance among the variables that might be shared and ranges from 0 to 1. At minimum, the KMO needs to be above 0.5.

2 factors will be retained by the NFACTOR criterion.



PRINCIPAL COMPONENTS ANALYSIS: SCREE PLOT

Visual way to see which factors to choose based on the Eigenvalue

PRINCIPAL COMPONENTS ANALYSIS

To help discriminate variables, you need to rotate the axis to improve your perspective. There are two options for rotation:

- Varimax Rotation
- Promax Rotation

I utilized Varimax Rotation.

I've flagged potential issues with variables on the right. The red flag shows an issue with there being too much load on the second variable. The yellow flags show that the load is a bit low.

Rotated Factor Pattern		
	Factor1	Factor2
love_buy_gadget	0.85987	0.15424
pay_anything_electronic	0.61991	0.39191
have_lots_gadgets	0.78390	0.22628
keep_up_tech	0.75986	-0.01612
always_brand_name	0.11702	0.57113
buy_neighbors_approve	0.20179	0.71374
easily_swayed	0.04465	0.71881
keep_young_looking	0.10274	0.49270

PRINCIPAL COMPONENTS ANALYSIS

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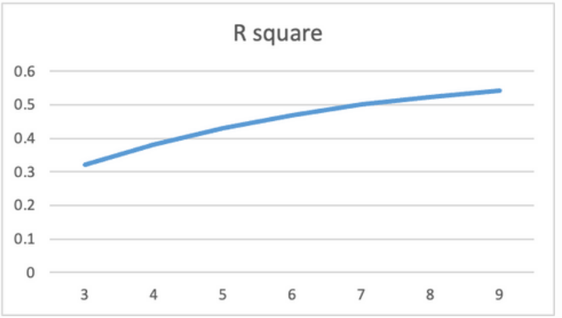
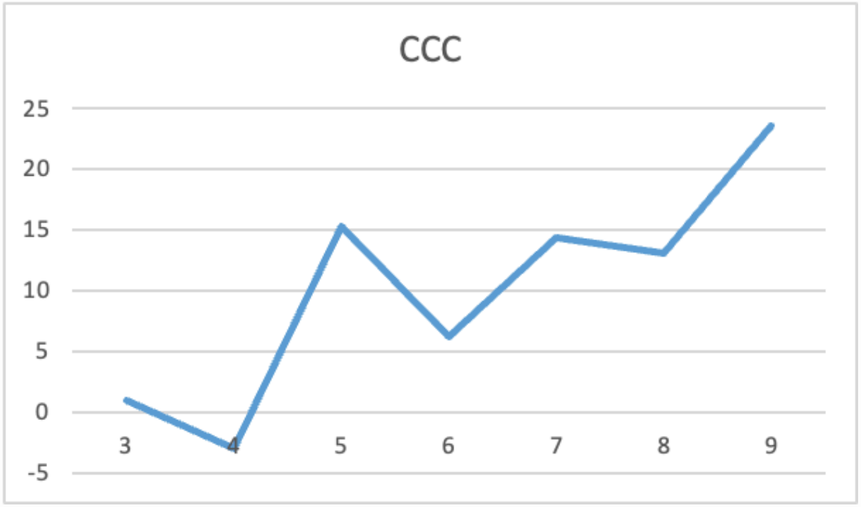
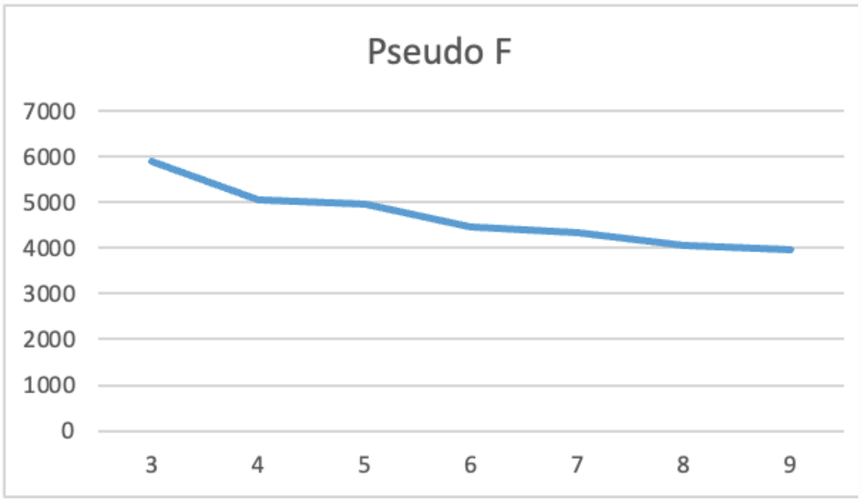
Rotated Factor Pattern		
	Factor1	Factor2
love_buy_gadget	0.85591	0.15060
first_friends_tech	0.70424	0.30711
have_lots_gadgets	0.78589	0.21383
keep_up_tech	0.74977	-0.00450
always_brand_name	0.10744	0.58429
buy_neighbors_approve	0.21879	0.70828
easily_swayed	0.05853	0.71240
keep_young_looking	0.10274	0.51174

K MEANS CLUSTERING: INITIAL RESULT

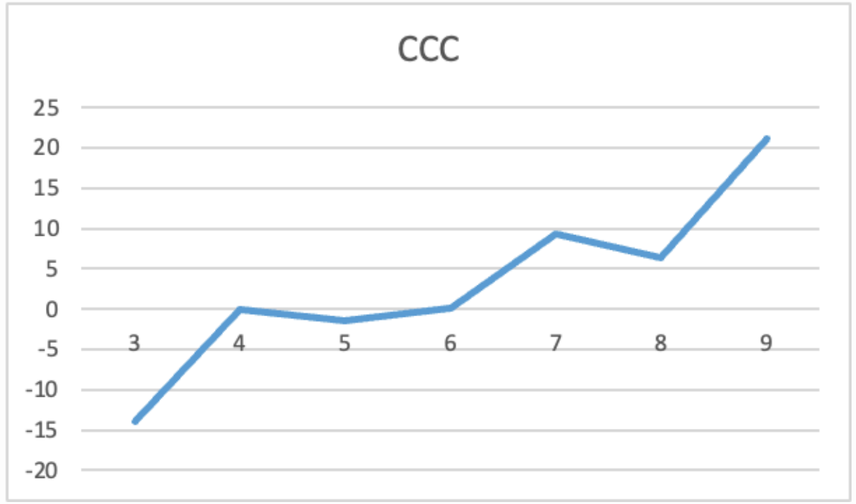


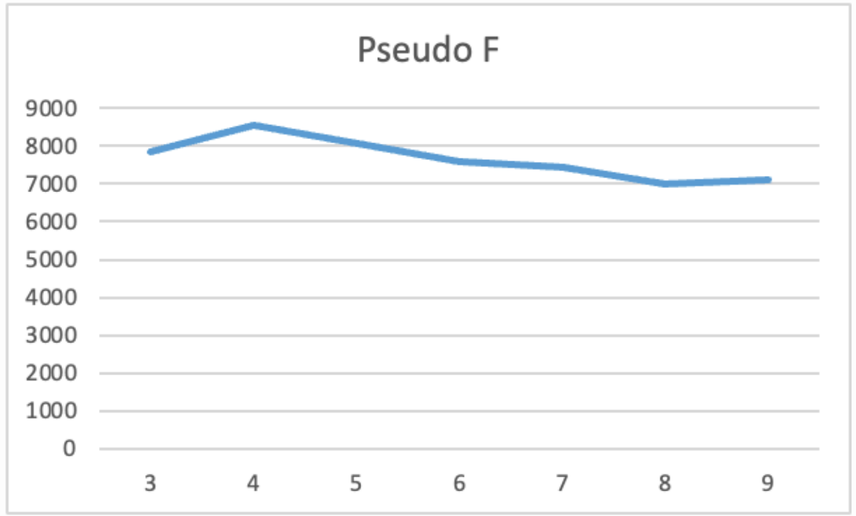




Cluster Means						
Cluster	early_adopter_tech	image_conscious	internet_src_entertainment	creative_person	social_site_dif_device	pay_extra_quality_goods
1	0.039226011	-0.11940332	3.900716751	3.829994 72	1.5266666 67	3.642895016
2	-0.028873106	0.0902728 9	2.729204987	2.4800728 3	3.5495818 40	3.178368506
3	0.8480503 68	0.4775268 2	4.235368 957	4.270236 61	4.1975134 22	4.221669774
4	-0.7076916 80	-0.2299919 1	1.2035748 18	3.8414173 2	1.3292393 03	3.923890731
5	0.1003147 49	-0.183536 08	2.1317668 74	4.459227 46	3.903333 333	3.374598071

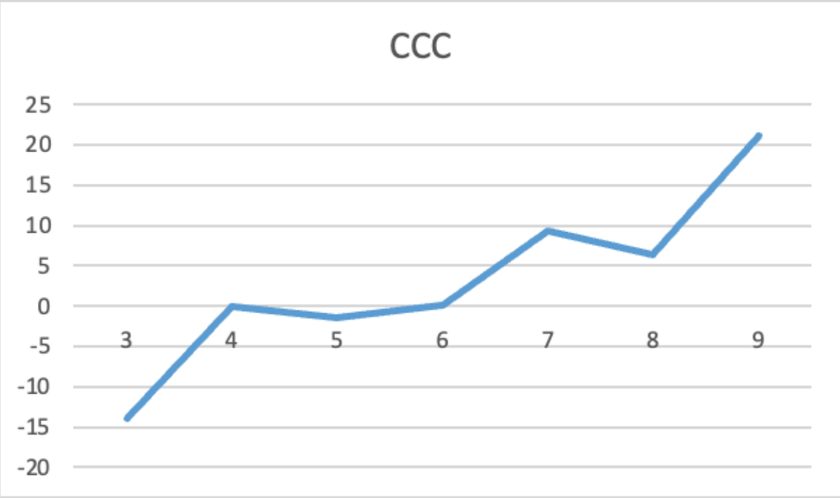
K MEANS CLUSTERING: FINAL RESULT

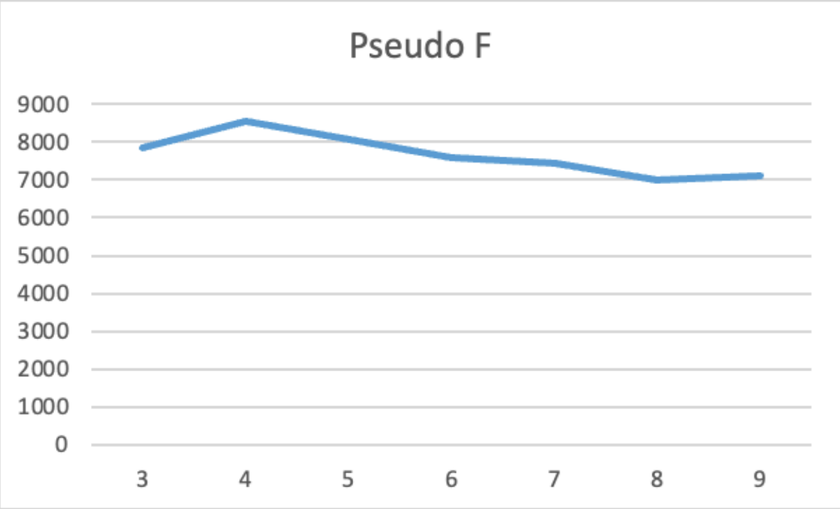




Clusters	R-square	CCC	Pseudo F
3	0.40534	-13.878	7854.96
4	0.50794	-0.032	8549.74
5	0.56666	-1.459	8076.22
6	0.60445	0.036	7595.45
7	0.63382	9.292	7444.72
8	0.6575	6.385	6995.37
9	0.67711	21.171	7103.37

K MEANS CLUSTERING: FINAL RESULT





Cluster Means				
Cluster	early_adopter_tech	internet_src_entertainment	happy_stnrd_living	love_idea_travel_abroad
1	0.320122198	3.426538176	2.370550879	3.503418549
2	0.615793222	3.990100591	4.390014131	3.858407080
3	-0.440294103	1.410393071	4.053876478	4.145521146
4	-0.664243027	1.654068033	3.539704165	1.449554014

K MEANS CLUSTERING: VARIABLE GRAVEYARD

important to be well informed

creative person

image conscious (abstract variable)

access social sites from different devices

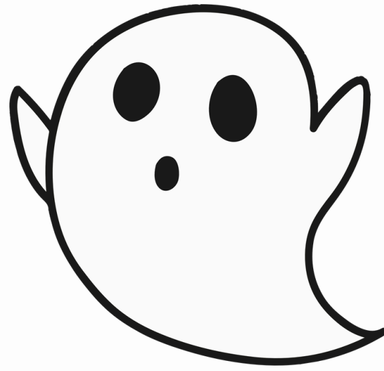
adventurous traveler (abstract variable)

pay extra for quality goods

difficult to say no to kids

optimist

pay anything for electronics



GAP ANALYSIS CLUSTERING

- Gap analysis is another method for determining the number of clusters to keep.
- K means or gap analysis? The CCC was developed before large scale computing was available to do Monte Carlo estimates. So gap analysis is a more modern approach.

ABC Statistics

Number of Clusters	Logarithm of Within-Cluster SSE		Gap	Simulation Adjusted Standard Deviation	One Standard Error Adjusted Gap
	Input	Reference			
3	11.3224	11.9089	0.5865	0.0127	0.5738
★ 4	11.1546	11.8718	0.7173	0.0157	0.7016
5	11.0486	11.7274	0.6788	0.0141	0.6647
6	10.9283	11.6078	0.6795	0.0103	0.6692
7	10.8769	11.4830	0.6060	0.00921	0.5968
8	10.8459	11.3853	0.5394	0.0170	0.5225

Estimated Number of Clusters

Criterion	Number of Clusters
FIRSTPEAK	4

COMPARING K MEANS AND GAP ANALYSIS

Within Cluster Statistics

Variable	Cluster	Mean	Standard Deviation
early_adopter_tech	1	-0.4460	2.2871
	2	0.6876	2.4483
	3	-0.6408	2.6847
	4	0.0781	1.9339
internet_src_entertainment	1	1.5487	4.5119
	2	4.1187	8.2994
	3	1.8037	7.4748
	4	2.8109	4.9239
happy_stnrd_living	1	4.2451	9.5768
	2	3.9134	8.7380
	3	3.8851	9.7532
	4	2.2542	5.9928
love_idea_travel_abroad	1	4.0992	9.8703
	2	4.0154	8.2672
	3	1.3132	6.7443
	4	3.2459	5.8951

Cluster Means

Cluster	early_adopter_tech	internet_src_entertainment	happy_stnrd_living	love_idea_travel_abroad
1	0.320122198	3.426538176	2.370550879	3.503418549
2	0.615793222	3.990100591	4.390014131	3.858407080
3	-0.440294103	1.410393071	4.053876478	4.145521146
4	-0.664243027	1.654068033	3.539704165	1.449554014

COMPARING K MEANS AND GAP ANALYSIS

Within Cluster Statistics			
Variable	Cluster	Mean	Standard Deviation
early_adopter_tech	1	-0.4460	2.2871
	2	0.6876	2.4483
	3	-0.6408	2.6847
	4	0.0781	1.9339
internet_src_entertainment	1	1.5487	4.511
	2	4.1187	8.299
	3	1.8037	7.4748
	4	2.8109	4.9239
happy_stnrd_living	1	4.2451	9.5768
	2	3.9134	8.7380
	3	3.8851	9.7532
	4	2.2542	5.9928
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	2	4.0154	8.2672
	3	1.3132	6.7443
	4	3.2459	5.8951

Cluster Means				
Cluster	early_adopter_tech	internet_src_entertainment	happy_stnrd_living	love_idea_travel_abroad
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2	0.615793222	3.990100591	4.390014131	3.858407080
3	-0.440294103	1.410393071	4.053876478	4.145521146
4	-0.664243027	1.654068033	3.539704165	1.449554014

RESULTS

Cluster 1: Solo Strivers

Cluster 2: Happier Engagers

Cluster 3: Travel Queens

Cluster 4: Traditionalists

image from: https://www.efficy.com/market-segmentation/

Cluster=1

Variable	N	Mean	Std Dev	Minimum	Maximum
apple_ipad	6911	0.5482564	0.4977019	0	1.0000000
fire_tablet	6911	0.0399363	0.1958238	0	1.0000000
samsung_galaxy	6911	0.0717696	0.2581248	0	1.0000000
HGTV	6911	0.1444075	0.3515279	0	1.0000000
TheBachelor	6911	0.0379106	0.1909938	0	1.0000000
Latino	6911	0.3271596	0.4692100	0	1.0000000
Gender_Male	6911	0.4576762	0.4982415	0	1.0000000
Gender_Female	6911	0.5423238	0.4982415	0	1.0000000
char_uses_brand	6715	2.5870439	0.9804366	1.0000000	5.0000000
tech_connects	6739	3.3565811	0.9623466	1.0000000	5.0000000
White	6911	0.7081464	0.4546482	0	1.0000000
Black	6911	0.1021560	0.3028752	0	1.0000000
Asian	6911	0.0403704	0.1968407	0	1.0000000
Other_Race	6911	0.1493272	0.3564364	0	1.0000000
college_grad	6911	0.2811460	0.4495911	0	1.0000000
married	6911	0.4879178	0.4998902	0	1.0000000
emp_full_time	6911	0.5052814	0.5000083	0	1.0000000
voted_last_pres	6911	0.5871799	0.4923766	0	1.0000000
democrat	6911	0.3222399	0.4673681	0	1.0000000
independent	6911	0.1043264	0.3057057	0	1.0000000
republican	6911	0.2022862	0.4017336	0	1.0000000
europe_last3yrs	6911	0.0658371	0.2480150	0	1.0000000
domestic_travel_12mo	6911	0.5805238	0.4935090	0	1.0000000
socialmedia_3aday	6911	0.3210823	0.4669261	0	1.0000000
parent	6911	0.5278541	0.4992597	0	1.0000000

Cluster=2

Variable	N	Mean	Std Dev	Minimum	Maximum
apple_ipad	6470	0.4483771	0.4973664	0	1.0000000
fire_tablet	6470	0.0452859	0.2079466	0	1.0000000
samsung_galaxy	6470	0.0700155	0.2551928	0	1.0000000
HGTV	6470	0.1636785	0.3700122	0	1.0000000
TheBachelor	6470	0.0468315	0.2112942	0	1.0000000
Latino	6470	0.3670788	0.4820455	0	1.0000000
Gender_Male	6470	0.4551777	0.4980254	0	1.0000000
Gender_Female	6470	0.5448223	0.4980254	0	1.0000000
char_uses_brand	6217	2.6459707	1.1809964	1.0000000	5.0000000
tech_connects	6243	3.6974211	1.0539309	1.0000000	5.0000000
White	6470	0.7129830	0.4524045	0	1.0000000
Black	6470	0.0825348	0.2751990	0	1.0000000
Asian	6470	0.0527048	0.2234608	0	1.0000000
Other_Race	6470	0.1517774	0.3588328	0	1.0000000
college_grad	6470	0.3755796	0.4843096	0	1.0000000
married	6470	0.5808346	0.4934606	0	1.0000000
emp_full_time	6470	0.5072643	0.4999859	0	1.0000000
voted_last_pres	6470	0.6272025	0.4835863	0	1.0000000
democrat	6470	0.3377125	0.4729665	0	1.0000000
independent	6470	0.1030912	0.3041014	0	1.0000000
republican	6470	0.2326121	0.4225296	0	1.0000000
europe_last3yrs	6470	0.1225657	0.3279634	0	1.0000000
domestic_travel_12mo	6470	0.6822257	0.4656472	0	1.0000000
socialmedia_3aday	6470	0.3380216	0.4730725	0	1.0000000
parent	6470	0.5085008	0.4999664	0	1.0000000

Cluster=3

Variable	N	Mean	Std Dev	Minimum	Maximum
apple_ipad	6235	0.5347233	0.4988328	0	1.0000000
fire_tablet	6235	0.0384924	0.1923971	0	1.0000000
samsung_galaxy	6235	0.0535686	0.2251824	0	1.0000000
HGTV	6235	0.1990377	0.3993085	0	1.0000000
TheBachelor	6235	0.0420209	0.2006528	0	1.0000000
Latino	6235	0.2915798	0.4545263	0	1.0000000
Gender_Male	6235	0.3919808	0.4882316	0	1.0000000
Gender_Female	6235	0.6080192	0.4882316	0	1.0000000
char_uses_brand	5939	2.1182017	1.0713060	1.0000000	5.0000000
tech_connects	5996	2.9319546	1.3309830	1.0000000	5.0000000
White	6235	0.7842823	0.4113523	0	1.0000000
Black	6235	0.0774659	0.2673507	0	1.0000000
Asian	6235	0.0248597	0.1557098	0	1.0000000
Other_Race	6235	0.1133921	0.3170970	0	1.0000000
college_grad	6235	0.3892542	0.4876202	0	1.0000000
married	6235	0.6607859	0.4734806	0	1.0000000
emp_full_time	6235	0.4455493	0.4970661	0	1.0000000
voted_last_pres	6235	0.7358460	0.4409170	0	1.0000000
democrat	6235	0.3493184	0.4767929	0	1.0000000
independent	6235	0.1109864	0.3141404	0	1.0000000
republican	6235	0.2806736	0.4493644	0	1.0000000
europe_last3yrs	6235	0.1497995	0.3569034	0	1.0000000
domestic_travel_12mo	6235	0.7095429	0.4540097	0	1.0000000
socialmedia_3aday	6235	0.1565357	0.3633916	0	1.0000000
parent	6235	0.5733761	0.4946263	0	1.0000000

Cluster=4

Variable	N	Mean	Std Dev	Minimum	Maximum
apple_ipad	5239	0.6314182	0.4824663	0	1.0000000
fire_tablet	5239	0.0305402	0.1720847	0	1.0000000
samsung_galaxy	5239	0.0440924	0.2053200	0	1.0000000
HGTV	5239	0.1702615	0.3758982	0	1.0000000
TheBachelor	5239	0.0387479	0.1930118	0	1.0000000
Latino	5239	0.2023287	0.4017743	0	1.0000000
Gender_Male	5239	0.4510403	0.4976447	0	1.0000000
Gender_Female	5239	0.5489597	0.4976447	0	1.0000000
char_uses_brand	5043	2.0220107	1.0556282	1.0000000	5.0000000
tech_connects	5021	2.6100378	1.3568811	1.0000000	5.0000000
White	5239	0.8270662	0.3782261	0	1.0000000
Black	5239	0.0742508	0.2622036	0	1.0000000
Asian	5239	0.0095438	0.0972344	0	1.0000000
Other_Race	5239	0.0891391	0.2849717	0	1.0000000
college_grad	5239	0.2114907	0.4084045	0	1.0000000
married	5239	0.6333270	0.4819422	0	1.0000000
emp_full_time	5239	0.3769803	0.4846762	0	1.0000000
voted_last_pres	5239	0.7178851	0.4500719	0	1.0000000
democrat	5239	0.3197175	0.4664116	0	1.0000000
independent	5239	0.1040275	0.3053253	0	1.0000000
republican	5239	0.3048292	0.4603790	0	1.0000000
europe_last3yrs	5239	0.0229051	0.1496154	0	1.0000000
domestic_travel_12mo	5239	0.6077496	0.4882986	0	1.0000000
socialmedia_3aday	5239	0.1297958	0.3361107	0	1.0000000
parent	5239	0.5764459	0.4941686	0	1.0000000

Variable	Claster 1	Cluster 2	Cluster 3	Cluster 4
apple_ipad	54.83%	44.84%	53.47%	63.14%
fire_tablet	3.99%	4.53%	3.85%	3.05%
samsung_galaxy	7.18%	7.00%	5.36%	4.41%
HGTV	14.44%	16.37%	19.90%	17.03%
TheBachelor	3.79%	4.68%	4.20%	3.87%
Hispanic / Latino	32.72%	36.71%	29.16%	20.23%
Gender_Male	45.77%	45.52%	39.20%	45.10%
Gender_Female	54.23%	54.48%	60.80%	54.90%
char_uses_brand	2.5870439	2.6459707	2.1182017	2.0220107
tech_connects	3.3565811	3.6974211	2.9319546	2.6100378
White	70.81%	71.30%	78.43%	82.71%
Black	10.22%	8.25%	7.75%	7.43%
Asian	4.04%	5.27%	2.49%	0.95%
Other_Race	14.93%	15.18%	11.34%	8.91%
college_grad	28.11%	37.56%	38.93%	21.15%
married	48.79%	58.08%	66.08%	63.33%
emp_full_time	50.53%	50.73%	44.55%	37.70%
voted_last_pres	58.72%	62.72%	73.58%	71.79%
democrat	32.22%	33.77%	34.93%	31.97%
independent	10.43%	10.31%	11.10%	10.40%
republican	20.23%	23.26%	28.07%	30.48%
europe_last3yrs	6.58%	12.26%	14.98%	2.29%
domestic_travel_12mo	58.05%	68.22%	70.95%	60.77%
socialmedia_3aday	32.11%	33.80%	15.65%	12.98%
parent	52.79%	50.85%	57.34%	57.64%
early_adopter_tech	0.320122198	0.615793222	-0.440294103	-0.664243027
internet_src_entertainme	3.426538176	3.990100591	1.410393071	1.654068033
happy_stnrd_living	2.370550879	4.390014131	4.053876478	3.539704165
love_idea_travel_abroad	3.503418549	3.85840708	4.145521146	1.449554014

1

SOLO STRIVERS

This cluster primarily consists of unmarried individuals who are less politically engaged (less likely to have voted in the last presidential election) and express lower satisfaction with their standard of living. Members of Solo Strivers travel domestically less frequently, are more active on social media, and have the largest share of individuals identifying as Black or African American. Though they travel less than other clusters, they feel neutrally about the idea of traveling abroad.

image from: https://entrepreneurhandbook.co.uk/why-market-segmentation-is-crucial-for-your-business/

2

HAPPIER ENGAGERS

This cluster is characterized by individuals who are predominantly not iPad users, have the largest share of individuals identifying as Hispanic/Latino, and has the most people who are on social media at least three times a day. Similarly, they find the internet is a prime source for their entertainment. Remarkably, they are the most satisfied with their standard of living compared to the other clusters. They also do travel, though not as much as cluster 3.

image from: https://entrepreneurhandbook.co.uk/why-market-segmentation-is-crucial-for-your-business/

3

TRAVEL QUEENS

This cluster is predominantly female and stands out as the most college educated as well as having the most who voted in the last presidential election. They are interested in the HGTV channel, more likely to be married, and travel more than the other clusters. Surprisingly, they are less active on social media and do not view the internet as a primary source of entertainment. This cluster has a higher likelihood of being parents and expresses satisfaction with their standard of living.

image from: https://entrepreneurhandbook.co.uk/why-market-segmentation-is-crucial-for-your-business/

4

TRADITIONALISTS

This cluster is predominantly white, consists of iPad users, and has a lower rate of full-time employment. Members lean slightly more towards Republican affiliations compared to other groups and are less active on social media. They are not interested in traveling abroad and do not view the internet as a primary source of entertainment. A higher percentage of individuals in this cluster are parents, and they express a neutral stance on their standard of living.

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MARKET SEGMENTATION

APPLE IPAD

1. Solo Strivers
2. Happier Engagers
3. Travel Queens
4. Traditionalists

Project by Emily Bates