

Mac or Windows?

Machine Learning Final

MSBA 4 - Divisadero

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Insights #1

Based on our data exploration from our survey results, there's an almost equal amount of Mac and Windows users out of the 147 total respondents. When comparing their degree programs, 1 out of 3 Dual-degree MBA students use Windows, while the same ratio of Dual degree MIB students use Mac. Thus, Macbook is predominant in the MIB program. On top of that 1/15 Mac users would prefer Windows as their next laptop of choice while only 1/5 people would consider switching from a Windows to a Mac hence making the conversion rate of Windows to Mac much higher than Mac to Windows.

Insights #2

The data was divided into 3 clusters. Cluster 0 are not shy, they are highly ranked on the overall Hult DNA but not in team-building skills, their collaborations are not meaningful. Cluster 0 prefers to work with Mac. Cluster 1 is shy they don't engage and are low on Hult DNA they are aware that they need to grow their mindset, they are working on it. Cluster 1 showed the use of a balance between Mac and Windows. Cluster 2 indicates a balanced team player, in control of their emotions but might be a bit arrogant, not open to change. Cluster 2 showed a balance between Mac and Windows.

Insights #3

In Cluster-0, there are 40% white/ caucasian which is a significant proportion. In addition, hispanic and latino makes 24% contribution. While they having a 50/50 proportion of Macs to Windows.

In cluster 1 - white caucasians have the highest proportion of 24%, west asian indian also 24% Having a 50/50 proportion of Macs to Windows

In cluster - 2 , far east asian has the highest proportion of 32% in this cluster followed by hispanic and latino. Having a 37/563 proportion of Macs to Windows

RECOMMENDATION NOTES

Now that we have performed our analysis, we found that Cluster 0 exhibits the most desirable characteristics for our marketing team to promote the selling and usage of Macbooks. In summary, cluster 0 represents the Hult DNA (integrated with the Give personalities) more than Clusters 1 and 2.

Based on a report conducted by the Ibis World (2019), consumers are more likely to stick with the first package they use. Targeting incoming Hultians on their first day of school is one actionable recommendation we can do to create a potential market base for Apple. A specific example would be having an exclusive major discount instead of the current 20% off as a standard. Pre-installing specific programs such as Canvas and other tools for team building (i.e. Slack, Trello, etc), as well personalization of desktop background based on country of origin are a great way to attract consumers in this cluster too.

BIG FIVE & HULT DNA VENN DIAGRAM

Left (Big Five)	Both	Right (Hult DNA)
Negative of extraversion: Work on projects alone	Agreeableness/listens, speaks	Growth mindset Dynamic thinking
Emotional (neuroticism)	hardworking/inspires productivity	Self-awareness Embracing change
New experiences	Collaborative	

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