

Windows

vs.

Macbook

Report

Machine Learning – Classification

Final Report

Insight 1

There was an even split for both Macbook and Windows laptops; 51% of audience size for Macbook and 49% for Windows. However, there was a 7% drop; 4.9% to Macbook and the rest to Chromebook, in future laptop ownerships for Windows. In grouping the age for further analysis, Gen Z preferred purchasing a Macbook (75%: 45 users). The Windows proportion for Gen Y, declined by 9% from 53%, totaling 30 users, which is a significant drop in interest from their older customers. This indicates an overall loss in market share for Windows if laptops are the same price.

Insight 2

Focusing on South America, there is a clear distinction in their laptop ownership. Looking at Windows laptop preference, for South America, 69% (35 users) favor a Windows laptop. Macbook prices in South America are some of the highest rates in comparison to other countries, which could be a big reason Windows computers are preferred (Nottrodt, 2020). However, despite the apparent higher prices in South America, when asked what would be their ideal next laptop, there is a decline in Windows users, falling from 69% to 52%, totaling 8 users.

Insight 3

Comparing the regions, we analyzed vs. the top 5 nationalities surveyed, we found:

- All regions except Europe lose interest in Windows by an average of 11%.
- We observed Chinese, German and American students increase interest by an average of 13%.

Considering these factors, there is an opportunity to explore more and find final conclusions for marketing opportunities:

- This could mean that highly educated people, in the countries mentioned above, see benefits in using Windows.
- International students could be an interesting market for Microsoft to target.
- Young professionals may see an added value to buying Windows early on their careers.

Recommendation

As demand for Windows laptops generally seems to decrease for US students, the demand for some of the international students is still increasing. Additionally, the number of international students in the U.S. was at an all-time high in 2019 (IIE) making it a huge potential market for Windows. Especially students from China coming to the US are growing at a strong rate creating a potential market of almost 370,000 students. Based on these facts, it is recommended to target a specific marketing campaign towards this group of students. As Microsoft is already offering a discount for international students (EduRef.com), we recommend broadening that campaign to collaborate with international schools offering them the opportunity to get their PCs. This could be targeted towards locking students in the long-term by making them familiar with the handling and processes within their suite. It is also recommended to broaden this campaign to include the suite for free on those discounted devices. Like that, students will be familiar with the software and might start paying for it even after their student life as part of a regular subscription, yielding return and maintaining market share for Microsoft in the long run.

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