Guilherme Reple

MBAN

Machine Learning Final

Social Media App Survey Findings

Social media has become a part of everyone’s lives through the advancements of technology. People from the past generations have had to play catch up in order to adapt to the local changing trends. You can’t survive anymore being away from Facebook, local news, Netflix, you will almost be labeled an outsider by society. The power of the tip of your fingers and internet are limitless to all.

In the survey analyzed, you see exactly this trend popping up. By grouping certain characteristic answers together, I was able to limit to 6 actions. The most observed characteristics were those who were very interested in looking for bargain, especially for luxury and yet seemed to be not too busy. When looking at the age distribution of this group, something interesting was noted. Those who were from the age range of 40-60, had these particular needs. These are not really big spenders, but they are interested in looking for the right price for a quality purchase that is preferably a luxury name brand. This would be a great market to target apps that serve that exact purpose. Apps like Poshmark could be branding higher to this age range to increase sales, but I don’t think that is the case.

Further research showed that those who were in income groups ranging from $40,000 to $69,999 also enjoyed the same benefits of a good price. These seem to be hard working people who want to reap the benefits of their efforts through with the minimal spending. These apps can be a convenient option to a not too busy life style but also not wanting to go out shopping and wasting too much time looking through different stores trying to find what they want at the right price.

Here we see an opportunity to develop a new app that is targeting two segments that are not really taken care of. In the case of the age range, this is an incredible opportunity as most apps target age ranges far below than what was observed in the survey. For both cases, marketing has to show the convenience of the app and the improvement of their lifestyle through style, and “cheapness”.