

Fascinating ways in which we use our smartphones





Objective

Our purpose is to provide insights for mobile phone stakeholders to help them target the right group of customers for new phone launches by helping them understand customer preferences and usage characteristics





Steps

1

We took a survey from various people across the globe, to find what they see in a smartphone before buying it.

Questions asked - 17 | Number of responses - 110 | [Link to survey](#)

2

The responses needed a tad bit of cleaning, so we decided to clean the data in python

3

Some exploratory Data Analysis in Tableau

4

Checking for perception bias in SAS using correlation matrix and Principal component analysis

5

Standardization using SAS

6

Clustering using wards method and complete linkage in SAS

7

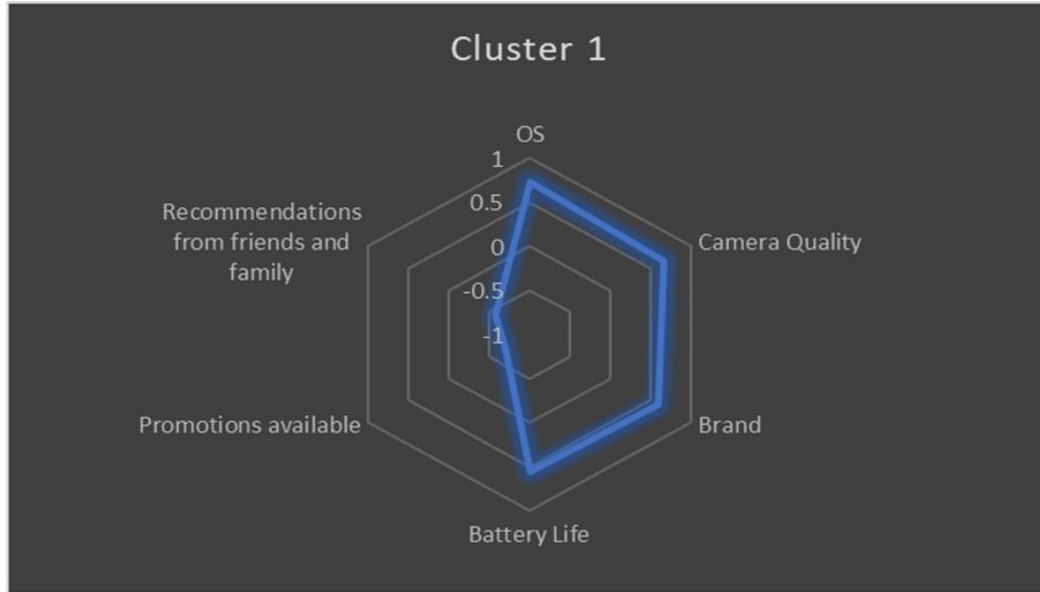
Interpretations of clustering results using T tests and analysing clusters using visualisations



Understanding the clusters



Cluster 01



Brand is important in cluster 1 as it has the most number of iphones

Cluster 1 also comprises mainly of 26-45 years age group individuals



Cluster 01

Cluster
1

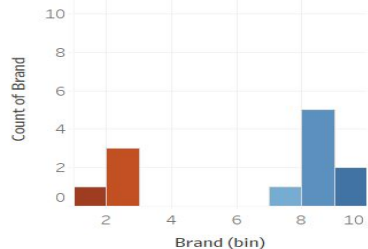
Country
All

Main Usage Phone
All

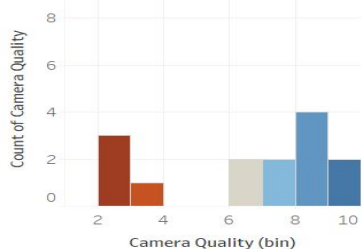
Price Range
All

Smart Phone Brand
All

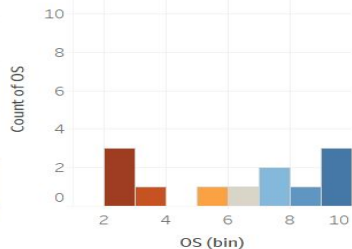
Brand



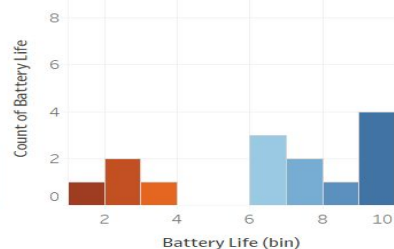
Camera Quality



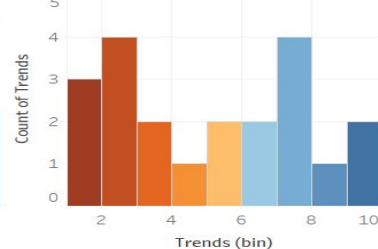
OS



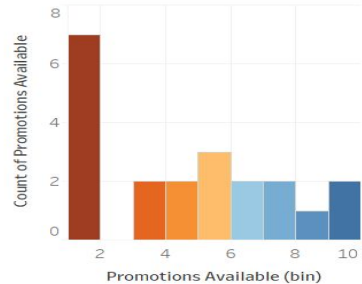
Battery Life



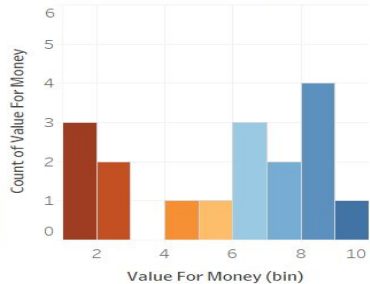
Trends



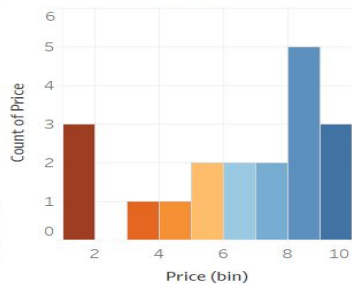
Promotions Available



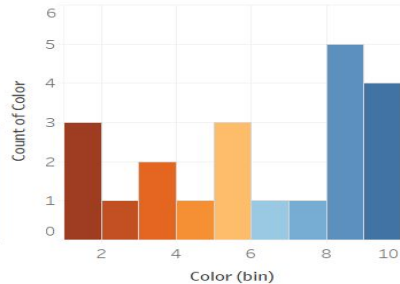
Value for money



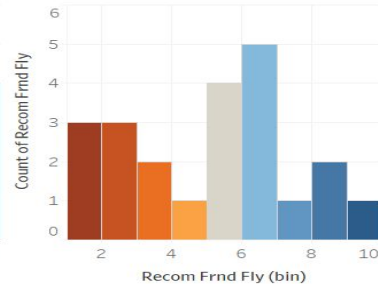
Price



Color



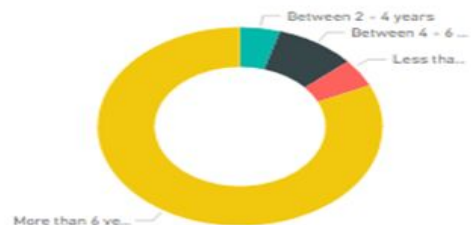
Recommendations





Cluster 01

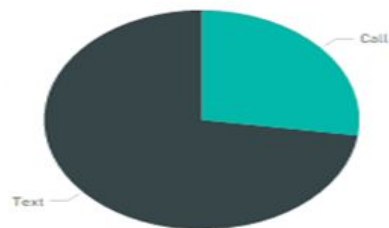
Conteggio di Id per SmartPhoneUsagePeriod



Conteggio di Id per NumApps



Conteggio di Id per Call_Text



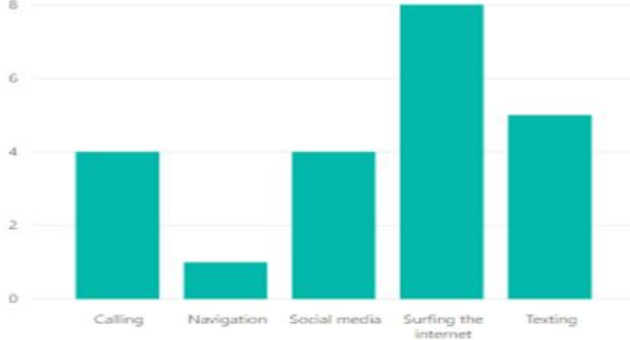
Conteggio di Id per Age



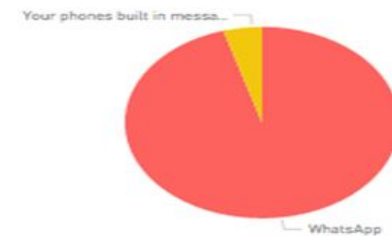
Conteggio di Id per SmartPhoneBrand



Conteggio di Id per MainUsagePhone



Conteggio di Id per PrefMsgApp



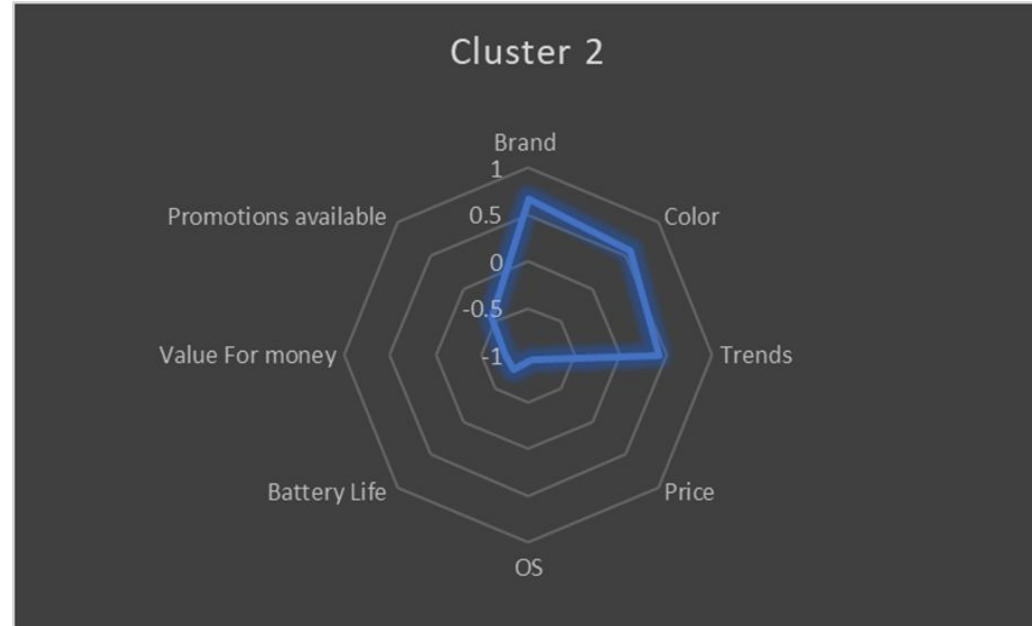
Media di PhoneDistraction e MAX DISTRACTION





Cluster 02

Brand , Color and Trends of a phone is an important characteristic for these individuals
Individuals in cluster 2 are not concerned with Price and OS of a phone when buying a new one
Battery Life, Value for money and Promotions available also is something not considered by individuals of this cluster





Cluster 02

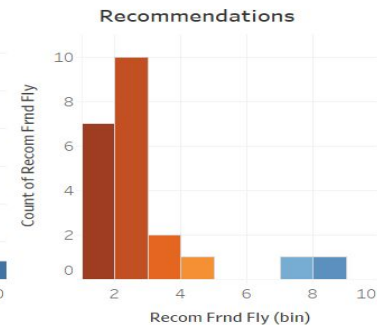
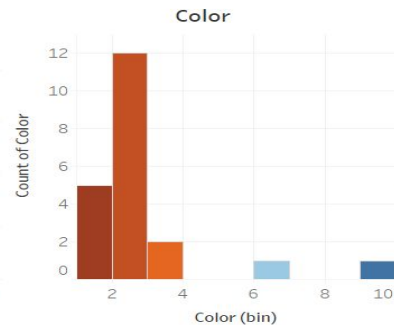
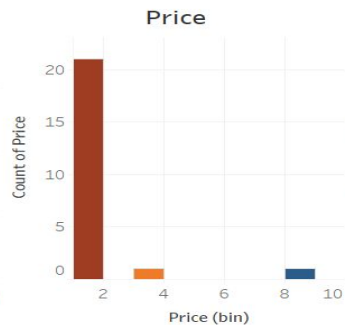
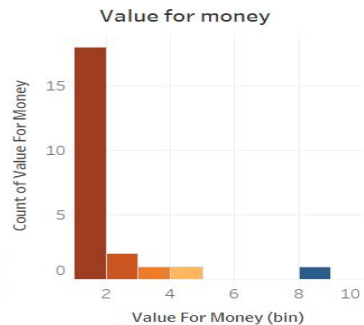
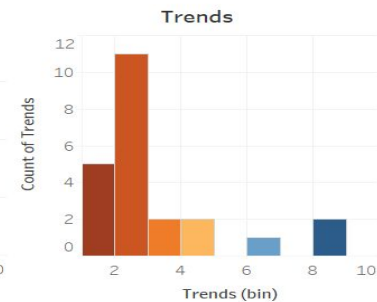
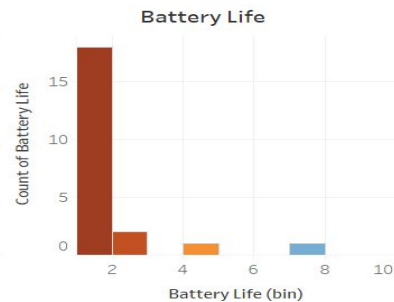
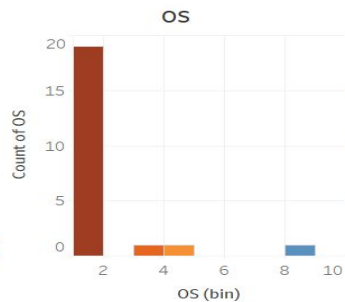
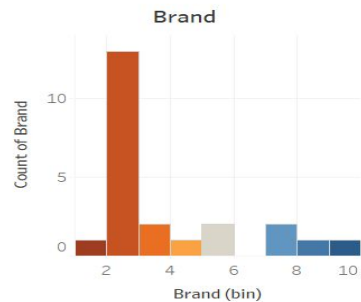
Cluster
2

Country
All

Main Usage Phone
All

Price Range
All

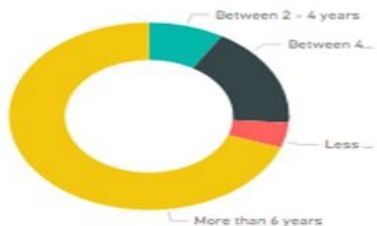
Smart Phone Brand
All



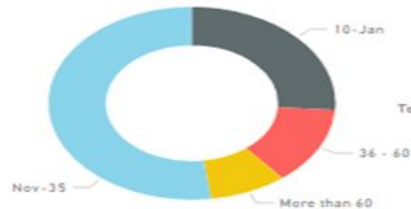


Cluster 02

Conteggio di Id per SmartPhoneUsagePeriod



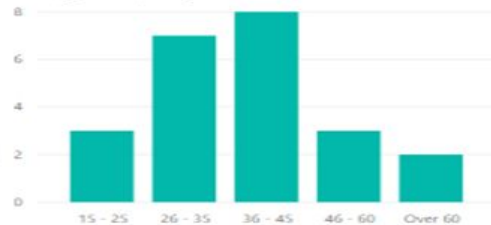
Conteggio di Id per NumApps



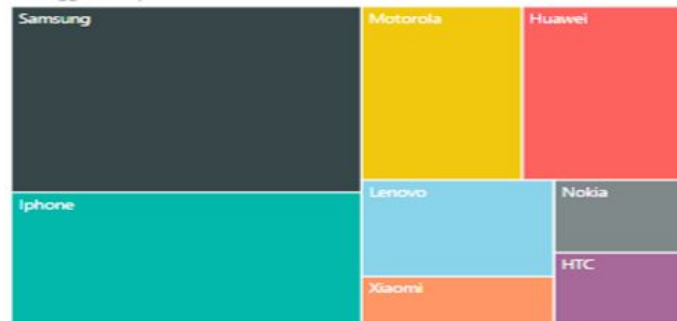
Conteggio di Id per Call_Text



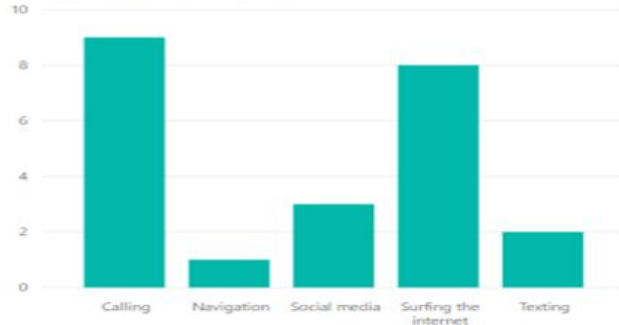
Conteggio di Id per Age



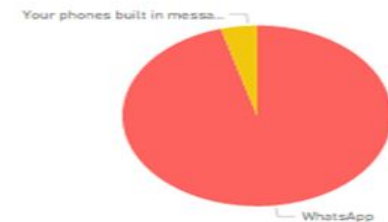
Conteggio di Id per SmartPhoneBrand



Conteggio di Id per MainUsagePhone



Conteggio di Id per PrefMsgApp



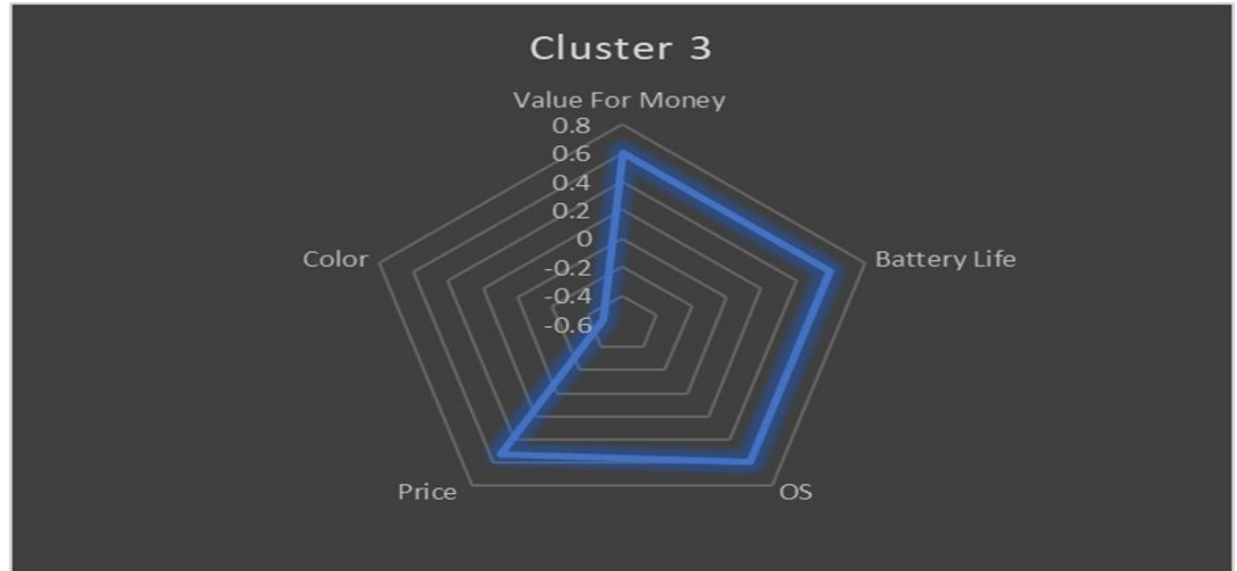
Media di PhoneDistraction e MAX DISTRACTION





Cluster 03

Value for Money , Battery life, OS of a phone and Price is an important characteristic for these individuals
Color of a phone is something not considered by individuals of this cluster





Cluster 03

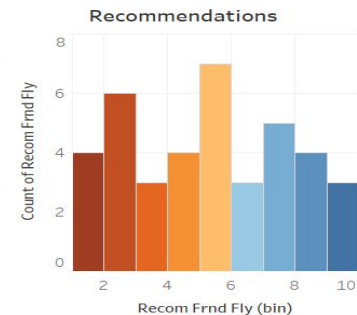
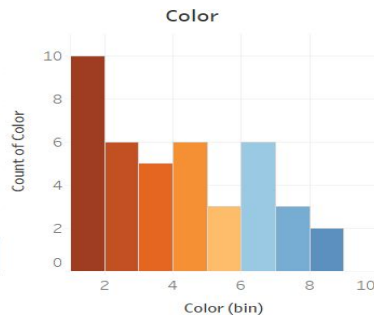
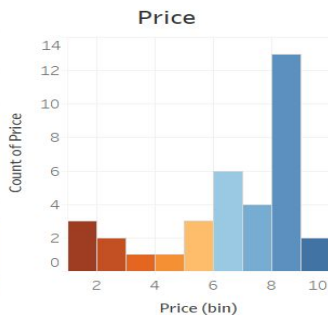
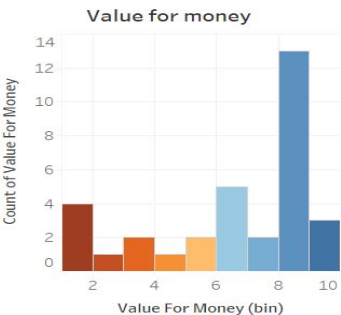
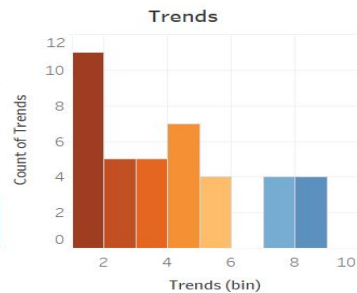
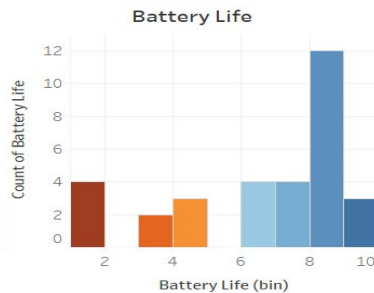
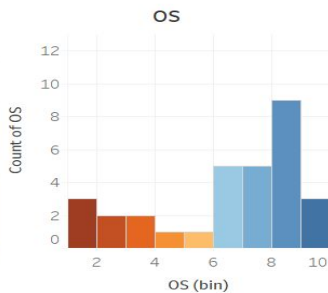
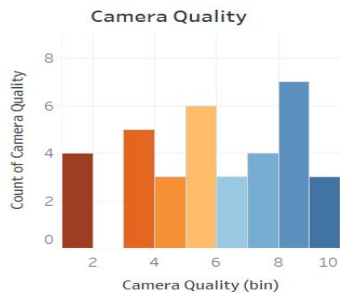
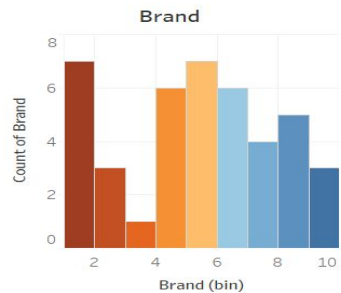
Cluster
3

Country
All

Main Usage Phone
All

Price Range
All

Smart Phone Brand
All

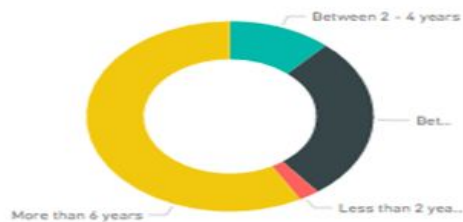




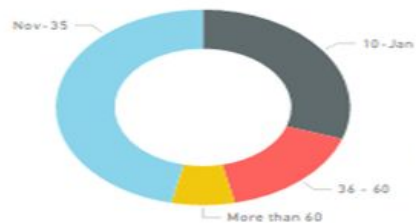
Cluster

03

Conteggio di Id per SmartPhoneUsagePeriod



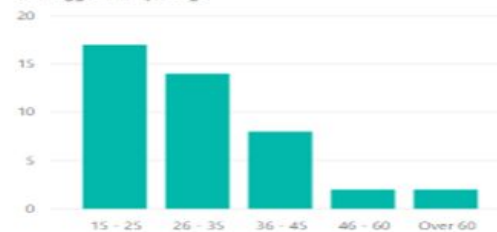
Conteggio di Id per NumApps



Conteggio di Id per Call_Text



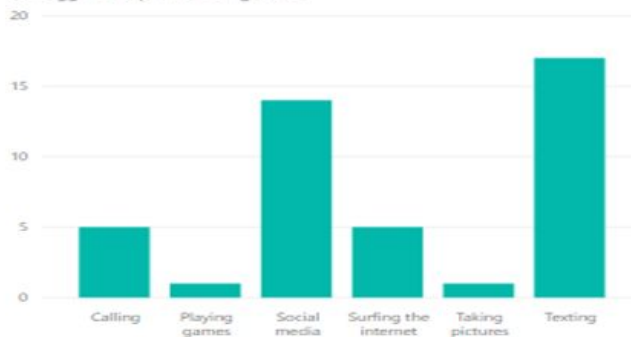
Conteggio di Id per Age



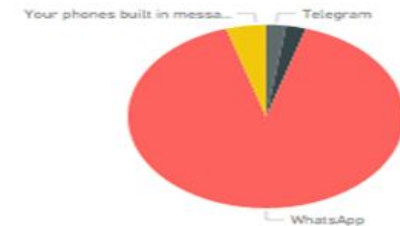
Conteggio di Id per SmartPhoneBrand



Conteggio di Id per MainUsagePhone



Conteggio di Id per PrefMsgApp



Media di PhoneDistraction e MAX DISTRACTION

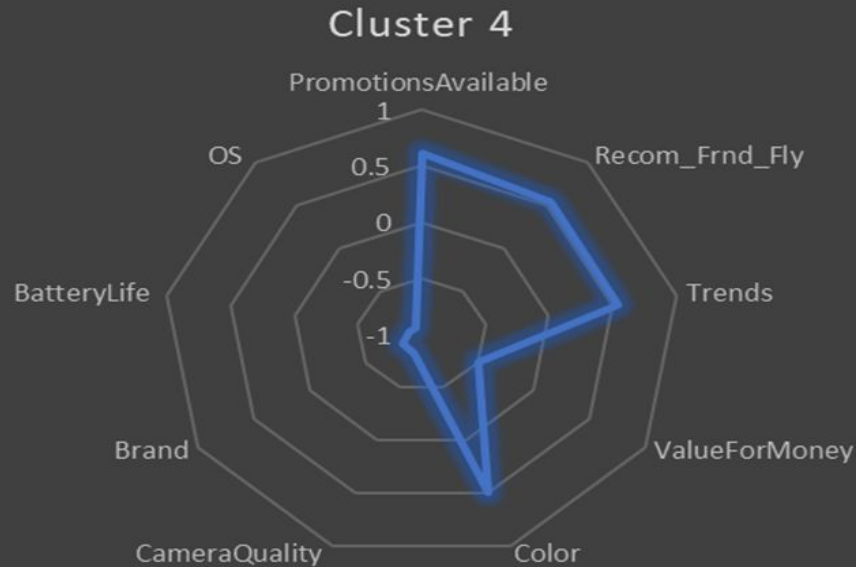




Cluster 04

Promotions Available, Trends ,Recommendations and color of a phone is an important characteristic for these individuals

OS, Battery Life, Brand, Camera Quality , Value for money of a phone is something not considered by individuals of this cluster



Cluster 04

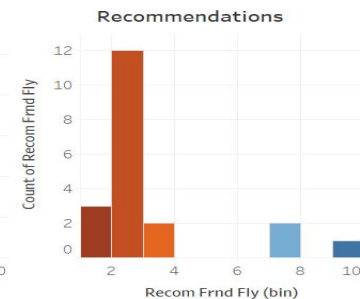
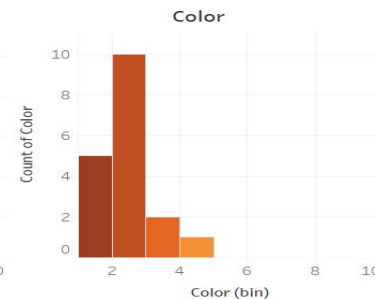
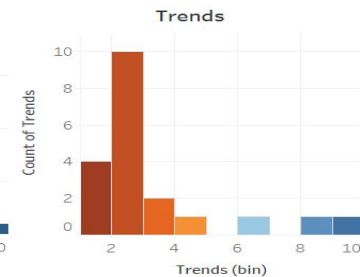
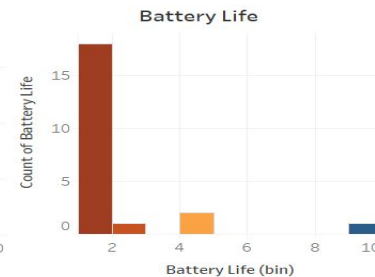
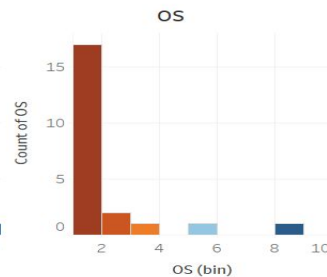
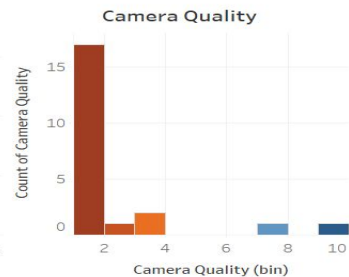
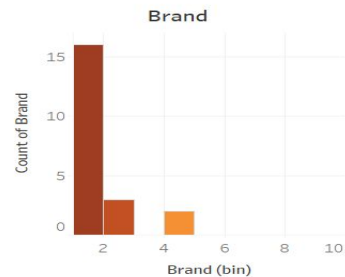
Cluster
4

Country
All

Main Usage Phone
All

Price Range
All

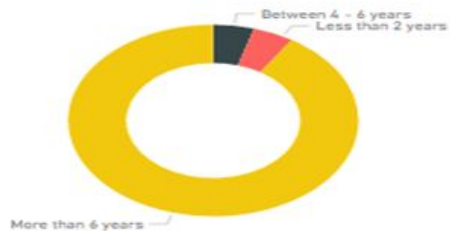
Smart Phone Brand
All





Cluster 04

Conteggio di Id per SmartPhoneUsagePeriod



Conteggio di Id per NumApps



Conteggio di Id per Call_Text



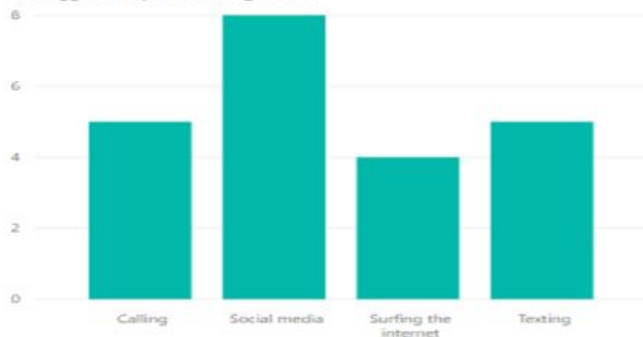
Conteggio di Id per Age



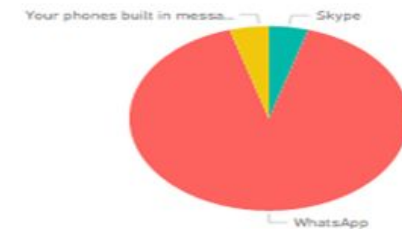
Conteggio di Id per SmartPhoneBrand



Conteggio di Id per MainUsagePhone



Conteggio di Id per PrefiMsgApp



Media di PhoneDistraction e MAX DISTRACTION





Thank you.

