Business Insights:

1) Based on the cluster analysis, we created 6 different personas from the survey data. For each of them, we have identified 7 different clusters. For the non-hult material, the only cluster that has negative variance is cluster 6 which means Apple could look into these clusters of the non-Hult material people. For the autocratic one, there is no huge variance in the number of users of Apple and Windows users which means we do not need to focus more on this persona. Out of all of the personas, Non-hult material has a distributed variance for each of the cluster.

2) Based on the age, people who are in young 20's tend to buy MAC and other tend to buy windows so we can say that younger people tend to buy MAC, also on the basis of personality traits we can say younger people go more for style so they end up buying MAC and a bit older people consider cost as a factor of buying. MAC users have more implicit attitude and strong implicit self identification. Also from the research, we found 67 % of MAC users are 4 year college students (undergraduates).

3) Based on the charts the cluster 6 form a great percentage of the population which are mostly rebels,these group are mostly young males that form 23% of the entire population.They are energetic and ambitious and also willing to try something new.They are the only group that also seem to show interest in changing their brand of laptop.Their ethnicity is widely distributed across the population with no special inclination to any particular region of the world.

Recommendation:

For our recommendation, we want to propose Apple to create a marketing strategy that is specific to certain personas.

- The copycat personas (they have low self-awareness and high influences level) are the demographics that buys more Apple. So we can see that they are the people that enjoy being the central of everything and they have the skill to talk. We can see that the clusters are aligned with the windows user
- For the autocratic, there are more Apple users so we can see them as someone who has a strong personality and bold, just like Apple's brand. We would like to create a marketing strategy where we use celebrities that has a bold and strong personality.