



MULTIVARIATE ANALYSIS

REPORT FOR DELL



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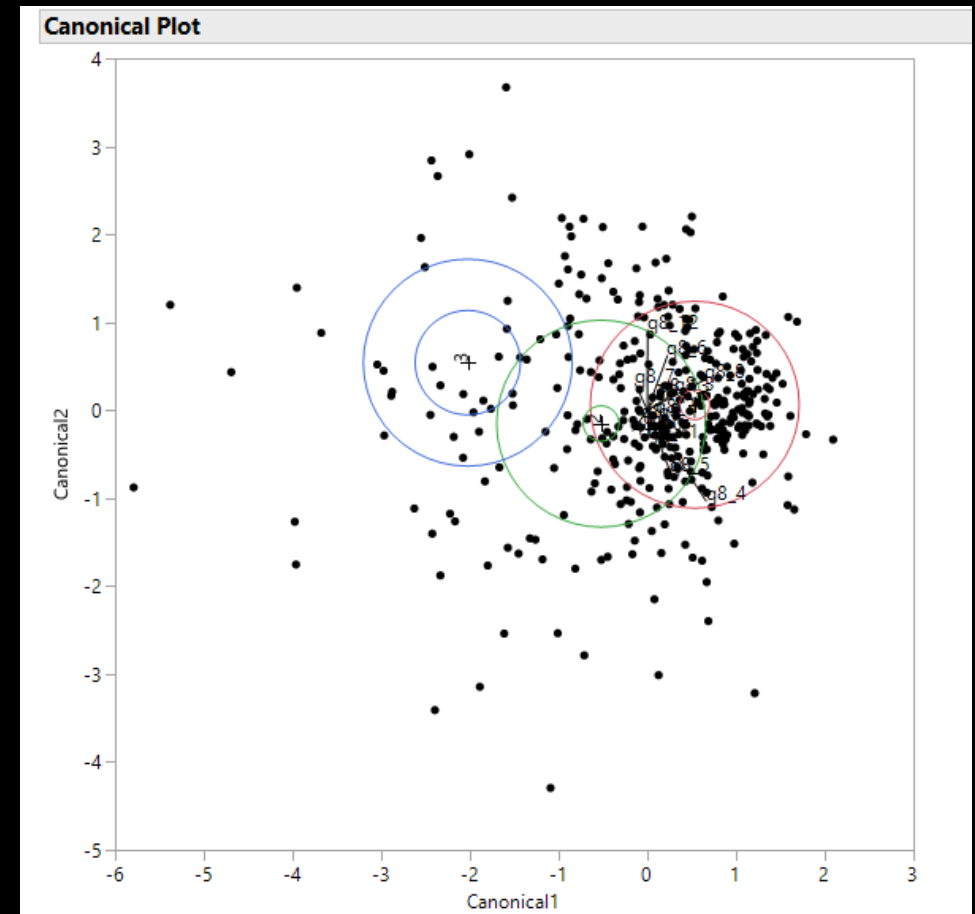
- Analysing Dell's consumer satisfaction levels
- Ratings that affect Dell's performance in products & services
- Profiling of Dell's customers

SATISFACTION LEVEL OF DELL CUSTOMERS

ANALYSED USING DISCRIMINANT ANALYSIS

PRICING & QUALITY PERIPHERALS AFFECTING:

- Group 1 (Satisfied Customers)
- Group 2 (Neutral Customers)
- Group 3 (Dissatisfied Customers)



SATISFACTION LEVEL OF DELL CUSTOMERS

ANALYSED USING DISCRIMINANT ANALYSIS



Heavily dependent on pricing



Quality Peripherals



Delivery Speed

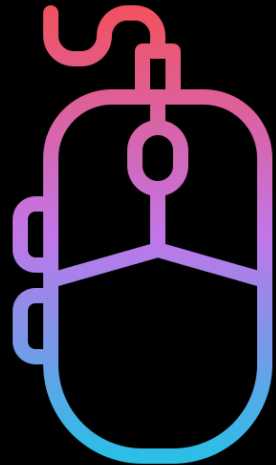
Pricing Competitively	Quality Peripherals	Delivery Speed
0.442	0.434	0.214

RECOMMENDATIONS



- **Pricing of Products**

- Attractive prices
- Pricing strategy



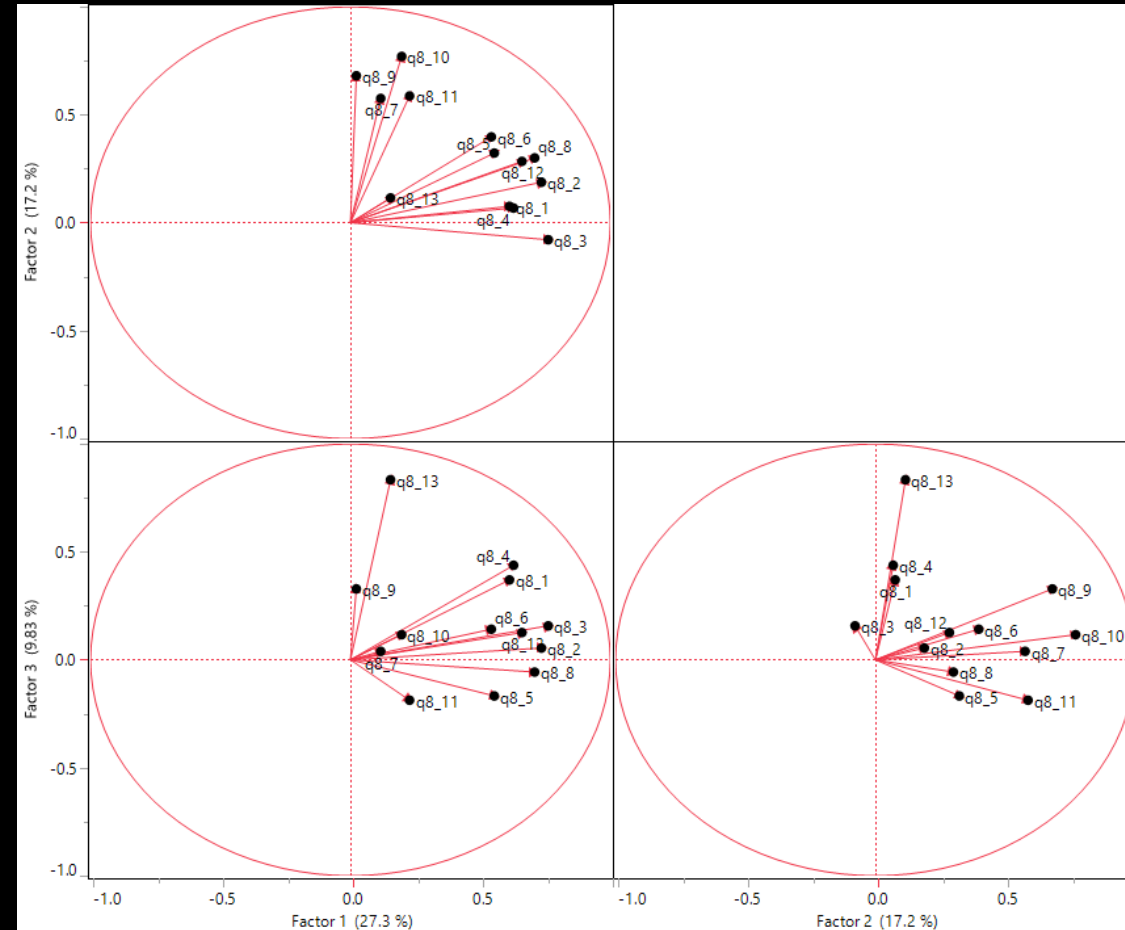
- **Quality Peripherals**

- Third-party assurance teams

RATINGS ON DELL PERFORMANCE AFFECTED BY:

3 Distinct group based on survey questions

- Pre-purchase consideration factor
- Computer internal product bundling
- Customer service support



VARIABLES THAT AFFECT DELL PERFORMANCE



**Pre-purchase
consideration
factor**

Details

Customisation

Quality Peripherals

Delivery Ease



**Computer internal
product bundling
factor**

Details

Appropriate software

Internet access



**Customer service
support factor**

Details

Access to technical support

RECOMMENDATIONS

Pre-purchase consideration factor

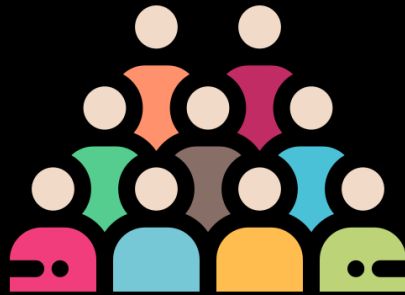


Same-day delivery service



Collaboration with market research companies

Computer-internal product bundling factor



Customisation of software addons

Customer service support factor



Establish set of standard queries most often asked

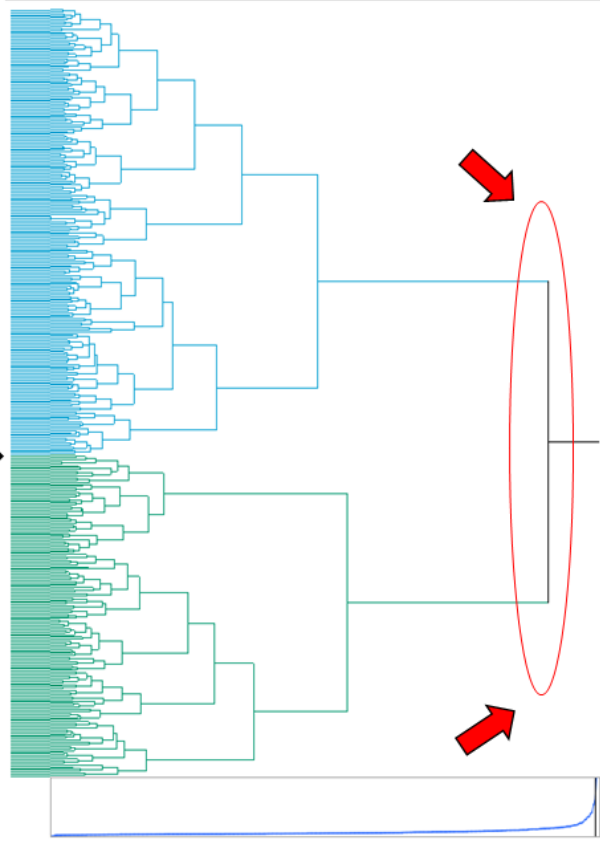
Installation of artificial intelligence chatbots to help with basic enquiries

PROFILING OF DELL CUSTOMERS

ANALYSED USING DISCRIMINANT ANALYSIS

SEPERATED BY TWO CLUSTERS

Dendrogram



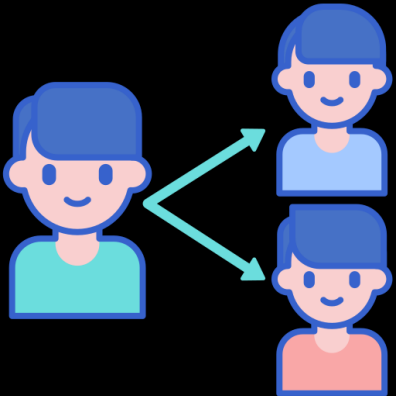
Name	Means of Clusters		Description	Category
	Cluster 1	Cluster 2		
Q10_1	5.14	3.26	Like introducing new brands and products to friends	Market Maven Items
Q10_2	5.31	3.14	Like helping people by providing them with information about other products	
Q10_3	5.11	3.32	People ask me for information about products, places to shop or sales	
Q10_4	4.99	3.10	Friends think that respondent is a good source of information when it comes to new products or sales	
Q10_5	4.96	4.10	Like to take chances	Innovativeness
Q10_6	3.47	3.22	Buying new product that has not yet been proven is usually a waste of time & money	
Q10_7	1.93	2.07	If people would quit wasting time experimenting, things would be a lot more accomplished	
Q10_8	5.62	5.15	I like to try new things	
Q10_9	5.01	3.84	I often try new brands before my friends and neighbours do	Opinion Leadership
Q10_10	5.53	4.68	I like to experiment with new ways of doing things	
Q10_11	5.65	2.28	When it comes to computer-related products, my friends ask me for my opinion	
Q10_12	5.48	2.14	I am often a source of advice about computer-related products by friends	
Q10_13	5.55	2.43	Often tell my friends what I think about computer related products	

RECOMMENDATIONS

OPINION LEADERS



FOLLOWERS



Rewarding
through
implementing
referral programs



Consistency in
producing new
products



THANK YOU!



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