Module Code: BEMM463

Module Name: Marketing Analytics

Candidate Number: 109141

Word Count: 1951 words.

Case Study Report – INTEL

Introduction:-

Smartwatches are decently present-day development and features rested in these watches are reaching boundless possible results. There are major mechanical associations like Apple, Samsung, Google and many more who are focusing on these segments to use the advantage of existing customers who are already using the phones and can be suitable for them so that they can sell them together. But on the other side, there are some associations like Intel who are now in the market to fight with these companies. For this case study, we have taken the data of Intel to examine the segmentation, positioning and targeting strategy. Dataset is all about the survey of 1000 university alumni who graduated after 1996.

Question 1:

Answer 1: Based on data analysis of the SmartWatch data; We see 4 distinct and significant segments or clusters present in the market for Intel for targeting. Cluster Analysis was done with the help of RStudio to acquire cluster dendrogram (Figure 1). The main fundamental of segmentation is to describe objects into commonly homogeneous social occasions considering a bunch of elements considered. By cluster dendrogram, we have four distinct and significant clusters but to check if it's an ideal number to limit the number of clusters: The Elbow Method is also performed on RStudio which is the other method to calculate the optimal number of clusters(Figure 2). So by analysing and confirming the clusters we can determine that there should be four distinct clusters present in the market.

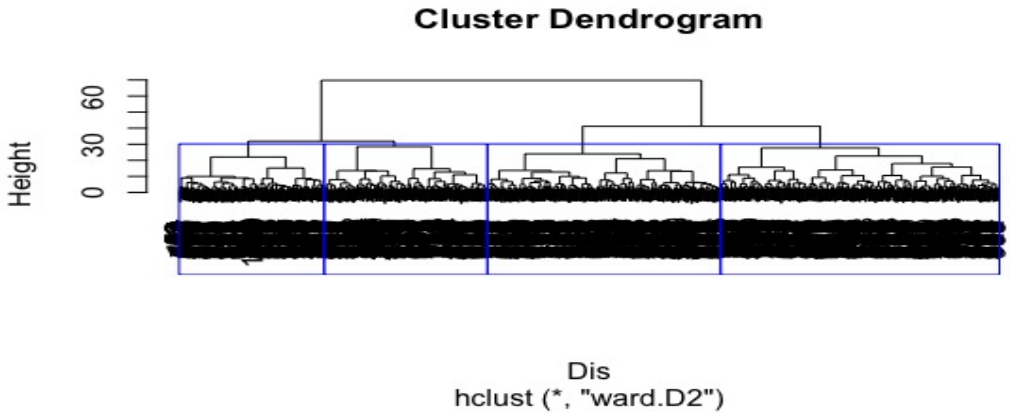

Figure 1: Cluster Dendrogram

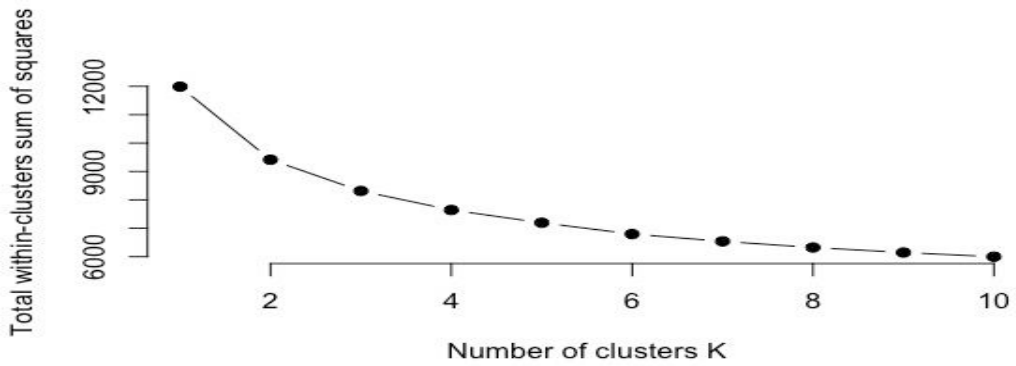

Figure 2: Elbow Method

Question 2:

Answer 2: After Cluster Dendrogram, the second step is to compute the mean values of variables in clusters. Again all the values are performed on RStudio. The following table is used to provide the explanation to every four clusters with respect to their attributes:-

Mean Values for Clusters

Cluster	ConstCom_M	TimelyInf_M	TaskMgm_M	DeviceSt_M	Wellness_M	Athlete_M	Style_M	AmznP_M	Female_M	Degree_M	Income_M	Age_M
1	3.823944	3.323944	3.239437	2.443662	3.281690	3.257042	3.626761	0.2711268	0.5563380	1.098592	2.640845	38.54930
2	5.126471	5.008824	4.267647	4.385294	3.705882	2.726471	3.708824	0.5911765	0.4529412	1.402941	3.470588	39.38235
3	5.576271	4.531073	5.621469	4.548023	6.310734	4.853107	5.994350	0.9491525	0.5536723	1.689266	3.892655	31.50282
4	4.391960	4.226131	4.140704	4.271357	5.316583	5.542714	4.758794	0.5929648	0.7839196	1.226131	3.381910	28.14573

Figure 3: Mean Values for Clusters

Cluster 1 Alumni Analysis:-

After analysing the mean table on the responses from the alumni we can name this cluster as "**Impassive**". As a result, their mean values for each attribute are comparatively less for instance as compared to other clusters. Alumni are not very much bothered about their smartwatches which is why the device's sturdiness is assessed at 2.44 also they are not much fascinated by any kind of updates like social media, upcoming events, etc. and any task performed automatically that's why task management is evaluated at 3.32. These were the two reasons why this group is not much attracted to the smartwatch by analysis, similarly, some other features like timely information, style, constant information are also evaluated at 3.32, 3.62, and 3.82 which are low compared to other groups. One justification for having such a low assessment can be the gender, degree and income with the age factor. We can see that there are 55% of the women, who could not be much professional or not find many useful features according to them and have an undergraduate degree are not much inclined towards smartwatch because they might look for more fashionable. The income and age factor is fine as family pay of $71-100K with the age group of approx. 38. Moreover, few of the graduates are into online shopping from amazon as 27% of them have prime accounts. Overall this cluster is 28.4% of the whole.

Cluster 2 Alumni Analysis:-

As compared to the rest of the clusters, this could be the one cluster for intel to target as this is the biggest alumni of 34%. This cluster can be named as "**Communicators**". Since their reaction towards constant communication is 5.12 on average which is the largest among the rest of the segments. These alumni are interested in getting subtle notifications with regards to messages, emails from people. In addition to it, these alumni are also much into getting minute details regarding traffic circumstances, schedule updates, weather updates and reminders which is the reason timely information is evaluated at 5.00. Moreover, alumni in this cluster have likewise shown interest in device sturdiness, task management, and style which have an average of 4.38, 4.26, 3.70. This group has females being at 55% which do like to have time to time updates and like to have automated tasks with stylish wear and fashion-forward. This group is also valued for well-being at 3.70 which is an extra component and to have subtle reminders and having proper health care like counting steps in a day, hours of sleep and many more. Also, this cluster has an average age group of 39.38 with an income of $71-100k with the majority of undergraduate degrees but some of them do have master's degrees too. The quantity of alumni having an amazon prime account is 59%.

Cluster 3 Alumni Analysis:-

In this cluster, only 17.7% of the alumni responded. These alumni are more focused on wellness and style with an average of 6.31 and 5.99 which was the highest among all. With the analysis, we can say that these alumni are inclined towards style and wellness, to get notified about sleeping hours and other physical activities. Hence we are naming this cluster as "**Robust**". Not only these but other attributes like constant communication, task management and athlete are also valued by the 5.57,4.53, 4.85 respectively which is again most evaluated. Whereas device sturdiness and athlete were on the least with an average of 4.54, 4.85. So, from this data, we can clarify that they are not much interested in receiving challenges for fitness and athlete goals, sports performance and also not to worry about the damage and loss. We can also observe that almost 95% of the alumni have an amazon prime account and simultaneously this group contain a high degree of education. This bunch is included with 55% of females and people with the age group of approx. 32. Moreover, the respondents of this bunch are the most extravagant of a cluster of groups with compensations going from $101K-$175K as the pay is appraised at 3.89.

Cluster 4 Alumni Analysis:-

We observe that has a 19.9% response from alumni. We can name this cluster as "**Game Player**". The primary focal point of individuals from this bunch is on the athlete attribute, for example, capacity to get wellness and athletic difficulties to accomplish their objectives, savvy instructing element to assist with improving their presentation and numerous games execution following choices for different exercises like trekking, running, swimming and so forth and have appraised it at a normal of 5.54 which is the most elevated among every one of the groups. Considering the age and number of females; the average age in this cluster is 28 years, the most youthful group of the four and it additionally has the highest female population with 78% of the all-out being females. As these alumni are focused on athletes,

they are also aware of their wellbeing. 5.31 of the average are towards wellness as well which means they also want to get subtle reminders and set goals. Moreover, alumni are also towards constant communication, task management and style having an average of 4.39, 4.22 and 4.75. We can also see that as far as the degree of alumni is mostly undergraduates with the mean of 1.22 and 59% of this cluster have an amazon prime account with an average income below $40K.

Below is the table of percentage of cluster size:-

Clusters	1(Impassive)	2(Communicators)	3(Robust)	4(Game Player)
Percentage	28.45%	34%	17.7%	19.9%

Question 3:

Answer 3: Now, we have segmented alumni under four clusters namely Impassive, Communicators, Robust and Game Player considering their tendency towards the smartwatch properties and highlights, for example, constant communication, timely information, task management, and others. Intel ought to close what segment to be considered for the market charm and competitive strength and furthermore which out of three potential companies it can collaborate with to increase the market reach and twofold its advantage. There are many factors for the attractiveness of segments not only provided attributes but some others also like the size and growth of the market, competitors, profitability, etc. that can be considered while selecting the right segment to target. Following are explanations to every segment and which is the best to target by Intel:

Robust:- We think that this group has more potential than others as the average of attributes of this segment is comparatively more with respect to other segments. Attributes like wellness, style, task management and constant communication are the highest among all other clusters which make the company more focused on this particular cluster as more alumni can be more easily targeted. Nowadays, people are getting more attracted towards their lifestyle which we can see by the average which was 6.31, highest among all, and also the communication between people, getting updates of time to time all over the world with the better looking. This cluster is not the largest cluster but has 17.7% overall but can be perfect to target the market for Intel.

Game Player:- This segment is the easiest to focus on by intel as it is comprised of young people or who are aged on an average of 28, who are very well informed and are continuously hoping to keep updated by the latest technology. They expect to receive regular challenges to achieve their goal as their fundamental requirement was to keep records of the well-being and more of athletes, sleep schedules. But, this segment is mostly focused on wellness and athlete, for the bunch of people who are more attracted towards sports can be easily targeted. Though this segment contains 19.9% but to capture a large market they might need to collab with another segment that is focused on other factors like giving important information at the time, having proper communication, connectivity of the

watch to the phone. Furthermore, it can play a significant role and can capture the market if combined with the Robust cluster.

Communicators:- Intel can expand their portion of the overall industry by focusing on this market as it contains 34%, the largest segment in all. Most of the alumni are more towards constant communication and timely information. They do esteem normal updates on climate, scheduled occasions, etc. This is really a good market to capture but if we look overall it's not too good to be selected by Intel as the age factor is an important factor and they focused on people who are almost 40 with 45% of females who would not prefer much. Though communication and timely information are having good average by which they can be sure that they won't miss any important updates but that's not the only factor. Further Intel can look after any other segment for their best results.

Impassive:- Despite the fact that this cluster has covered 28.4% of the market but Intel can't do a lot to focus on this segment as their mean values are on average. Moreover, this segment has low scores compared to others in almost every attribute. If they want to consider this segment then they have to make new methodologies to target which won't be a good option for them.

In conclusion, for Intel to make smartwatches they can target the Robust and Game Player clusters for the perfect market capture which can include the perfect average of different attributes and also target two segments that will cover up to 36% of the market. Moreover, by targeting such segments, we can say that Intel can be benefited more by collaborating with Google. Also, it would offer to join with android wear to get full connectivity of smartphones to smartwatches with a timely update of information, with style and wellness. Google AI can help with accurate and on-time updates. Intel with google will be a perfect collab.