Lenovo Laptop Pricing Model - Springboard Capstone Two Proposal

● Problem statement formation

Lenovo would like to increase profits from laptop sales by 10% by the end of the fiscal year. In doing so, Lenovo will be looking at its laptop prices and adjusting the pricing model in order to better fit the market. To do so, we are comparing our product's pricing to other products with a similar price-point and building a pricing model based on features in other laptops. This will allow Lenovo to adjust laptop prices as needed and place itself better in the market to encourage an increase in sales which should lead to an increase in profit.

● Context

The laptop market continues to grow in competition. As new laptops come out and the cost of hardware changes, the pricing of this equipment changes. In order to stay competitive, Lenovo needs to make sure that its pricing stays competitive but also fits the features of its products. There are concerns of Lenovo losing market share within the laptop space. As Lenovo invests in new designs and new laptops, we want to make sure that these new designs fit consumer needs and their price point. We plan to look at the specifications of laptops such as: CPU model, RAM size, GPU, and battery life. In order to build the model we will use specification data and build a regression model from that data.

● Criteria for success

The criterion for success would be an increase in laptop sales profits by 10% at the end of the fiscal year.

● Scope of solution space

We want to focus on the laptop market and focus on laptop pricing. While there are other places in technology where pricing points matter, we want to focus primarily on our laptops and other brands' laptop specifications.

● Constraints

There may not be enough pricing data in order to properly capture the model. It may be challenging to quantify the amount brand reputation could impact pricing so that is something we may need to consider.

● Stakeholders

CEO of Lenovo
Head of Marketing
Head of Accounting

● Data sources

Our datasource are data sources from flipkart.com where the data was scraped and stored in this Kaggle table which contains around 1000 laptops to look at: https://www.kaggle.com/datasets/kuchhbhi/latest-laptop-price-list