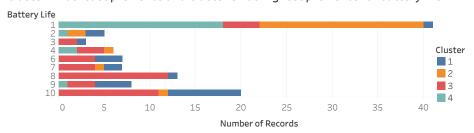
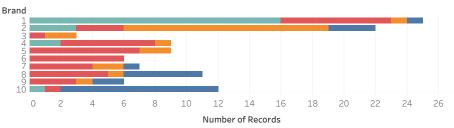
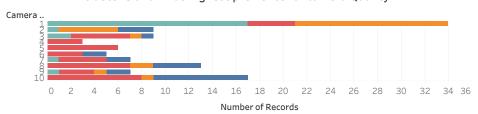
Cluster 2 has least prefrence and Cluster 3 has highest prefrence for battery life



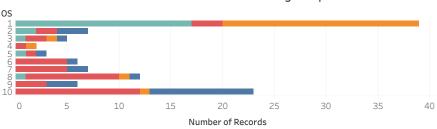
Cluster 4 has leastt and Cluster 3 has highest prefrence for brand



Cluster 4 and 2 has lowest prefrence and Cluster 3 and 1 has highest prefrence for camera Quality



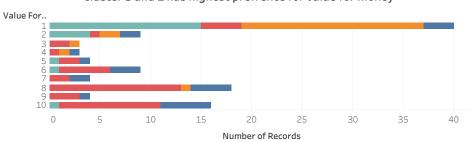
Cluster 4 and 2 has lowest and Cluster 3 and 1 has highest prefrence for OS



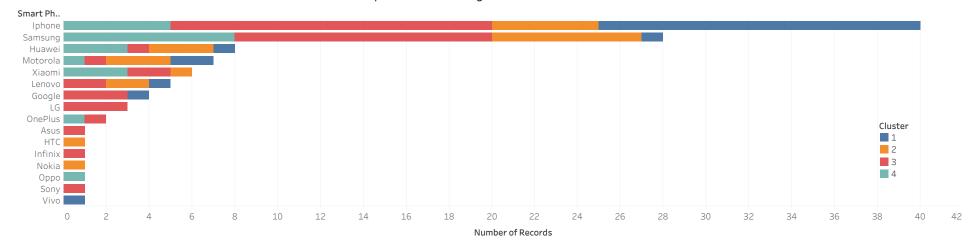
Cluster 4 and 2 has lowest prference and Cluster 3 and 1 has highest prefrence for price



Cluster 4 and 2 has lowest prefrence and Cluster 3 and 1 has highest prefrence for value for money

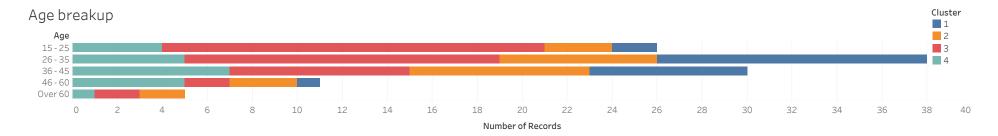


Iphone and Samsung is the most used brand



Smart Phone Brand explains the clusters well

	Cluster					
Smart Ph	1	2	3	4		
Iphone	68.18%	21.74%	34.88%	22.73%		
Samsung	4.55%	30.43%	27.91%	36.36%		
Huawei	4.55%	13.04%	2.33%	13.64%		
Motorola	9.09%	13.04%	2.33%	4.55%		
Xiaomi		4.35%	4.65%	13.64%		
Lenovo	4.55%	8.70%	4.65%			
Google	4.55%		6.98%			
LG			6.98%			
OnePlus			2.33%	4.55%		
Asus			2.33%			
HTC		4.35%				
Infinix			2.33%			
Nokia		4.35%				
Орро				4.55%		
Sony			2.33%			
Vivo	4.55%					



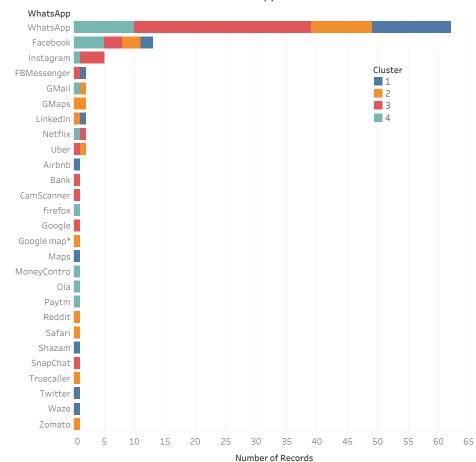
Age Cluster and prefered Usage Period

						Age					
Cluster	Usage Pe	15 - 25		26 - 35		36 - 45		46 - 60		Over 60	
1	Morning			•	4	•	2		1		
	Afternoon		1	•	2	•	1				
	Evening			•	2		2				
	Night		1	•	4		2				
2	Morning	•	1		1	•	2		1	•	1
	Afternoon					•	1		1	•	1
	Evening				4	•	5		1		
	Night		2		2						
3	Morning			•	2	•	2		1		
	Afternoon		10		2		2				
	Evening		3		5		3				2
	Night		4		5		1		1		
4	Morning						1	•	2	•	1
	Afternoon				1	•	1		2		
	Evening		2		3		3				
	Night		2		1		2		1		
5	Morning		1	•	7		7	•	5	•	2
	Afternoon		11		5		5		3		1
	Evening	•	5		14		13		1		2
	Night		9		12	•	5		2		

Opinion of clusters on characteristics of a phone

	1	Cluster 2	3	4
Avg. Battery Life	7.455	1.870	7.140	1.682
Avg. Brand	7.818	3.391	5.023	1.818
Avg. Camera Quality	7.500	2.652	6.279	1.864
Avg. Color	5.864	3.043	3.930	3.409
Avg. OS	7.682	1.913	7.116	1.682
Avg. Price	6.500	1.391	6.860	2.409
Avg. Promotions Available	4.455	2.000	6.326	3.545
Avg. Recom Frnd Fly	4.591	2.696	5.302	3.455
Avg. Trends	4.864	2.739	4.047	3.500
Avg. Value For Money	6.318	1.609	7.000	2.000
Avg. Phone Distraction	7.182	6.609	6.302	6.273

Most Used Apps



Num Apps

Cluster	0 - \$300	Price Range \$301 - \$700	More than \$700	Number of Records
1	2	12	8	
2	13	9	1	
3	17	22	4	
4	8	12	2	

Sum of Number of Records broken down by Price Range vs. Cluster. Color shows sum of Number of Records. The marks are labeled by sum of Number of Records. The view is filtered on Cluster, which keeps 1, 2, 3 and 4.