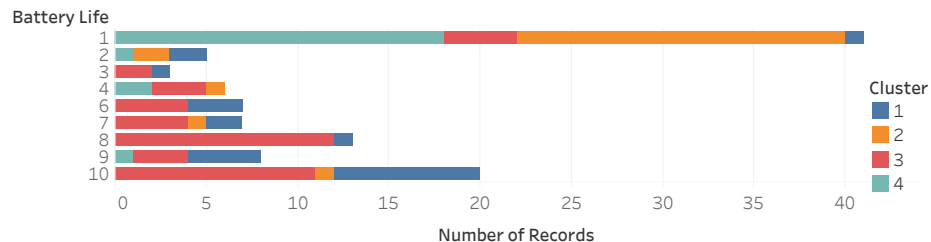
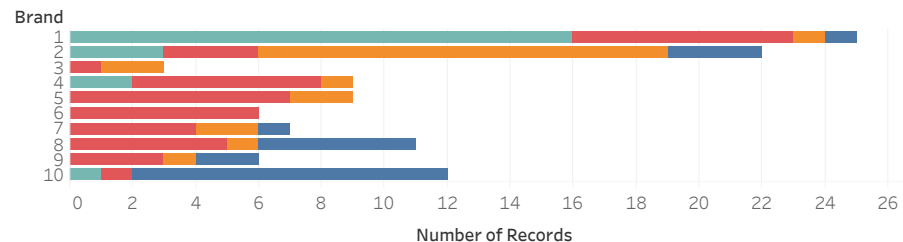


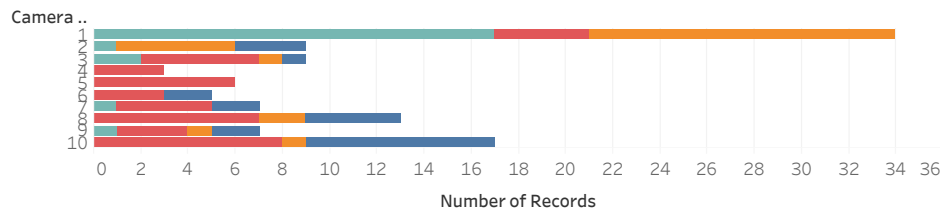
Cluster 2 has least preference and Cluster 3 has highest preference for battery life



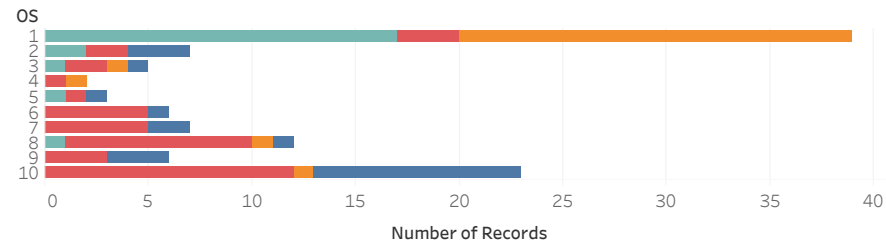
Cluster 4 has leastt and Cluster 3 has highest preference for brand



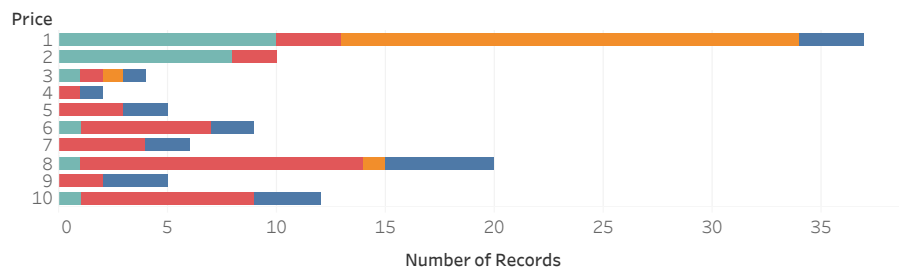
Cluster 4 and 2 has lowest preference and Cluster 3 and 1 has highest preference for camera Quality



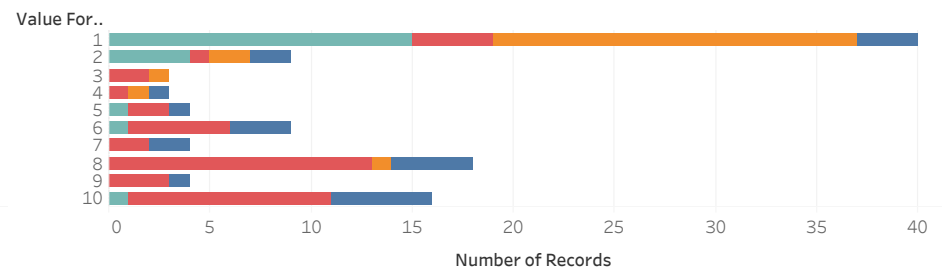
Cluster 4 and 2 has lowest and Cluster 3 and 1 has highest preference for OS



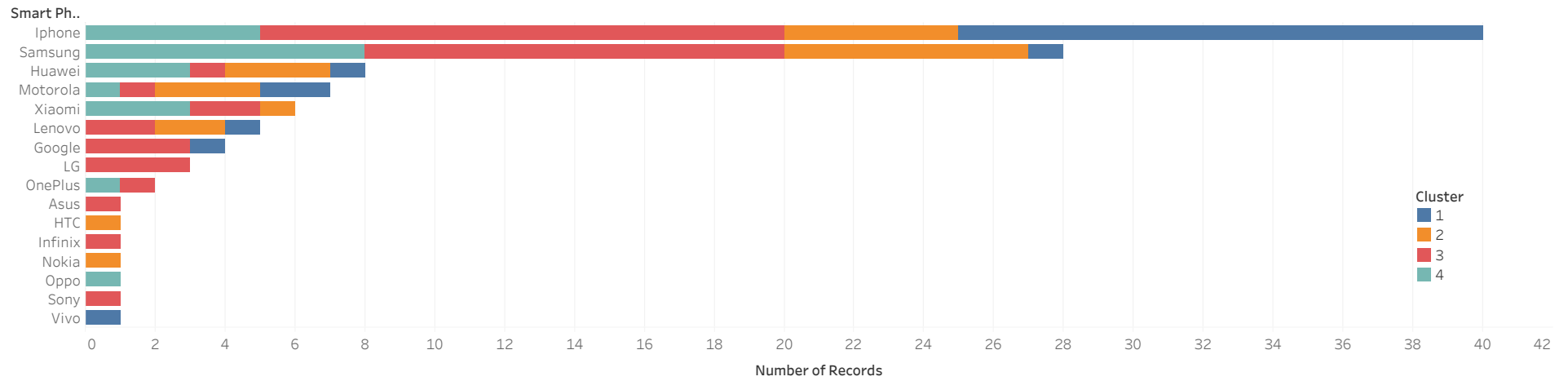
Cluster 4 and 2 has lowest prference and Cluster 3 and 1 has highest preference for price



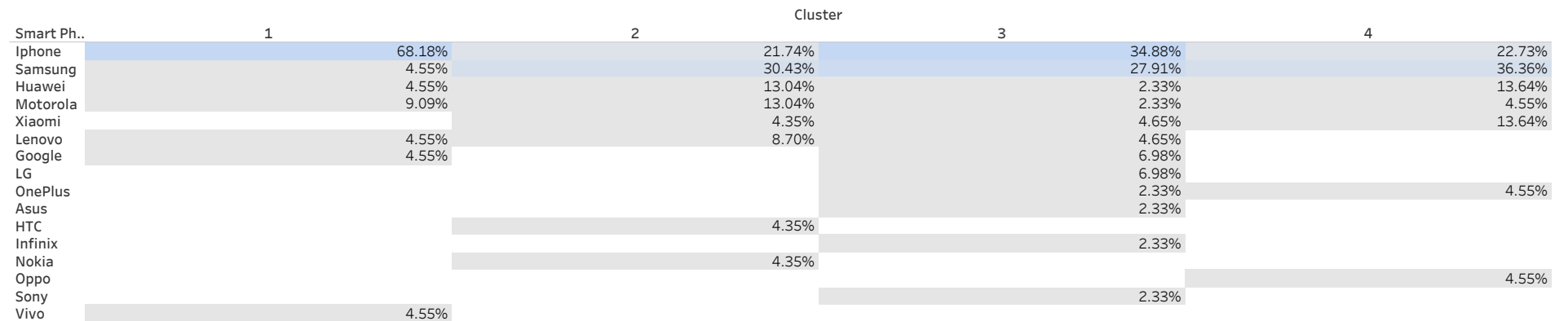
Cluster 4 and 2 has lowest preference and Cluster 3 and 1 has highest preference for value for money



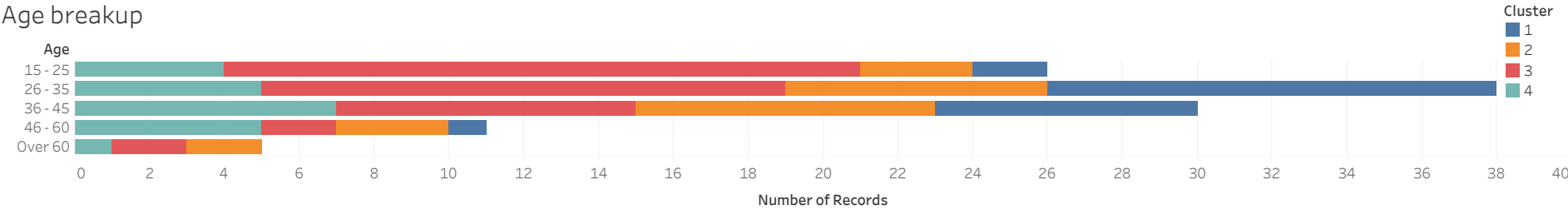
Iphone and Samsung is the most used brand



Smart Phone Brand explains the clusters well



Age breakup

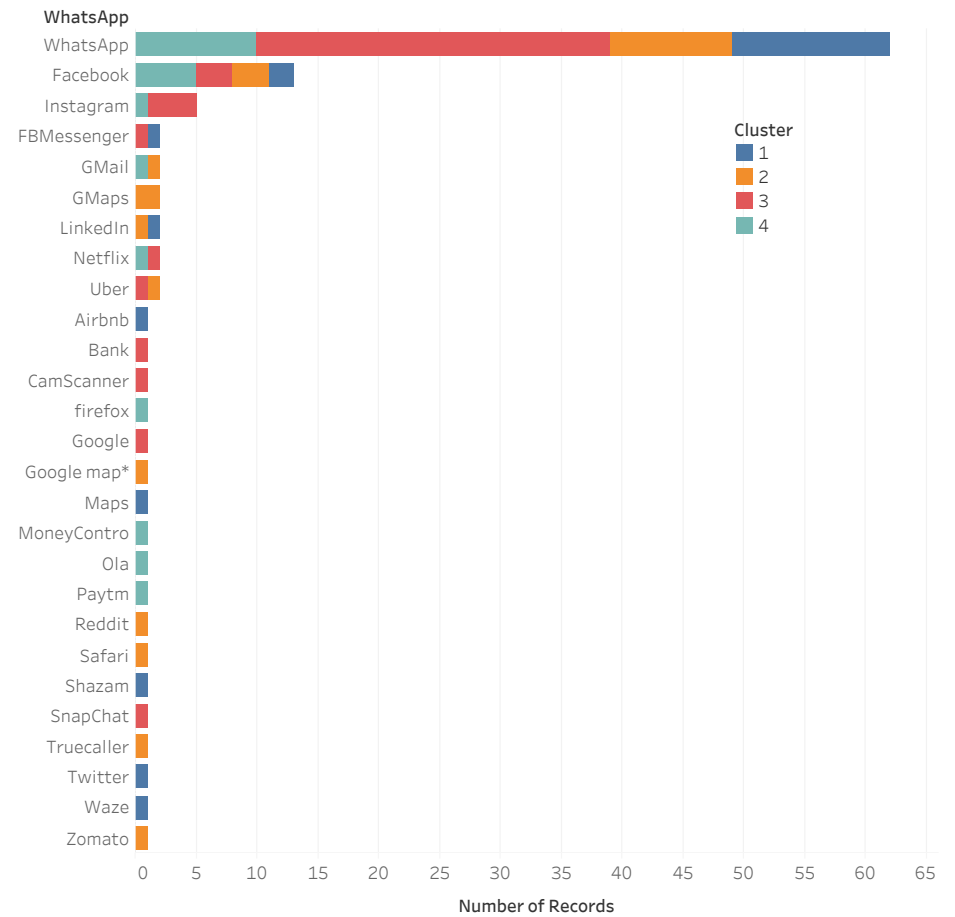


Age Cluster and prefered Usage Period										
Cluster	Usage Pe..	15 - 25		26 - 35		Age 36 - 45		46 - 60		Over 60
1	Morning				4		2		1	
	Afternoon	.	1	.	2	.	1			
	Evening			.	2	.	2			
	Night	.	1	.	4	.	2			
2	Morning	.	1	.	1	.	2	.	1	.
	Afternoon					.	1	.	1	.
	Evening			.	4	.	5	.	1	
	Night	.	2	.	2		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

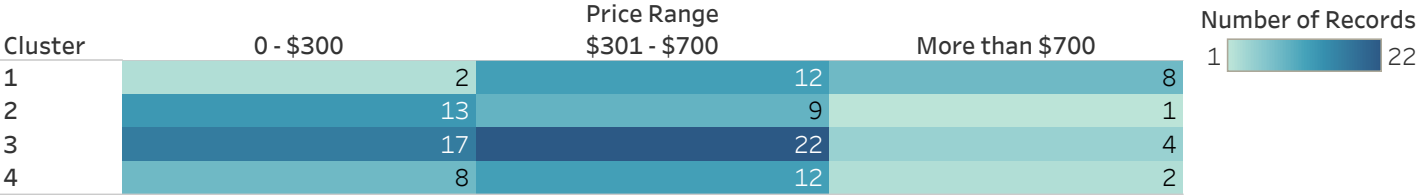
Opinion of clusters on characteristics of a phone

	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



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.