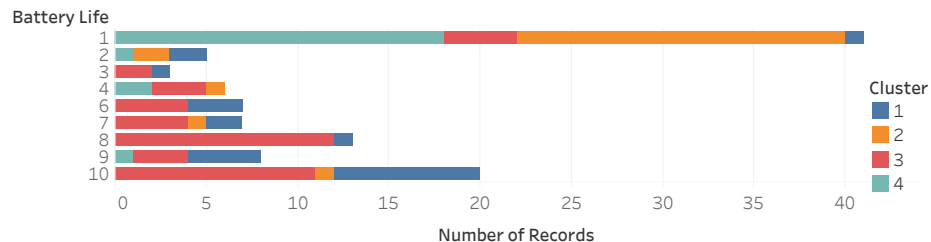
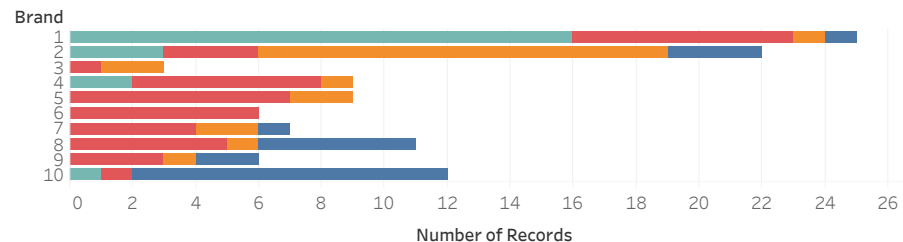


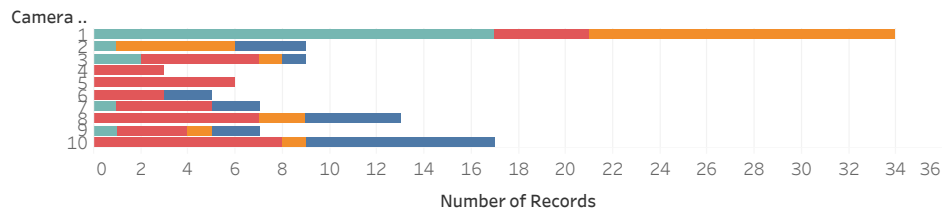
Cluster 2 has least preference and Cluster 3 has highest preference for battery life



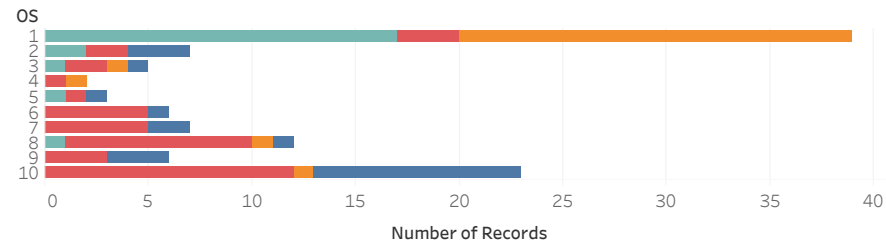
Cluster 4 has leastt and Cluster 3 has highest preference for brand



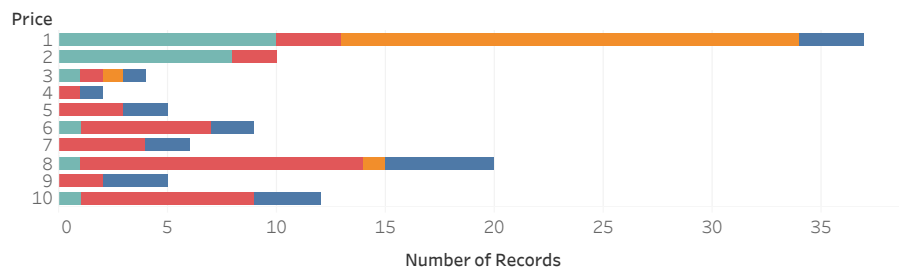
Cluster 4 and 2 has lowest preference and Cluster 3 and 1 has highest preference for camera Quality



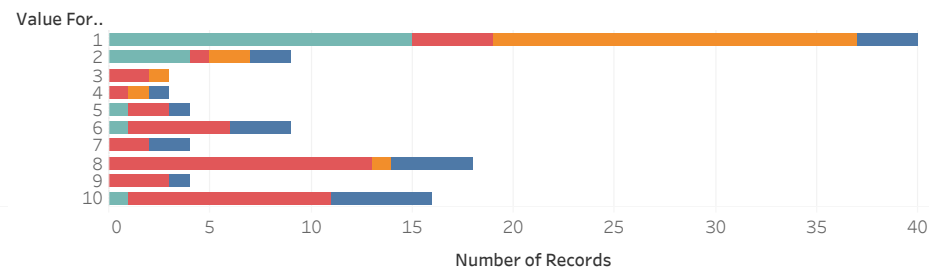
Cluster 4 and 2 has lowest and Cluster 3 and 1 has highest preference for OS



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



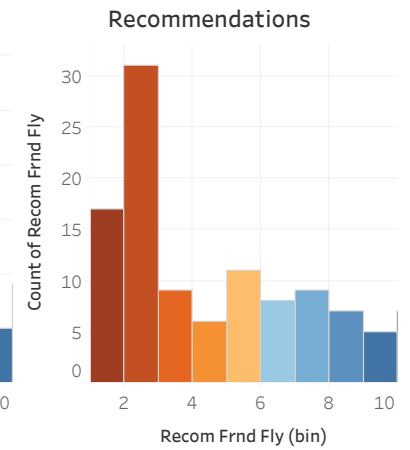
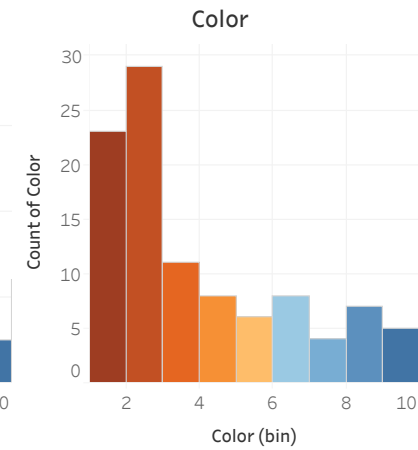
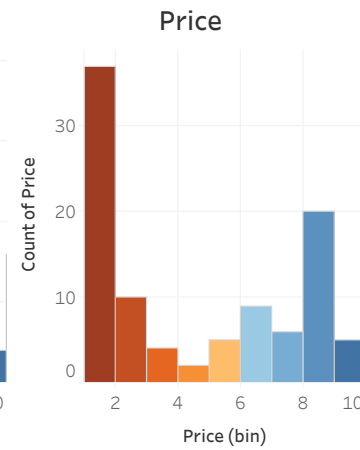
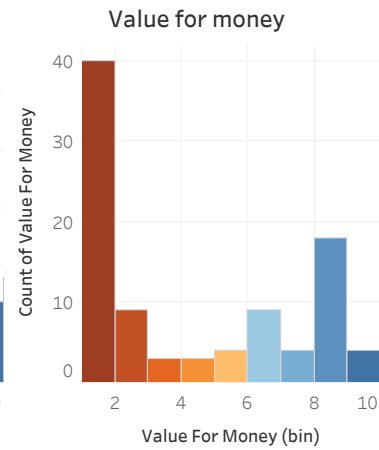
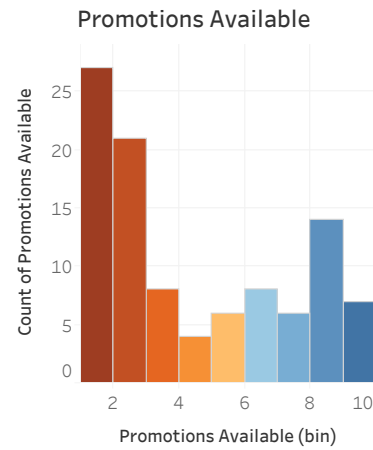
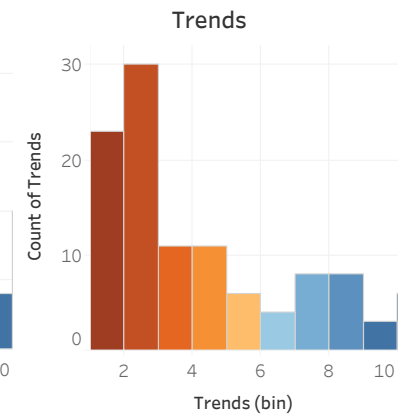
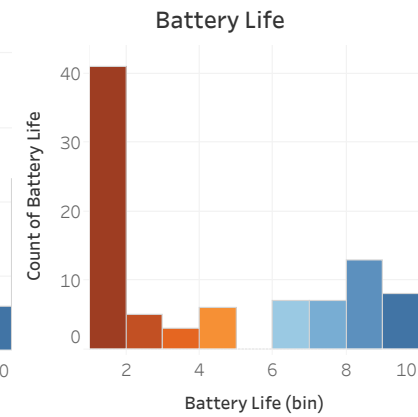
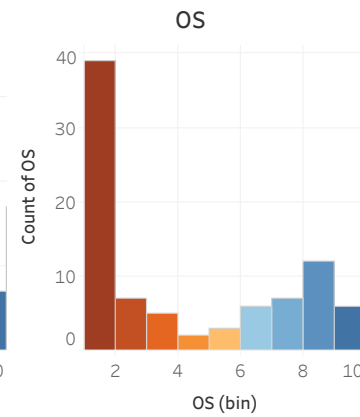
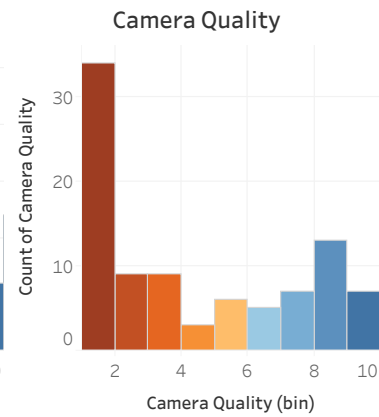
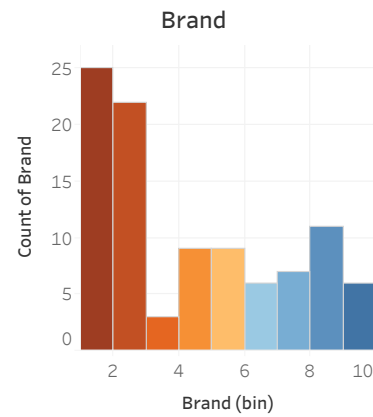
Cluster
Multiple values

Country
All

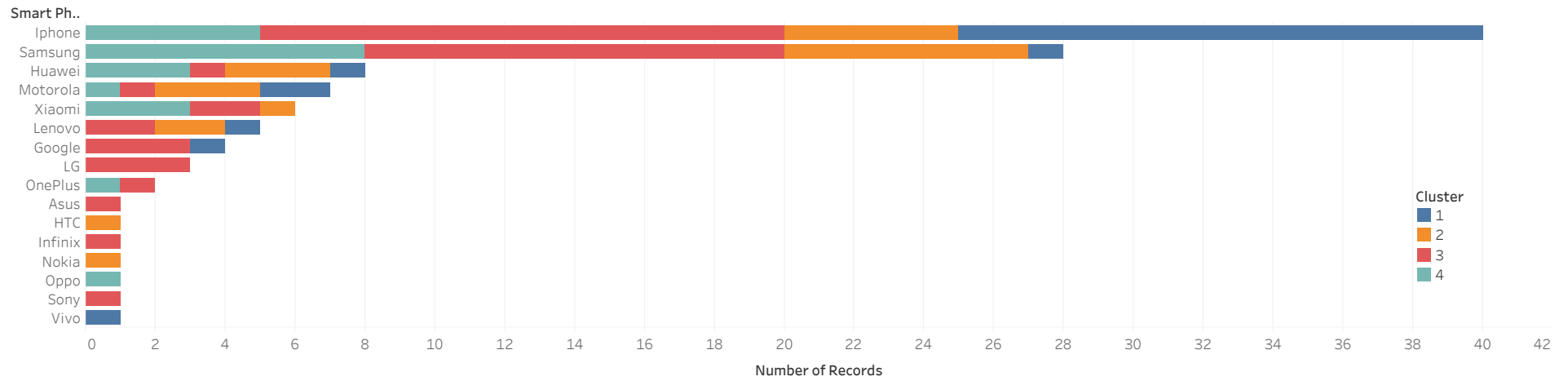
Main Usage Phone
All

Price Range
All

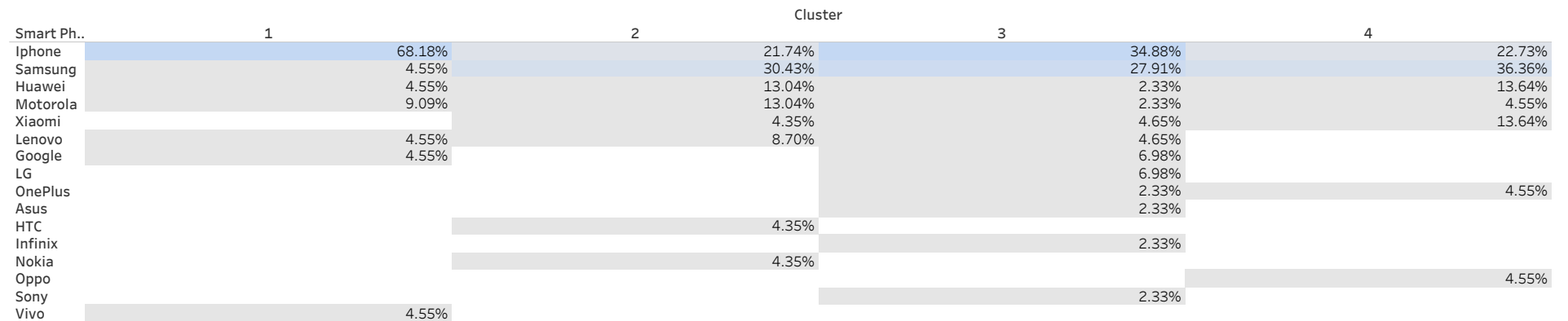
Smart Phone Brand
All



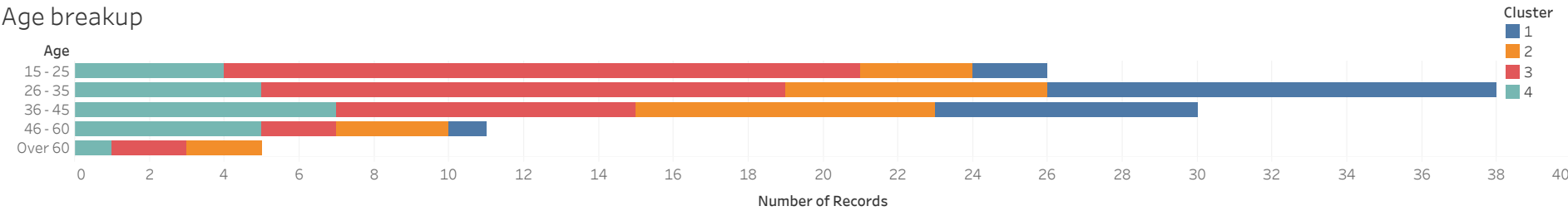
Iphone and Samsung is the most used brand



Smart Phone Brand explains the clusters well



Age breakup



Age Cluster and preferred 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 Availab..	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

Num Apps

Cluster	0 - \$300	Price Range \$301 - \$700	More than \$700
1	9.09%	54.55%	36.36%
2	56.52%	39.13%	4.35%
3	39.53%	51.16%	9.30%
4	36.36%	54.55%	9.09%

Most Used Apps

