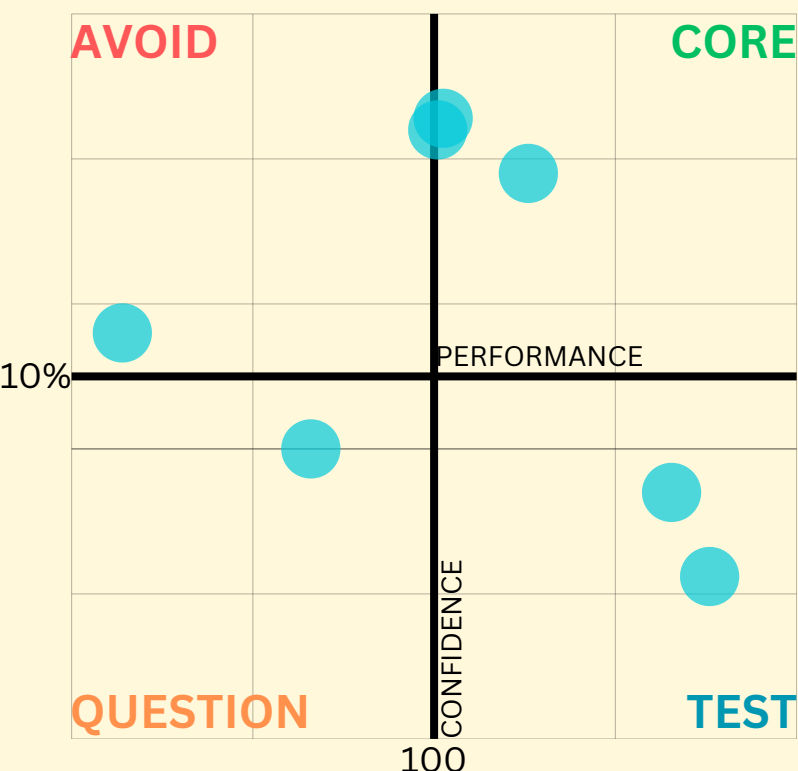


This report provides an analysis of a supervised segmentation using a decision tree to identify the key traits of social media addiction in students. Using segmentation to divide the population based on behavior and preferences allows us to understand how these variables affect student's interactions.



To identify our target segments, we must first understand who they are. In the scatterplot on the left, I have graphed the 7 different target segments available to us, by graphing their indexes and confidence percentages. The confidence cutoff has been set to 10%, as a result anything lower than 10% is deemed unreliable for analysis. I have then labeled each quadrant accordingly to whether or not they would be a good segment for us to target.

The core segment contains groups 1(100.5, 21.4%), 4(100.2, 21%), and 5(105.2, 19.5%). Segment 1 is comprised of introverted men who sometimes pretend to be on their phones to avoid social interactions. Segment 4 is made up of women who sometimes pretend to be on their phones to avoid social interactions and strongly prefer face-to-face over digital interactions. Lastly, our final segment is comprised of women who sometimes pretend to be on their phones to avoid social interactions and are impartial to face-to-face vs. digital interactions, and do not strongly agree that they are easily distracted by having their phone around while studying. We know these 3 segments will be good customers because they exhibit avoidance behaviors, such as using their phones to shield themselves in social situations, and have unique interaction preferences.

The segment that we want to test consists of groups of groups 6(113.1, 8.5%) and 7(115.2, 5.6%). To further understand this group, we will want to collect a larger sample and analyze their behavior as customers.

Our question quadrant contains group 3(93.2, 10%), which is comprised of extroverted men who sometimes pretend to be on the phone to avoid social interactions, and prefer digital interactions rather than face-to-face. Although these individuals do not seem to be great target customers, we can learn a lot about them and further understand how they would react as customers by gathering a larger sample and tracking their behavior.

The customers we want to avoid, are group 2(82.8, 14%), who are extroverted men who sometimes pretend to be on the phone to avoid social interactions, and prefer face-to-face interactions over digital ones

To summarize, by being able to analyze the four different classifications within our market, we can better understand who our target consumers are and which customers would not be a strong fit for our products. The scatterplot above helps us understand which groups we should target based on best performance and highest confidence. To further understand the behaviors of our **test** and **question** quadrants, we must gather more data and understand their consumer behavior and habits to see how fitting our product would be for them.