

EXECUTIVE SUMMARY: DOT Glass faces a significant challenge in maintaining its urban appearance while attracting business in areas such as rural areas and newly developed cities across the globe where their presence is not as strong as in urban areas. To increase our presence, we must demonstrate and implement new marketing, advertising, and communication strategies in collaboration with current and future partners based in those targeted areas.

Mzwamadoda Mvimbeli



INTRODUCTION: DOT GLASSES IS A NON-PROFIT ORGANIZATION WHICH AIMS TO PROVIDE A RADICAL SOLUTION FOR PRESCRIPTION EYEGLASSES TO HELP COMMUNITIES AND SUPPORT LOCAL ECONOMIES.

BACKGROUND: WE EMPLOY CORRELATION ANALYSIS AND EXPLORATORY DATA ANALYSIS (EDA) TECHNIQUES TO EVALUATE THE MAIN FACTORS INFLUENCING THE USE OF GLASSES.

PURPOSE: THE PRIMARY GOAL IS TO DISCOVER NEW TERRITORY, GROW OUR MARKET, AND ENSURE THAT WE GET FRESH MOMENTUM THAT WILL RESULT IN A MARKET WITH ENORMOUS GROWTH POTENTIAL. OUR GOAL IS TO OUTPERFORM AND DOMINATE OUR RIVALS.

LIMITATION: BASED ON THE APPROACHES EMPLOYED, WHICH RESULTED IN A SMALL GROUP OF PARTICIPANTS TO THE PREVIOUS GROUPS IN RESEARCH OR IN GUTTERING THE DATA WE RELAYED TO COME OUT WITH A FIRM AND CONFIDENT OUTCOME WE INTENDED TO ATTAIN, I DON'T THINK WE HAVE SUCCEEDED TO GATHER ENOUGH DATA. CONSIDERING THE LOW NUMBERS WE USED, WHICH IN MY OPINION PRODUCED THE UNDESIRABLE EFFECT.

QUESTIONS: Many pertinent questions were posed to better understand our target audience and their expectations regarding eyeglasses. These inquiries were predicated on market segments, including age, gender, location, income, and behavioural aspects.

METHODS: I believe DOT GLASSES employed the appropriate techniques to produce the data that was supplied before its decoding and analysis. If the procedures and instruments were not present, I wouldn't linger too long.

- **RECOMMENDATIONS:** I will advise that the data gathering be expanded
- globally, especially to the targeted locations for which the data set will be used. New techniques, including TickTok competitions, online surveys,
- and in-person interactions, should be employed.
- **REFERENCES:** Belong Coaches, Mentors, Company Website and
- Material provided, YouTube, Classmates, and Internet-Google.