**ASSIGNMENT – PSYCHOGRAPHIC SEGMENTATION**

**Task**

You need to do a psychographic segmentation using the 15 attributes (Use K-Mean clustering with 3, 4 or 5 cluster solutions). Then the product usage parameters should be mapped with the segments to finally conclude which products should be targeted towards which segments.

**Description of the data**

There are 400 records in the dataset.

Rest have been explained in the classroom sessions. You do not need to further clean the data.

**Details of the Assignment**

You need to prepare a PPT of 4 slides of content giving the following details:

1. The size of the clusters and attribute scores for each of the clusters for the K-cluster solution that you have taken (i.e. one K X 15 table, having the Clusters in columns and 15 attributes in rows… each cell with cluster mean score or some other score). You must also clearly state / show why you have taken a 3 or 4 or 5 cluster solution.
2. Explain the psychographic characteristics of the consumers in each cluster and suitably name the clusters
3. See the product usages by each cluster, try to draw linkages and finally comment on which product should be targeted towards which cluster