\*\*Anxiety Support App: Marketing Audience Identification - Ask Phase Report\*\*

\*\*1. Executive Summary\*\*

This report defines the business task, key questions, and objectives for analyzing the Anxiety Attack Dataset to identify and characterize high-potential target audiences for the "Calm Button" application. The focus is on pinpointing professional fields and demographic segments most susceptible to workplace anxiety, who would likely benefit from a discrete, instant-access anxiety management solution. The analysis will also explore current stress management strategies and unmet needs within these groups to inform targeted marketing approaches.

\*\*2. Business Task\*\*

Pinpoint professional fields and demographic segments most susceptible to workplace anxiety and most likely to benefit from immediate, private anxiety management solutions such as "Calm Button." This investigation will also explore current stress management strategies and unmet needs among these groups to inform targeted marketing approaches.

\*\*3. Problem Statement\*\*

Anxiety in the workplace is a significant and costly issue impacting employee well-being and productivity. To ensure effective and efficient marketing for the "Calm Button" application, we need to move beyond broad demographics and pinpoint specific occupational and age segments where individuals are most likely to experience workplace anxiety and seek discreet, immediate support. Current marketing efforts may be inefficient by not targeting these key sub-segments with tailored messaging, potentially missing key early adopter groups and opportunities to position the app effectively for workplace use. We assume that a more targeted marketing approach will lead to higher conversion rates and user engagement, particularly within professional settings where discretion and immediate relief are highly valued.

\*\*4. Guiding Questions (SMART Framework)\*\*

To address the business task, the following SMART questions will guide the data analysis:

\* \*\*4.1. Primary Audience Segmentation:\*\*

\* \*\*Question 1 (Occupation & Severity - Workplace Focus):\*\* Which professional occupations, when analyzed in conjunction with typical workplace stressors (inferred from occupation type, e.g., deadlines for Teachers, high stakes for Doctors), exhibit the highest average anxiety attack severity scores within the dataset?

\* \*Data Analyst Note:\* This question requires us to not just look at raw severity scores but to consider the \*context\* of the occupation. We'll need to think about how to infer "workplace stressors" from occupation categories in the dataset.

\* \*\*Question 2 (Occupation & Stress Level - Profession-Specific Stress):\*\* Within professional occupations, which roles report the highest average stress levels, as indicated by the 'Stress Level (1-10)' variable, suggesting a potential need for workplace anxiety solutions?

\* \*Data Analyst Note:\* This helps narrow down our focus from all occupations to professional roles, aligning with the workplace support angle.

\* \*\*Question 3 (Occupation & Untreated Need):\*\* Which professional occupations show a combination of high anxiety severity/stress \*and\* low engagement with therapy (indicated by 'Therapy Sessions (per month)' = 0 or very low), indicating a potential unmet need for accessible, alternative solutions like "Calm Button"?

\* \*Data Analyst Note:\* This question helps us identify market segments where "Calm Button" can be positioned as a valuable \*first-line\* support, not just a supplement to existing treatment.

\* \*\*Question 4 (Age & Occupation Sub-Segments - Demographic Nuance):\*\* Within the top 2-3 most promising professional occupations identified in Q1-Q3, are there specific age demographics (e.g., early career professionals vs. experienced managers) that exhibit distinct anxiety profiles (severity, stress, therapy usage), suggesting the need for tailored marketing messages?

\* \*Data Analyst Note:\* This adds a layer of demographic segmentation to make the marketing recommendations even more precise.

\* \*\*4.2. Behavioral Pattern Analysis:\*\*

\* \*\*Question 5 (Lifestyle Patterns & Workplace Anxiety):\*\* For individuals within the prioritized professional and age segments who report high anxiety severity, what common lifestyle patterns (Sleep Hours, Physical Activity, Caffeine Intake, Alcohol Consumption, Smoking, Diet Quality) correlate with their anxiety attack characteristics, and how might these patterns relate to workplace demands or constraints?

\* \*Data Analyst Note:\* This question pushes us to think beyond general lifestyle patterns and connect them to the \*work environment\* of the target professionals.

\* \*\*Question 6 (Therapy & Medication Usage):\*\* What proportion of high-severity sufferers within the target segments are \*not\* currently in therapy, and what is their current medication usage ('Medication' variable)?

\* \*Data Analyst Note:\* This question is crucial for understanding how "Calm Button" fits into the existing landscape of anxiety management within the target professional groups.

\* \*\*Question 7 (Messaging & Value Proposition):\*\* Based on the identified needs, behaviors, and pain points of the target professional and age segments, how should the "Calm Button" app be positioned in marketing messaging to best resonate with their specific workplace anxiety challenges and highlight its value proposition (discretion, instant access, haptic feedback, privacy)?

\* \*Data Analyst Note:\* This question is forward-looking, ensuring the analysis directly informs the final marketing strategy and messaging.

\*\*5. Stakeholders and Audience\*\*

\* \*\*Key Stakeholders:\*\*

\* Marketing Team (primary client, focus on workplace/professional user acquisition)

\* Product Team (secondary - for potential feature considerations based on workplace-specific user needs in future app versions)

\* Sales Team (potentially relevant if B2B sales to companies for employee wellness programs are considered later)

\* HR departments/Wellness Program Managers (potential future external stakeholders for B2B sales and partnerships)

\* \*\*Primary Audience for Report:\*\*

\* Marketing Team members specifically responsible for developing and executing workplace-focused launch campaigns for the "Calm Button" application.

\*\*6. Metrics for Success\*\*

The success of this analysis will be measured by its ability to deliver:

\* \*\*Actionable & Profession-Specific Segments:\*\* Identification of 3-5 clearly defined target audience segments based on profession and age, demonstrably relevant to workplace anxiety and large enough to be meaningfully targeted. Segments should have clear and distinct characteristics.

\* \*\*Segment Sizing & Prioritization:\*\* Quantifiable estimates of the size of each identified segment within the dataset, prioritized based on workplace anxiety indicators (severity, stress, therapy gap) to guide marketing resource allocation.

\* \*\*Differentiators & Workplace Context:\*\* Clear and statistically supported characteristics that differentiate each target professional/age segment, with a specific focus on workplace-related factors, pain points, and needs.

\* \*\*Data-Driven Channel Strategy Support:\*\* Insights into lifestyle and behavioral patterns within professional contexts to inform targeted marketing channel selection, including potential digital behavior indicators relevant to professional groups (e.g., LinkedIn, industry publications, professional associations).

\* \*\*Targeted Messaging & Value Proposition Alignment:\*\* Marketing recommendations and messaging themes specifically tailored to resonate with the workplace anxiety experiences of each segment, emphasizing the app's discretion, instant access, haptic feedback, and privacy as key benefits for professionals.

\*\*7. Key Tasks for the "Ask" Phase\*\*

1. Clearly define the business task: Pinpoint professional fields and demographic segments most susceptible to workplace anxiety and most likely to benefit from immediate, private anxiety management solutions.

2. Confirm key stakeholders: Marketing team, Product Team, potentially Sales Team and HR/Wellness program teams for future considerations; confirm their specific information needs related to workplace anxiety and professional audiences.

3. Select the `anxiety\_attack\_dataset.csv` dataset as the primary data source, acknowledging its limitations in directly capturing workplace context and behaviors (this will be a key assumption and limitation to address in the report). Review the Dataset Schema and Variable Definitions (Appendix A & B) to ensure data suitability.

4. Establish the key metrics for analysis: Attack Severity, Stress Level, Therapy Sessions, Occupation, Age, Lifestyle Factors, Medication Usage, focusing on their relevance to workplace anxiety.

5. Initial Brainstorming of Occupations and Age Groups: Brainstorm 3-5 professional occupations and age ranges that are intuitively believed to be high-stress and relevant targets for "Calm Button" in the workplace to guide initial data exploration.