Data Analysis Request: Marketing Audience Identification

Dataset: anxiety\_attack\_dataset.csv (n=12,000)

Business Objective

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Identify and characterize the most promising target audiences for marketing our anxiety support application, focusing on users who would benefit most from a discrete, instant-access haptic feedback tool.

Current Dataset

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12,000 records including:

\* Demographics (age, gender, occupation)

\* Lifestyle factors

\* Anxiety attack characteristics

\* Treatment preferences

Key Analysis Questions

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1. Primary Audience Segmentation

\* Which age and occupation combinations show:

- Highest attack severity

- Lowest therapy attendance

- Highest stress levels

- Regular workplace occurrence (indicated by occupation + severity patterns)

\* Purpose: Identify users with the highest need for discrete, self-managed support

2. Behavioral Pattern Analysis

\* Among high-severity sufferers:

- What are the common lifestyle patterns?

- What percentage are not currently in therapy?

- What is their medication usage?

- What are their stress management habits?

\* Purpose: Understand how to position the app as a complementary support tool

3. Market Opportunity Analysis

\* For each identified segment:

- Size of potential user base

- Current management methods

- Attack frequency and severity

- Professional context

\* Purpose: Prioritize marketing efforts by segment potential

Required Analysis

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1. Segment Identification

\* Cluster analysis of demographic and severity data

\* Cross-tabulation of occupation and attack patterns

\* Analysis of untreated/undertreated populations

\* Identification of high-stress professional groups

2. Opportunity Sizing

\* Segment size calculations

\* Severity-weighted prioritization

\* Treatment gap analysis

\* Professional context impact assessment

3. Channel Strategy Support

\* Lifestyle pattern analysis by segment

\* Professional context analysis

\* Digital behavior indicators

\* Support preference patterns

Expected Deliverables

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1. Primary Target Segments

\* 3-5 clearly defined audience segments

\* Size of each segment in the dataset

\* Key characteristics for targeting

\* Prioritization recommendations

2. Segment Profiles

\* Demographic composition

\* Attack pattern characteristics

\* Current management methods

\* Key pain points

3. Marketing Implications

\* Channel recommendations by segment

\* Messaging themes by segment

\* Positioning opportunities

\* Value proposition alignment

4. Visual Deliverables

\* Segment size visualization

\* Characteristic comparison charts

\* Opportunity matrix

\* Journey point identification

Analysis Specifications

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\* Focus on actionable segments

\* Include confidence levels for all findings

\* Provide segment sizing

\* Identify clear differentiators between segments

Privacy Requirements

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\* Aggregate data only

\* No individual identification

\* Minimum segment size: 50

\* No location-specific analysis

Contact Information

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[Project Lead Contact Details]

Appendices

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A. Dataset Schema

B. Variable Definitions

C. Privacy Guidelines

D. Current Marketing Hypotheses