**Segmentation and Targeting Assignment**

Please find relevant data in the attached separate excel sheet. **Submit 5 slide PPT presentation**.

1) Segment respondents based on the partworth data (preference sheet) using any appropriate method you learn in unsupervised learning class. (hint: k-means ect …)

2) Estimate market share of new product in each segment. (hint: use logit rule)

3) Use consumer data to describe the segments you have identified in the first step. See variable description at the bottom of the same sheet. (hint: classification, logit, ect, …)

4) Finally, pick one segment based on your findings in step 1 to 3. Provide rational for why you picked a segment and discuss potential communication strategy firm can use to reach out to chosen segment. (make appropriate assumption if necessary)