Kilger

MKT6971 2 credit course

Practicum I second semester

**Note: There is more sample code on blackboard under exercise #6**

Exercise #6

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The clustering solution does an excellent job of discriminating on most of the descriptor variables. The 4 clusters contain different weights of consumers by age and gender. For example, cluster one contains mostly males and even age distribution (middle-age is slightly underrepresented), and clusters two and three place heavy emphasis on individuals over 55; however, cluster two has an even mix of gender while cluster three is mostly male. Finally, cluster four contains mostly generation Z and those over 55, but is mostly made up of women. These demographic buckets create an opportunity to discover if we should be targeting men/women and their desired age.

Cluster 1: The Stereotypical Male Shopper– This cluster contains the largest sample of males (67.1%) with the most even age distribution compared to the other three. These consumers have the lowest social media engagement, especially Facebook. They are the least likely to shop online, in-store, or purchase shoes frequently.

Cluster 2: The Retiree - These consumers represent the average person in or close to retirement. They are the most likely group to purchase New Balance shoes. These consumers shop both online and in stores, and purchase shoes frequently. They are the most likely to purchase a product online from Amazon.

Cluster 3: The War Hero - These consumers represent the average retirement age male. There is no unique change in shoe brand preference compared to other clusters. Following the male trend in cluster one, these consumers are less likely to purchase products online or actively engage in social media; however, they stick to their traditional ways and purchase from department stores more frequently than the average male.

Cluster 4: Confessions of a Shopaholic – This cluster loads a majority of women with an underrepresentation of the middle-aged. These consumers wear Nike, Adidas, and New Balance more frequently. They are actively online, visiting various social media websites (Twitter, Instagram, and Facebook) and purchasing products; however, their shopping is not limited to online only and frequently purchase from physical locations. Shoe demand for these consumers is enormous.

\*screenshots on the next two pages

These consumers dress to be attractive to others and often buy clothes that they do not need

A screenshot of a computer screen

Description automatically generated

A table of numbers and a number

Description automatically generated with medium confidence