

Identification of customer preferences through AA

Team

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Project context and objectives

Real-estate developer

Set-up

- Tailor product development to focus more on features and amenities that are important to the customers

Main deliverables

- Selection of house features to be tested, **features** are the key dimensions of the product that customers base their decisions on
- **Conjoint analysis structure:**
 - 534 respondents in Western Europe
 - **3 different levels for 9 features**, selected in collaboration with client
- Conjoint analysis **estimates the relative importance of different product features** and preferences over feature levels (input for clustering exercise)
- **Clusters identified using machine learning techniques.** These algorithms “learn” with every bit of additional information and identify hidden patterns
- Respondents were **grouped according to their preferences** regarding their home attributes:
 - ~10 micro-clusters identified
 - These were grouped into **3 cluster for product segment definition**