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# Ford Ka Case study



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- I. Introduction to small car industry and market
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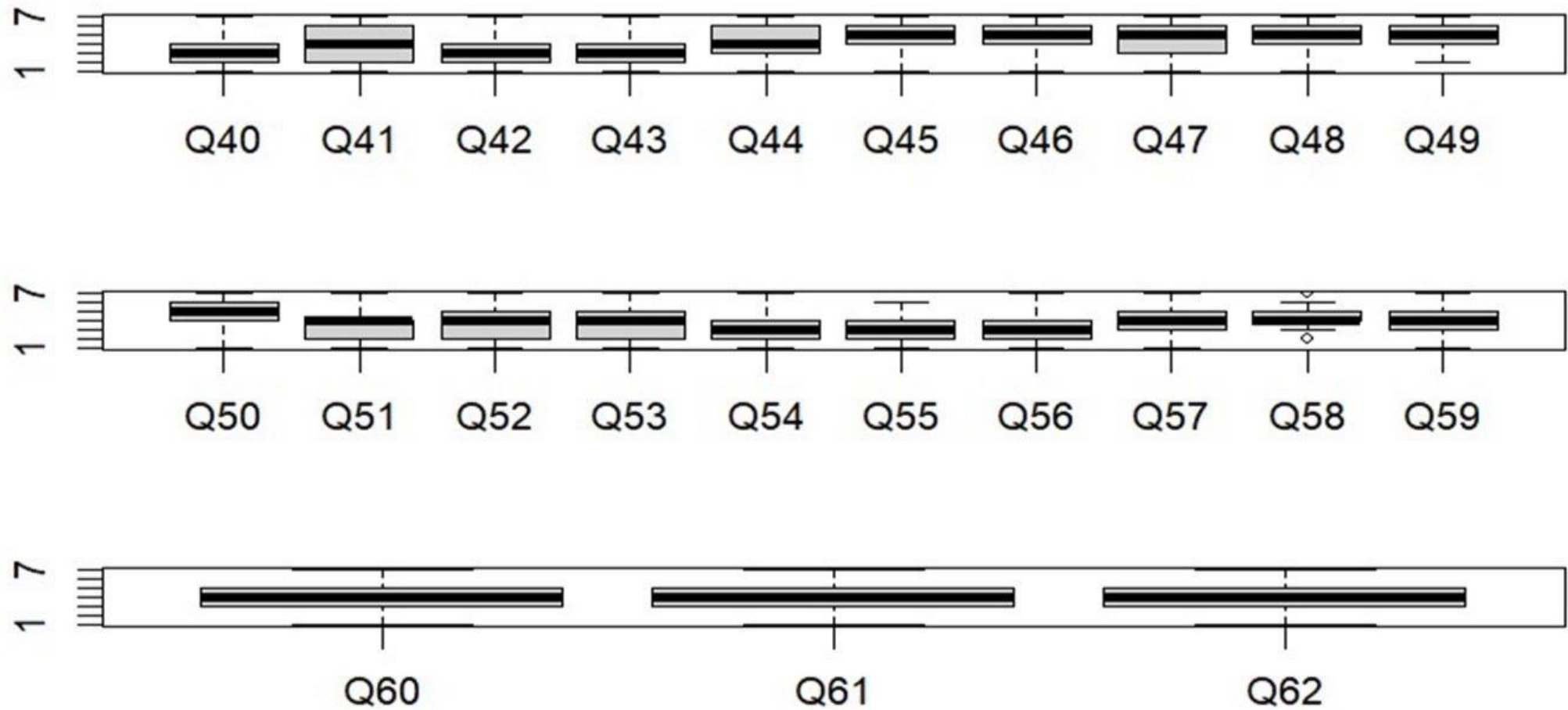
# Analysis Methods

- 250 respondents
- Preference Group: Group 1 - 116 people, Group 2 - 72 people, Group 3 - 62 people
- Demographic Analysis: Gender, Age, Marital Status, Number of Children, First Car Purchase, Income
- Psychographic Analysis: 62 attitude questions (rated from 1 = Strongly Disagree to 7 = Strongly Agree)
- $\text{between\_SS} / \text{total\_SS}$  - The larger the gap between groups, the better.

# Psychographic Cluster Analysis

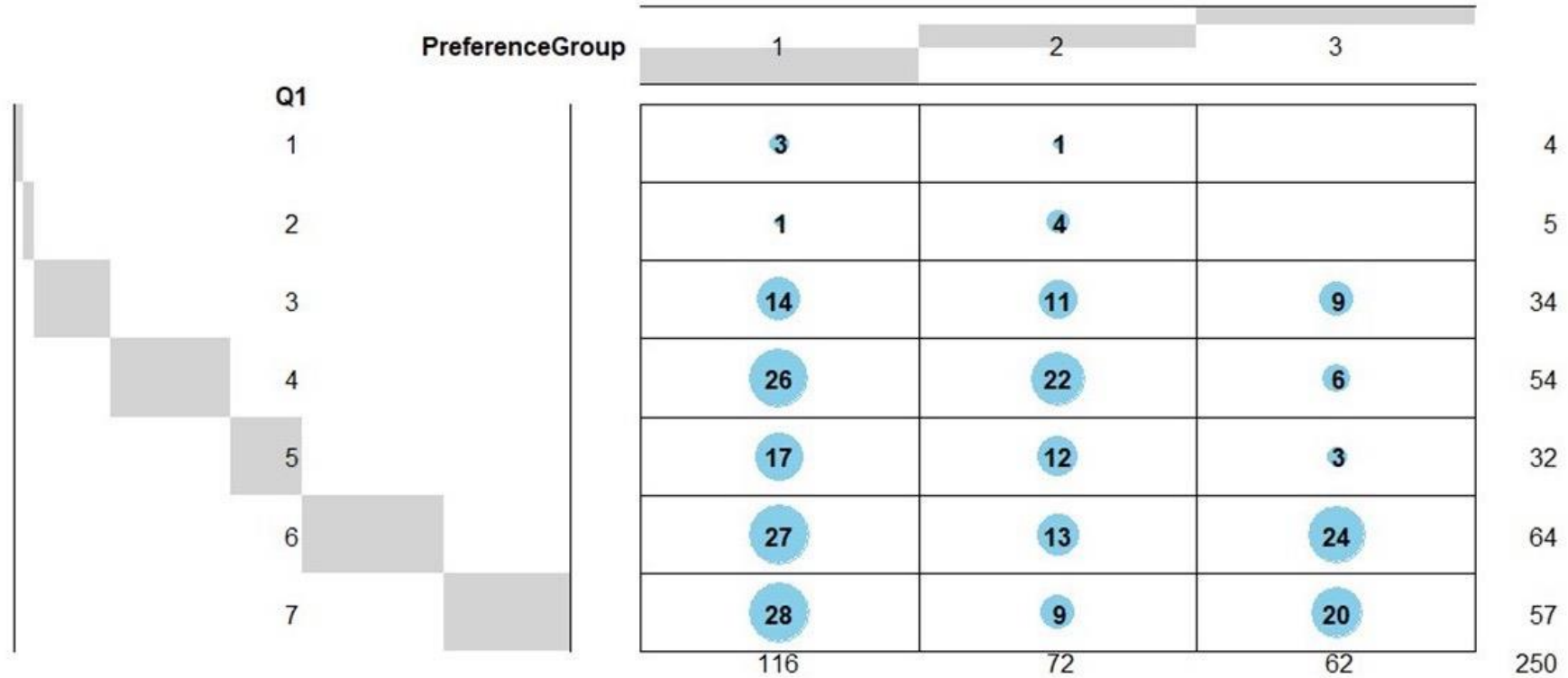


# Box Plot



# Balloon Plot

Balloon Plot for x by y.  
Area is proportional to Freq.



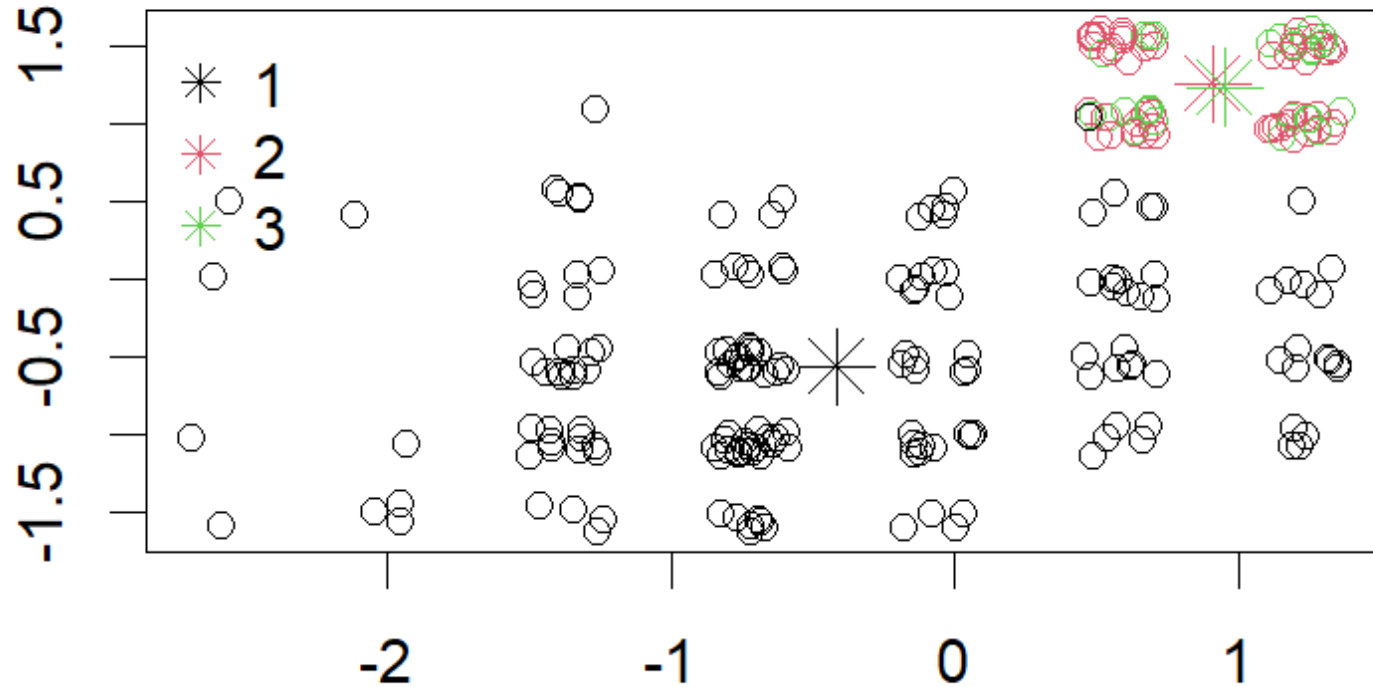
# K-means Solutions



# Scatter Plot k=3



2, I am fashion conscious.



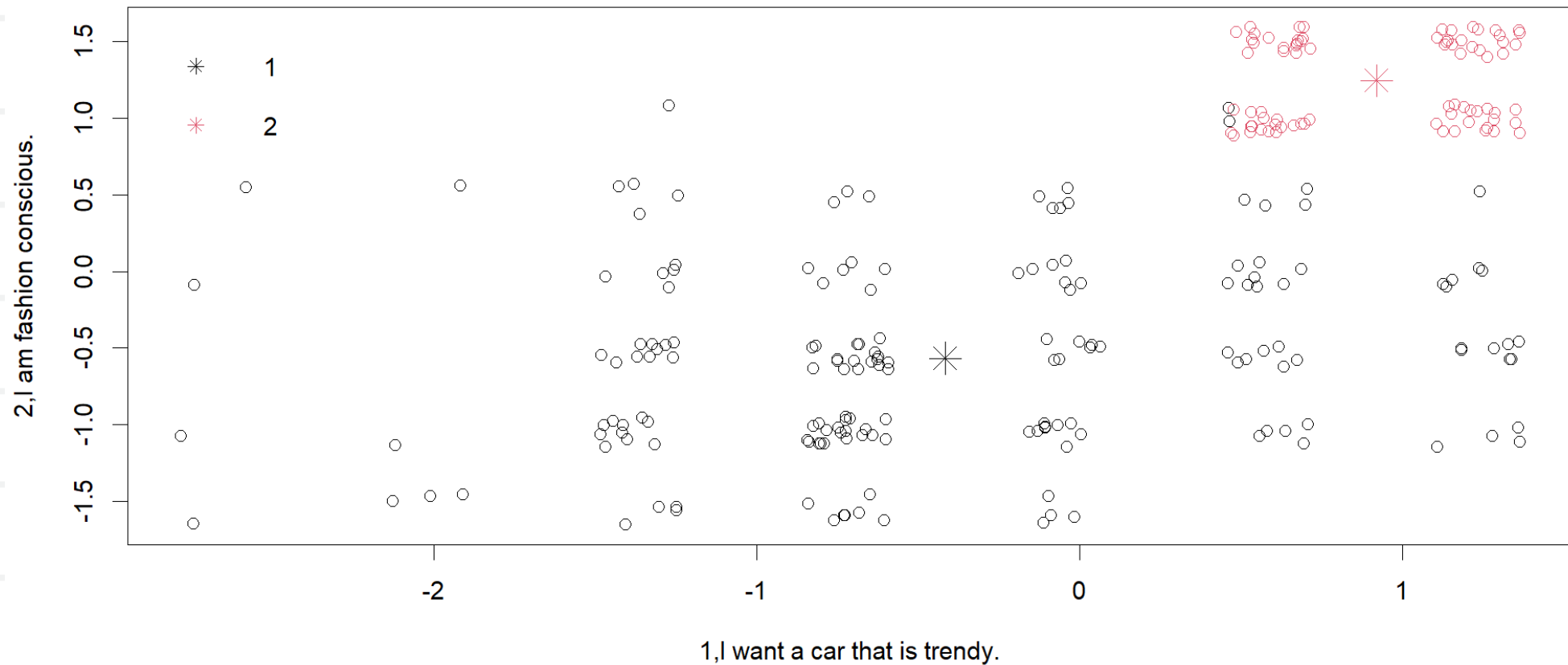
1, I want a car that is trendy.

between\_SS / total\_SS = 26.5 %

GroupA cluster: Group1: 172 people, Group2: 51 people, Group3: 27 people



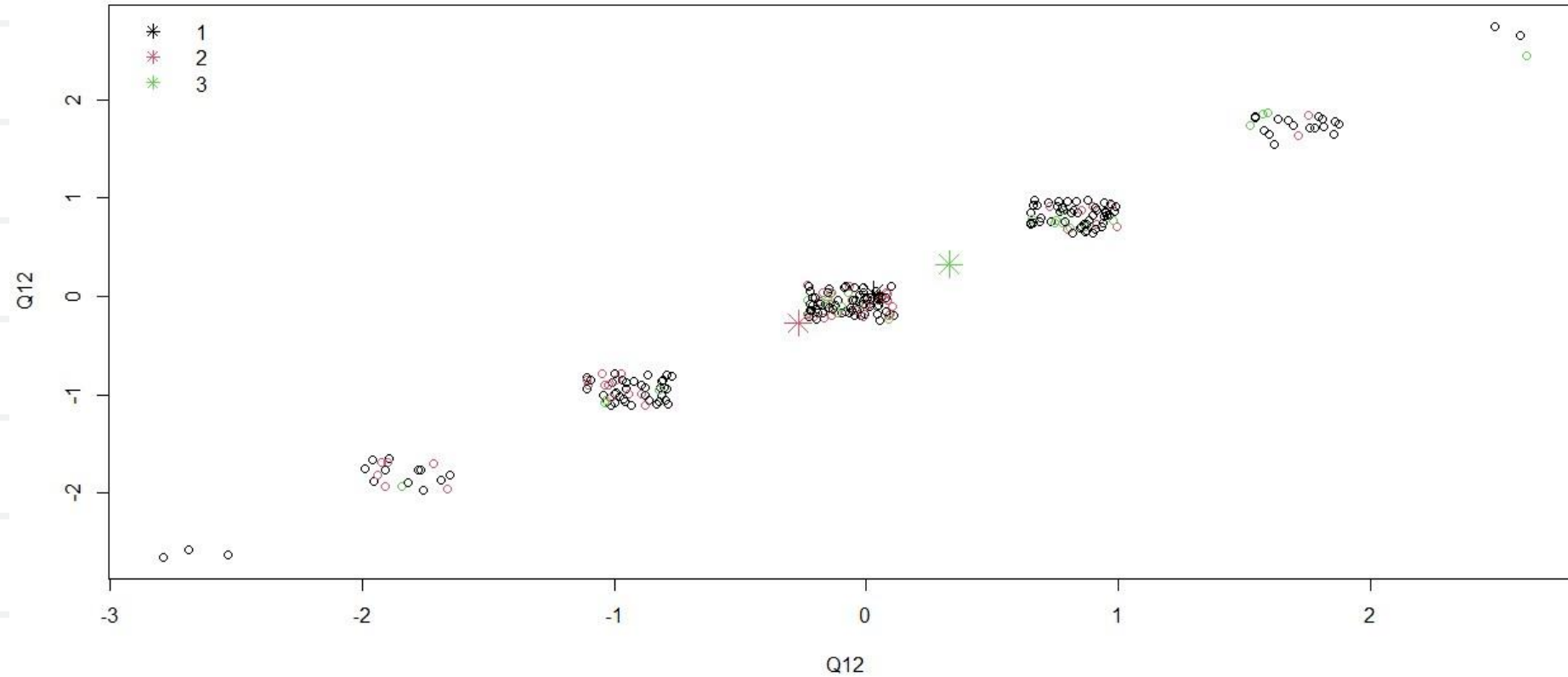
# Scatter Plot k=2



between\_SS / total\_SS = 25.2%

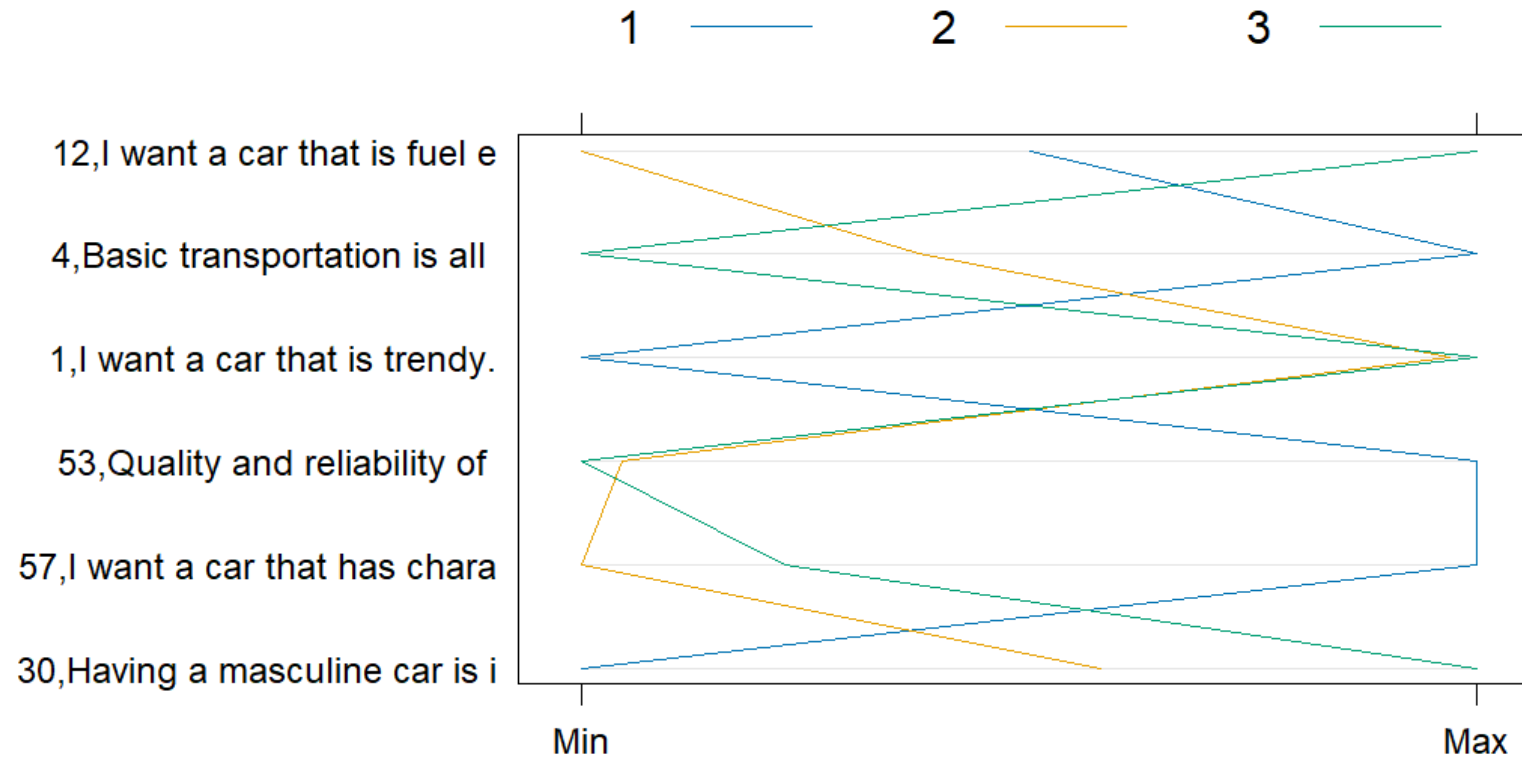
GroupA cluster: Group1: 172 people, Group2: 78 people

# Pairwise Plot



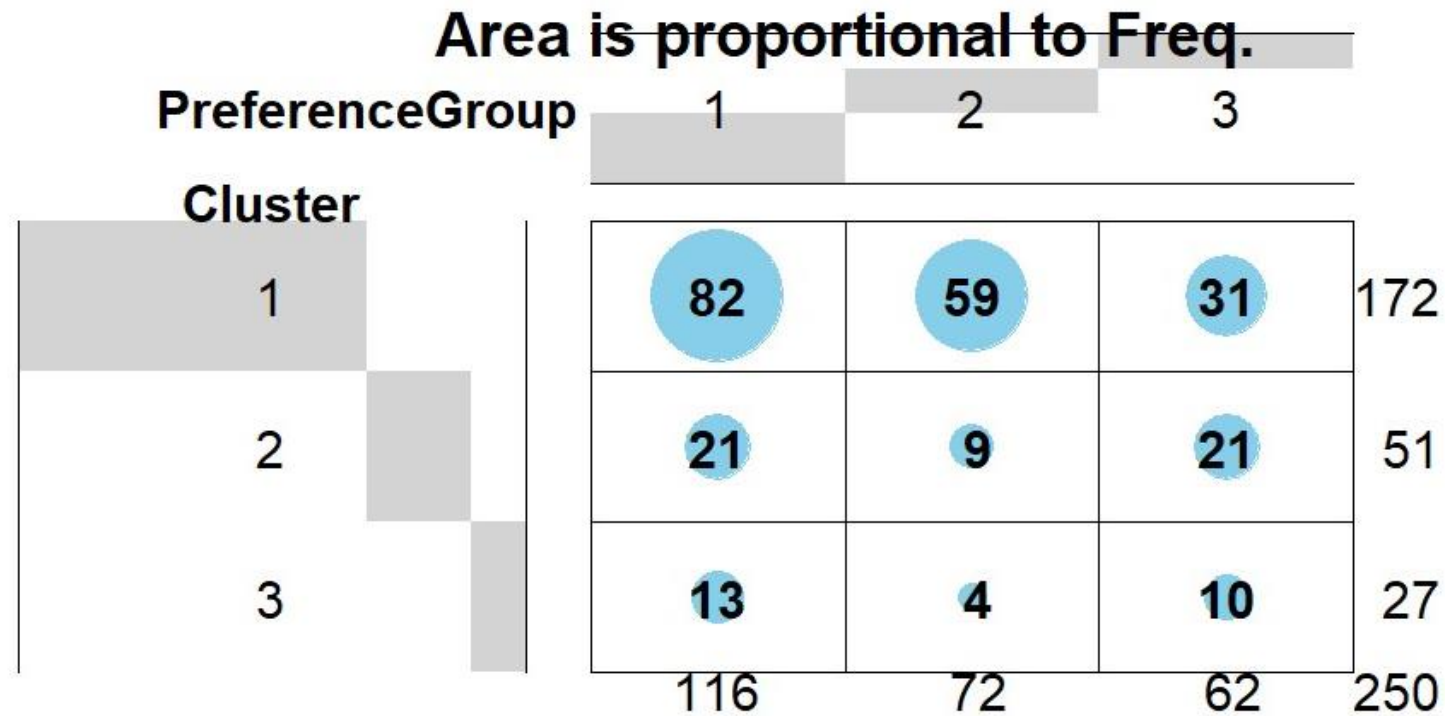
GroupA cluster: Group1: 172 people, Group2: 51 people, Group3: 27 people

# Parallel Plot



GroupA cluster: Group1: 172 people, Group2: 51 people, Group3: 27 people

# Balloonplot

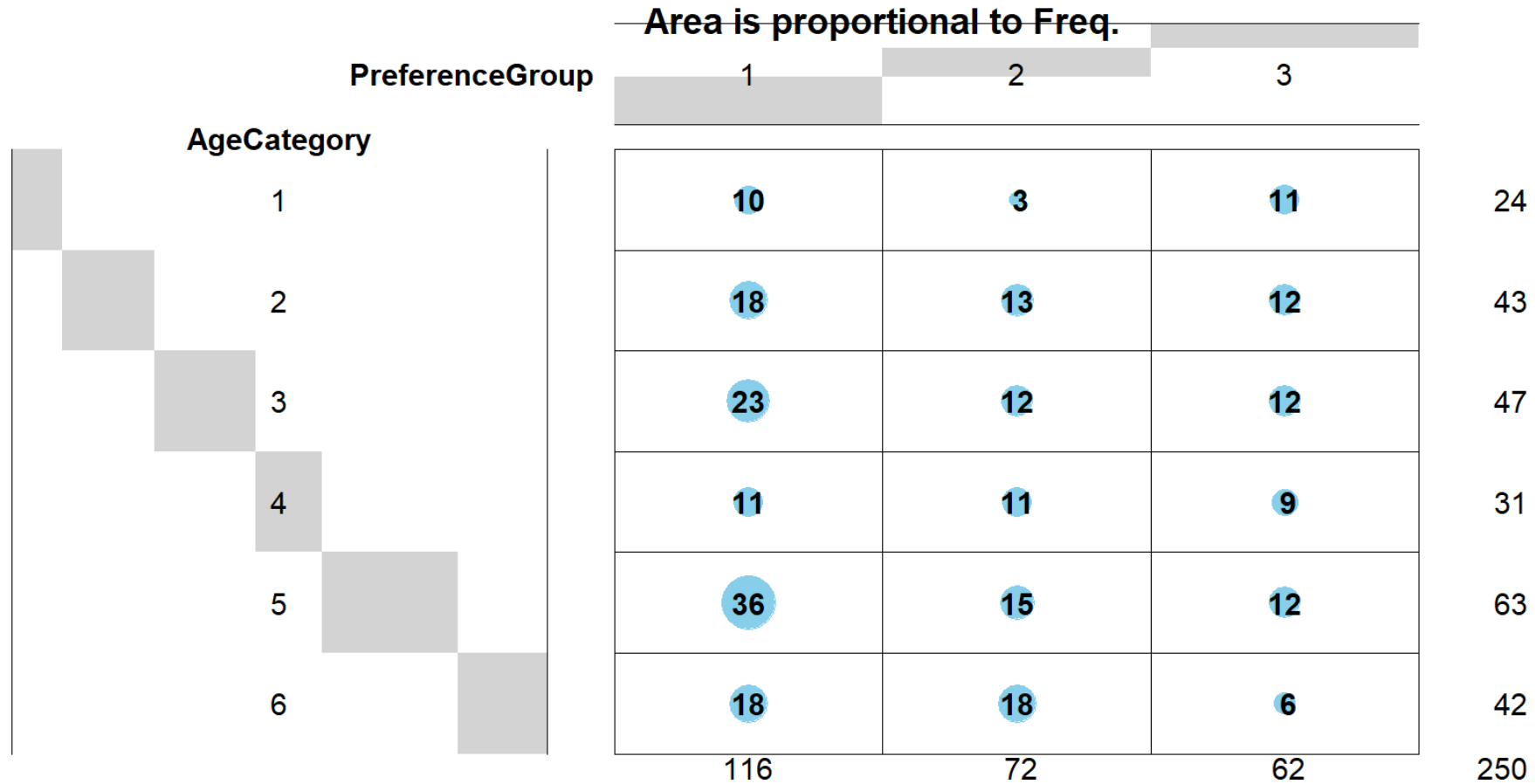


Preference Group vs GroupA cluster

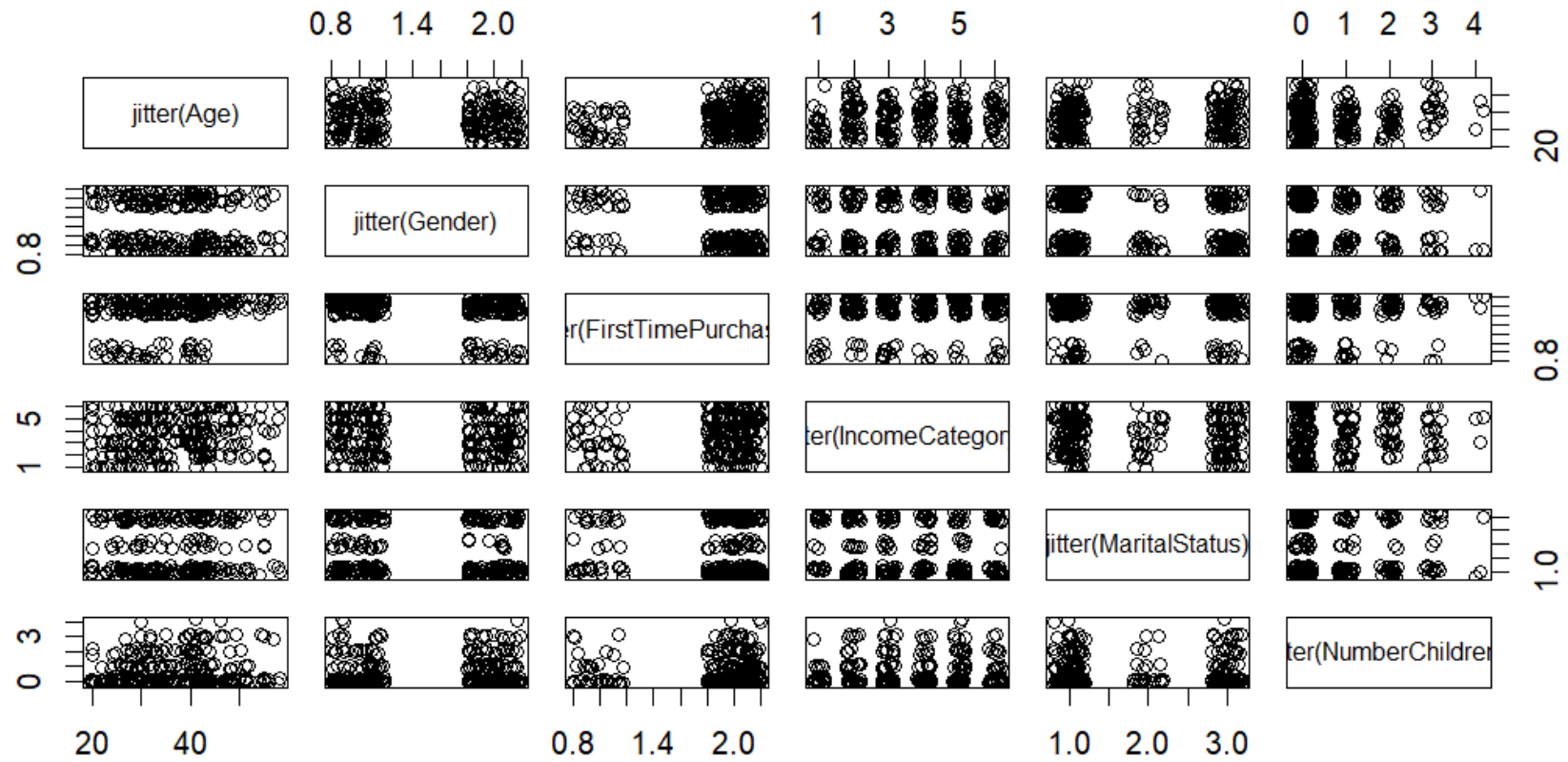
# Demographic Cluster Analysis



# Balloon Plot



# Matrix Plot

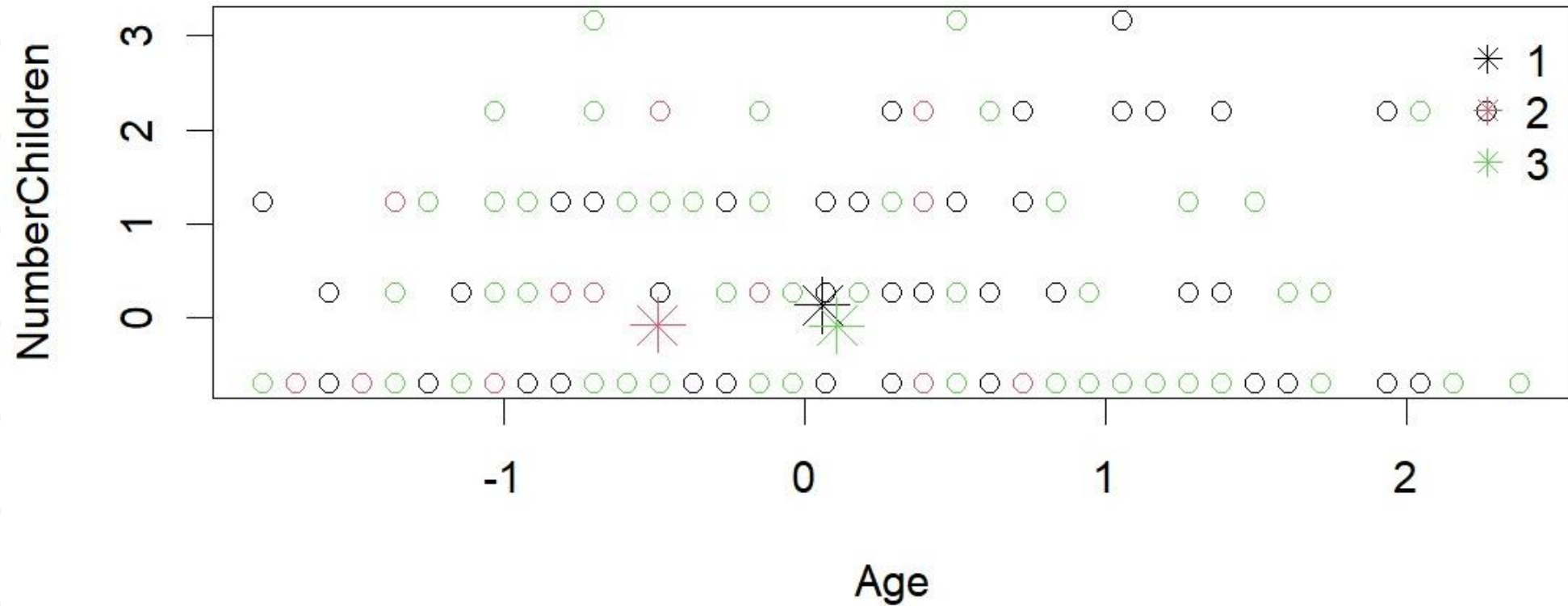


# K-means Solutions





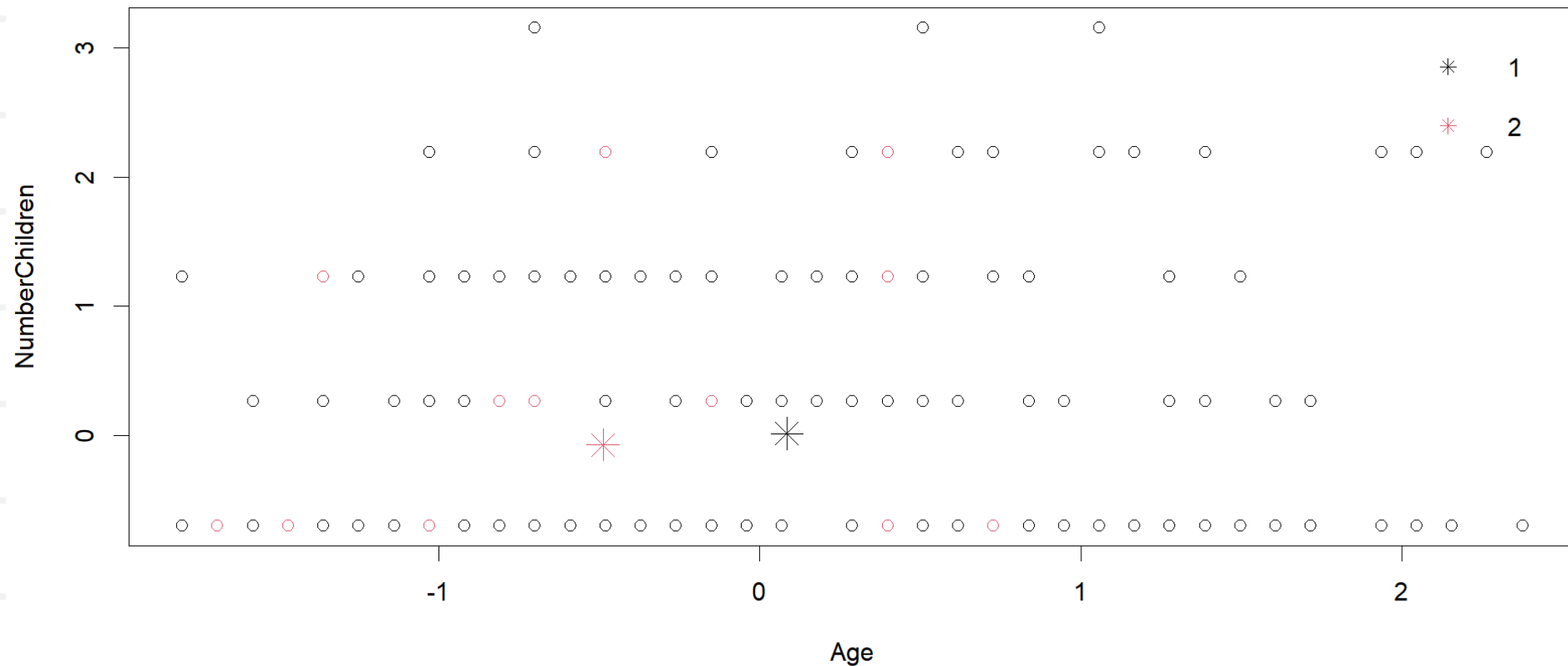
# Scatter Plot k=3



between\_SS / total\_SS = 32.2 %

GroupA cluster: Group1: 96 people, Group2: 37 people, Group3: 117 people

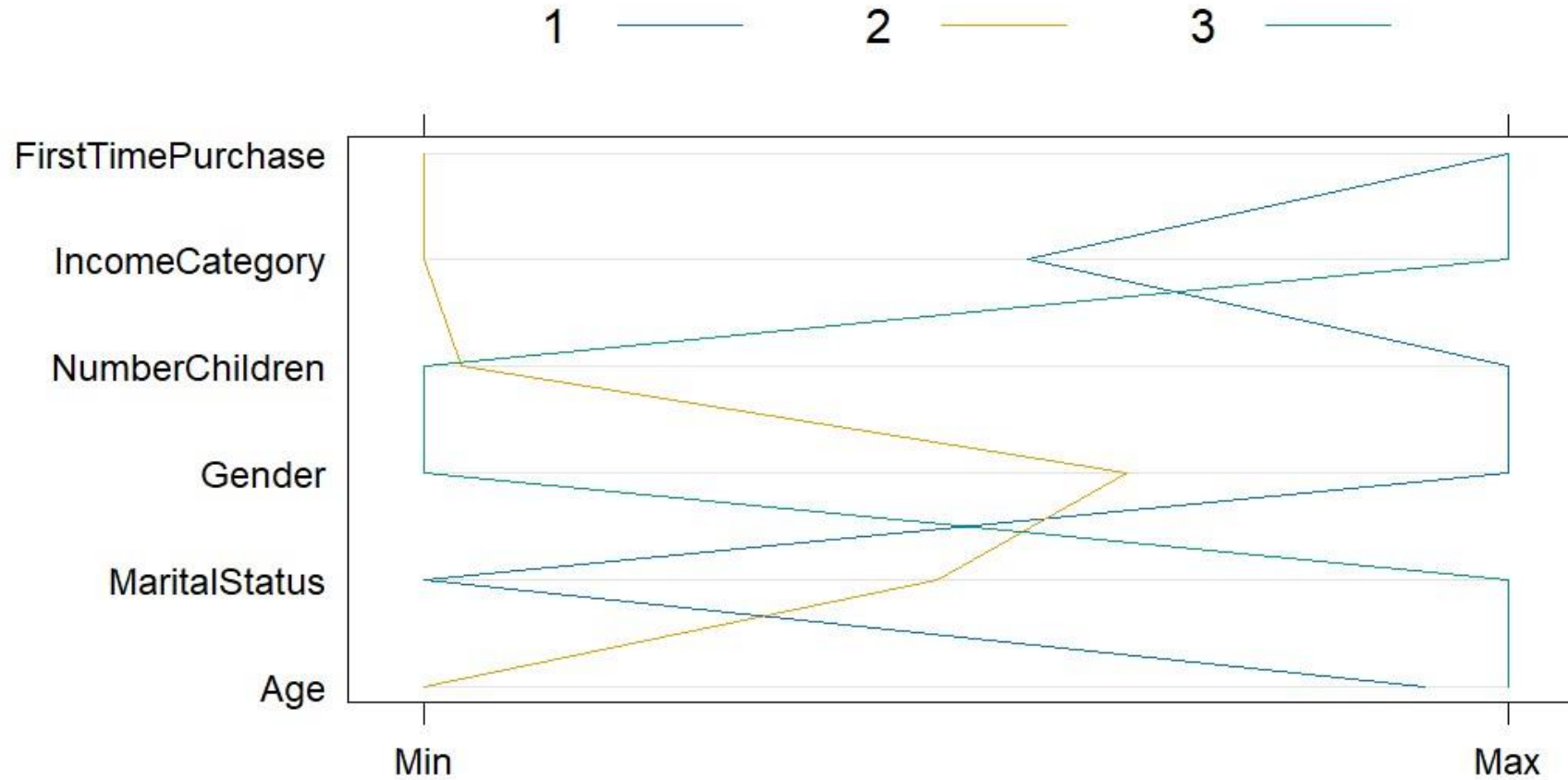
# Scatter Plot k=2



between\_SS / total\_SS = 17.9 % -> inappropriate

GroupA cluster: Group1: 213 people, Group2: 37 people

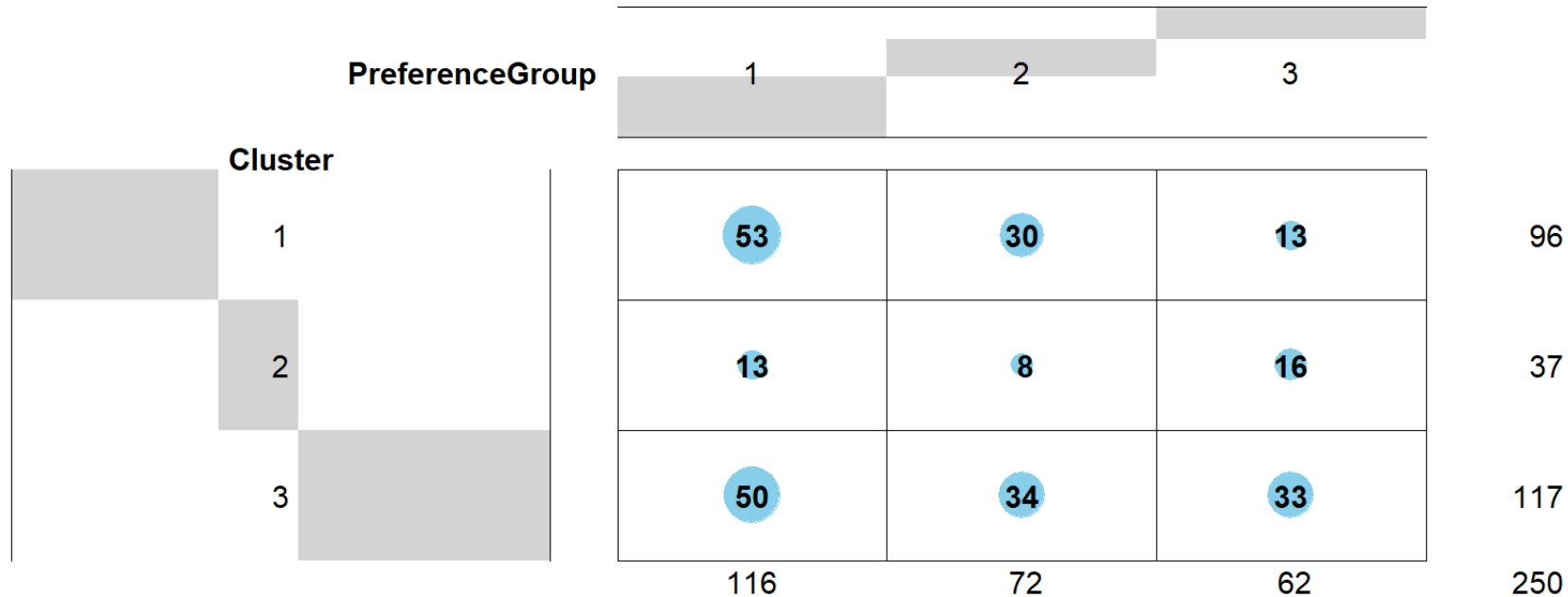
# Parallel Plot



GroupA cluster: Group1: 96 people, Group2: 37 people, Group3: 117 people

# Balloon Plot

Balloon Plot for x by y.  
Area is proportional to Freq.



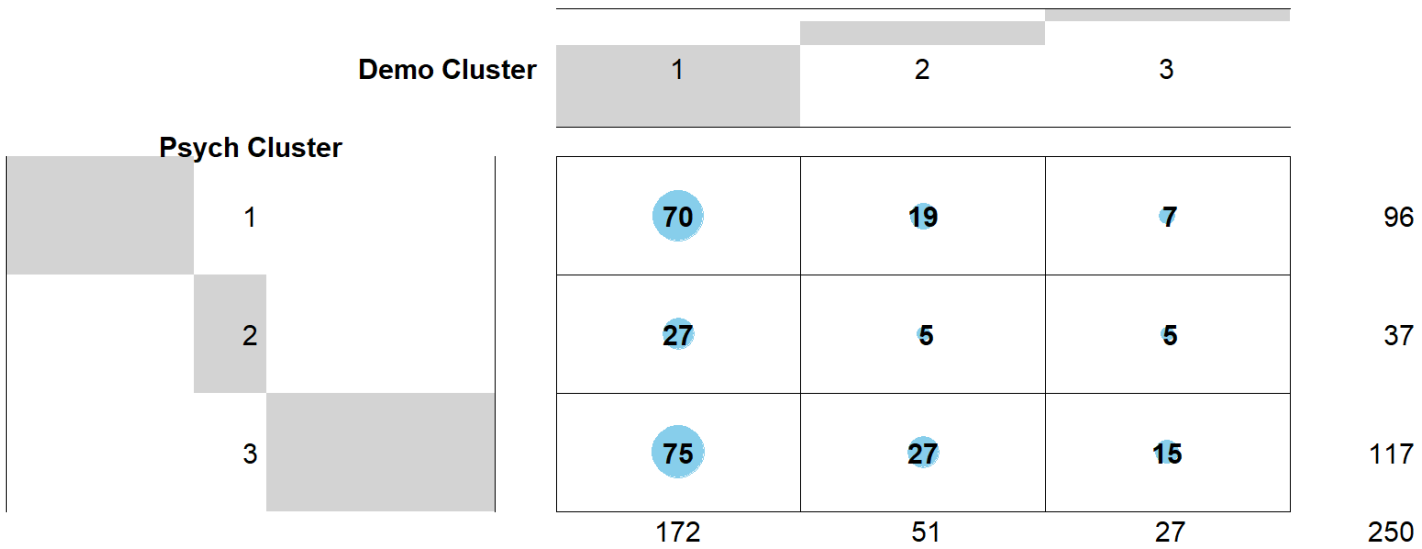
Preference Group vs GroupB cluster

# Psychographic vs Demographic



# Comparison

Balloon Plot for x by y.  
Area is proportional to Freq.



groupA cluster vs groupB cluster

STP



# STP

S

- Age
- Number of Children
- Income
- First-time Purchase

T

- Middle-aged and elderly individuals
- Two or fewer children
- Moderate to high income
- Repeat purchase (not first-time buyers)

P

- Quality (Durability)
- Built-in Design
- Personality
- Affordable Price



# Strategy



# Strategy

Ad

Social Media

Experience

- Open Test Drives
- Auto Shows
- Simulated Reality

Endorsement

- Celebrity
- Product Placement Marketing

**THANKS FOR  
YOUR LISTENING**

