



# DOT GLASSES

## INSIGHTS EXTRACTION AND REPORT PREPARATION.IPYNB

**\*\*Report: Understanding Eyewear Consumption Patterns\*\***

**\*\*Introduction:\*\***

In this analysis, I aimed to understand the consumption patterns of eyewear among potential customers of Dot Glasses, a company providing affordable eyeglasses. I utilized survey data containing demographic, lifestyle, and health information to uncover insights into customer behaviors and preferences.

**\*\*Methodology:\*\***

I started by importing and cleaning the dataset, filtering relevant columns, and handling missing values. Numeric columns were converted to facilitate analysis. Descriptive statistics and visualizations were used to explore the distribution of eyewear usage across different demographic and lifestyle factors.

**\*\*Findings:\*\***

- **\*\*Income Influence:\*\*** Customers with higher family incomes exhibited extreme cases of wearing glasses, indicating a potential correlation between income levels and eyewear consumption.
- **\*\*Age Trends:\*\*** Eyewear usage was prevalent among individuals aged 30 and above, with a noticeable increase in consumption with age. However, there were fluctuations in usage patterns across different age groups.
- **\*\*Activity Preferences:\*\*** More individuals reported spending time watching TV indoors compared to playing outdoor or indoor sports, suggesting a sedentary lifestyle among a significant portion of potential customers.
- **\*\*Age Distribution:\*\*** While there was an equal distribution of consumers from 20 to 30 years of age, the highest number of consumers was observed at 40 years. However, consumption decreased notably at 50, then increased again from the 60s before declining significantly in older age groups.

**\*\*Assumptions:\*\***

The fluctuating graphs may be influenced by various factors, including income levels, lifestyle preferences, and age-related vision changes. Higher income individuals may prioritize eyewear for fashion or convenience, while age-related vision deterioration could drive increased consumption among older demographics.

**\*\*Target Market and Marketing Approach:\*\***

My target market comprises individuals aged 40 and above, with a focus on those in their 50s and 60s due to their higher consumption patterns. I propose a marketing approach that emphasizes the convenience, affordability, and style of Dot Glasses for mature individuals seeking reliable vision correction solutions. The poster will feature relatable imagery of active seniors enjoying various activities while wearing Dot Glasses, accompanied by messaging highlighting the product's durability, comfort, and value.

Overall, by understanding the nuanced consumption patterns and preferences of potential customers, Dot Glasses can tailor their marketing strategies to effectively reach and engage their target market, ultimately driving brand awareness and sales.