

DOT GLASSES PRESENTS:

Pitch presentation

A presentation by Siphosethu Raga

[Link to video](#)

TODAY'S AGENDA

1

Introduction to the Session

3

Body with clean datas

2

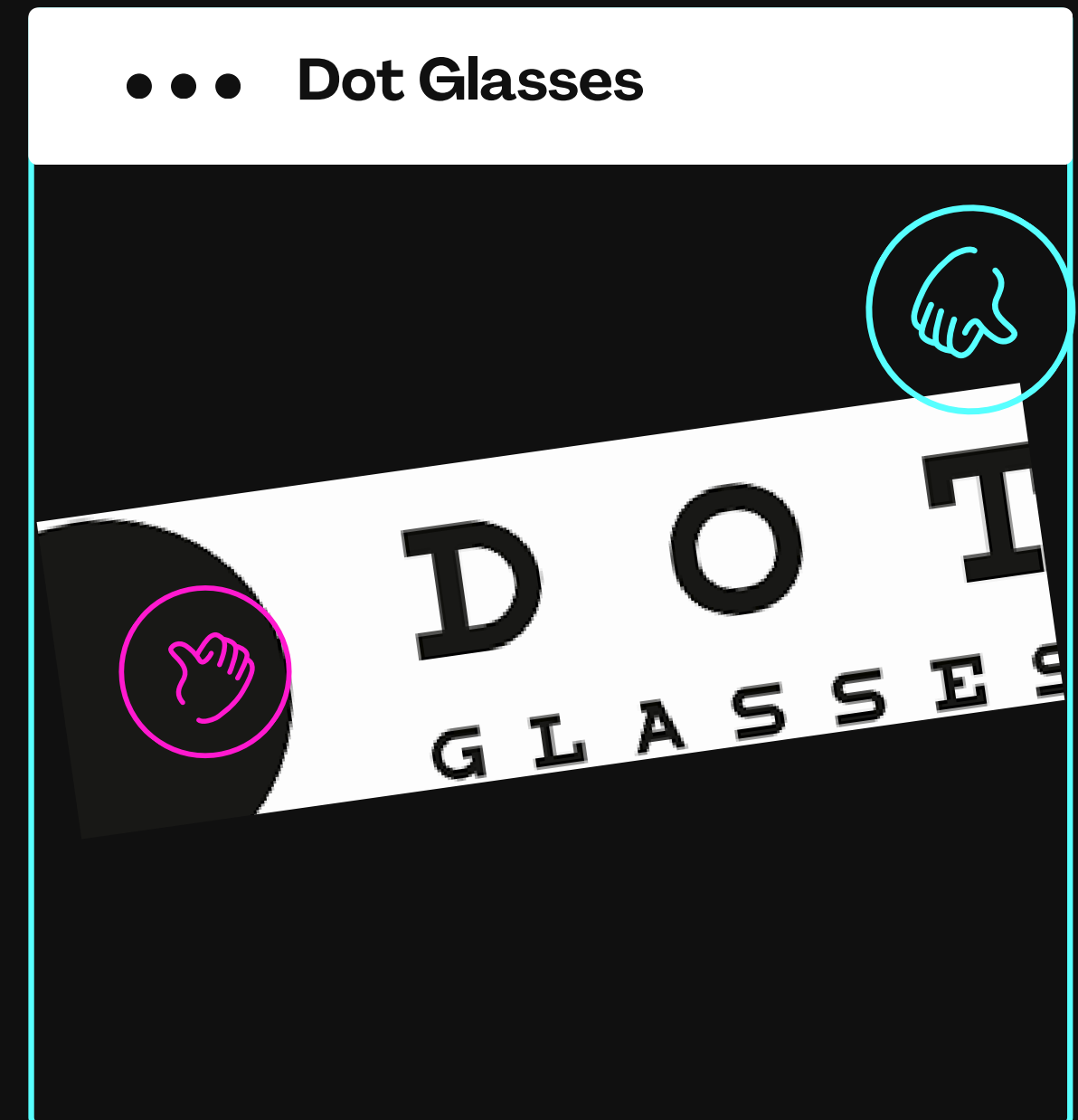
Body-2 with graphs

4

Conclusion

INTRODUCTION

Thank you for the opportunity to present our findings for Dot Glasses. Our goal was to analyze the Spectacles Customer Dataset to uncover insights for marketing, product improvements, and customer service. Today, I'll summarize the key analyses and significant conclusions from our data exploration.



We cleaned the dataset using Pandas to ensure reliability and clear labels. In our exploratory data analysis (EDA), we encoded categorical variables and visualized client distributions by demographics.

Key finding: Eyewear usage increases with age, especially among those 30 and above. Consumption patterns fluctuate, indicating that age-related vision changes and lifestyle preferences impact eyewear use.

```
Index(['Unique ID', 'Country', 'Age', 'Annual Family Income ($)', 'Gender',  
      'Time spent watching videos/TV', 'Time spent playing indoor sports',  
      'Time spent playing outdoor sports',  
      'Total Time spent working in front of screen', 'Sleeping hours', 'IQ',  
      'Whether parents have specs', 'English speaker',  
      'Whether parents have specs', 'Migrated overseas',  
      'Migrated within country', 'Migrated overseas',  
      'Marital Status (0 - Single, 1 - Married, 2 - Divorced)',  
      'Has Diabetes', 'Education Status', 'Has Gym Subscription',  
      'Has OTT subscription', 'Number of friends', 'Likes spicy food',  
      'Likes desserts', 'Wants to change career', 'Has debt', 'Has kids',  
      'Drinks alcohol', 'Smoker', 'Wear Specs'],  
      dtype='object')  
Unique ID Country Age Annual Family Income ($) Gender \  
0 7319483 CAN 13 20423 Male  
1 4791965 CAN 13 5570 Female  
2 2991718 CAN 13 58706 Female  
3 4220106 CAN 13 57118 Male  
4 2263008 CAN 14 59834 Male  
  
Time spent watching videos/TV Time spent playing indoor sports \  
0 3 4  
1 3 3  
2 2 2  
3 6 2  
4 6 3  
  
Time spent playing outdoor sports Sleeping hours IQ ... \  
0 3 8 95 ...  
1 1 3 120 ...  
2 1 9 114 ...  
3 1 11 117 ...  
4 4 12 117 ...
```

BODY-2

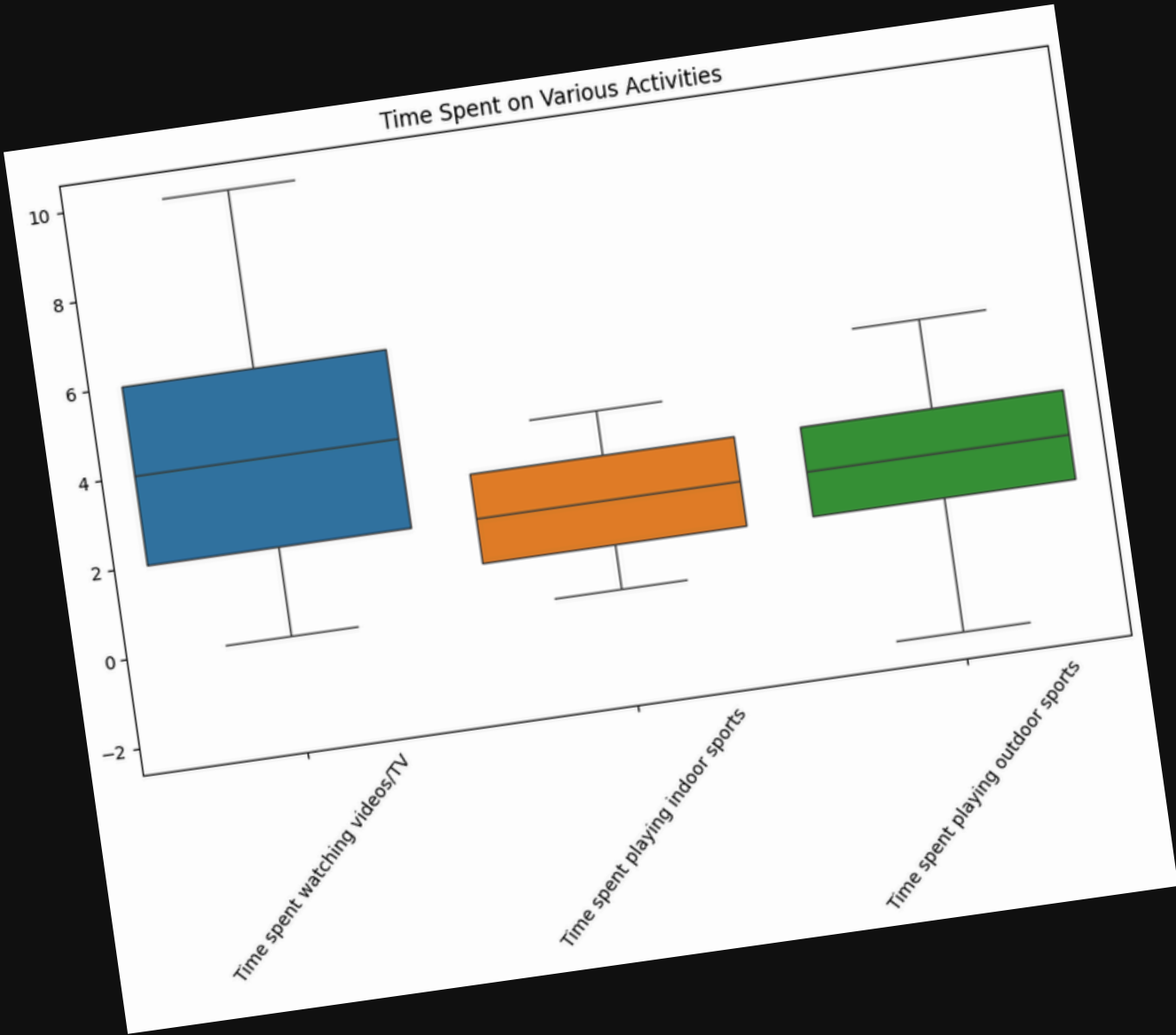
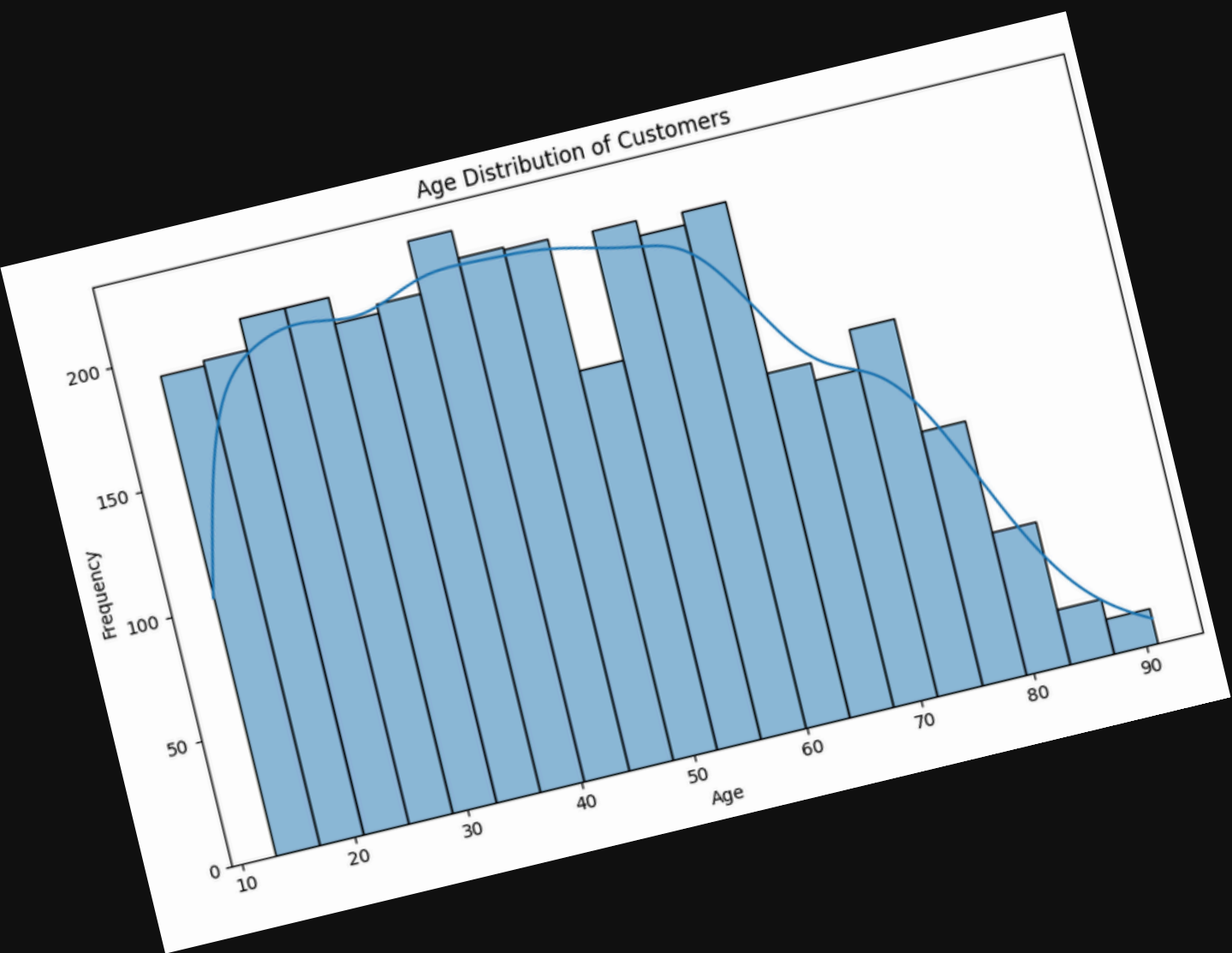
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We used advanced data analysis techniques to predict eyewear use and found strong correlations with demographic factors. Lifestyle analysis revealed a sedentary trend, informing our marketing strategies. We ensured data reliability through outlier detection and correction.

Key insights:

- Higher income correlates with increased eyewear usage, emphasizing affordability.
- Individuals aged 40+ are our primary target market, especially those in their 50s and 60s.



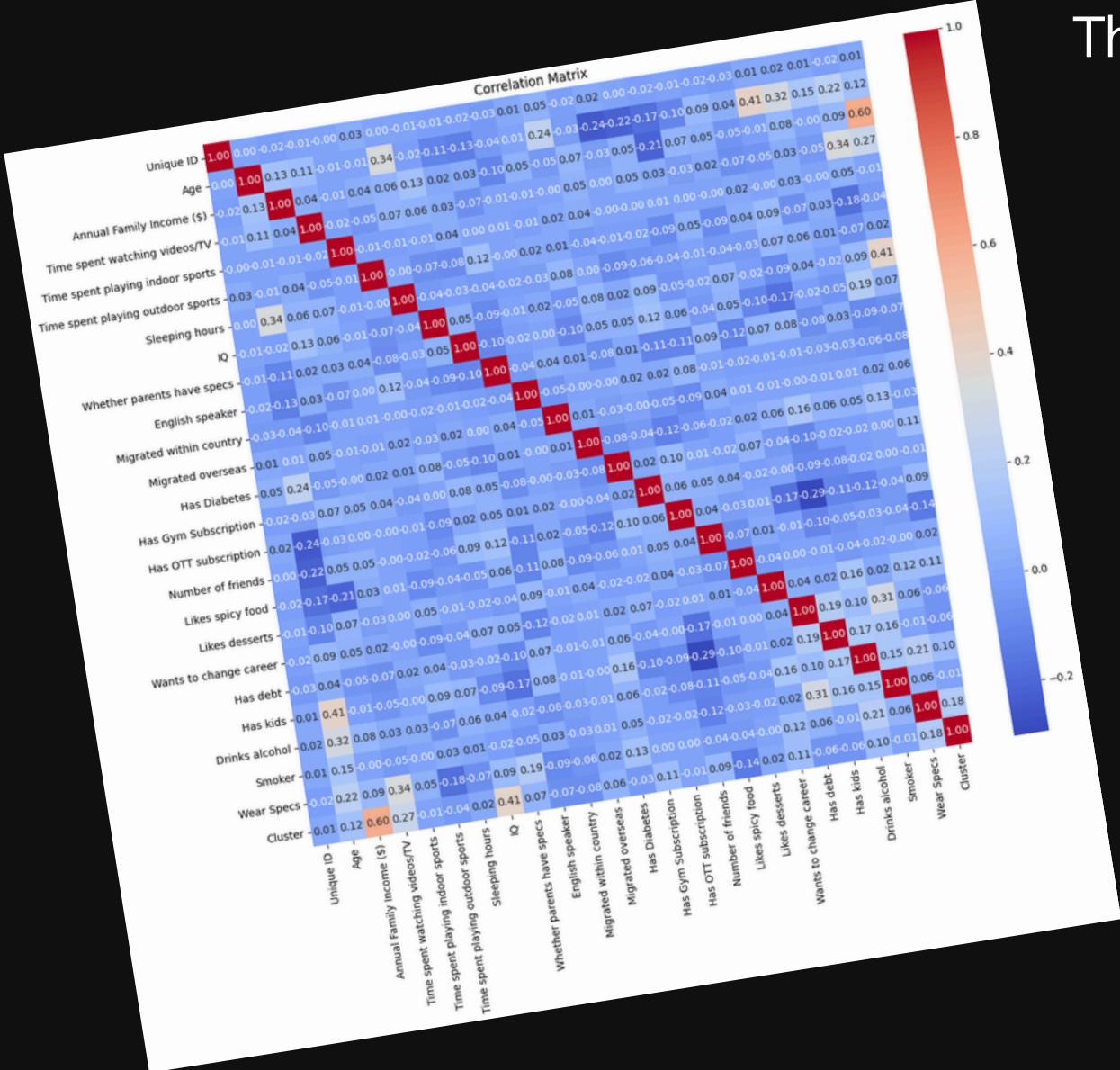
CONCLUSION

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Our data analysis provides Dot Glasses with insights into customer behaviors and preferences. By targeting individuals aged 40 and above and highlighting our products' convenience, affordability, and style, we aim to engage our audience effectively. Our marketing will showcase active seniors wearing Dot Glasses, emphasizing durability, comfort, and value.

These insights drive strategies to enhance customer satisfaction, brand awareness, and sales. With informed decisions, Dot Glasses is poised for success in the market. Thank you, and I welcome any questions.



SEE THE WORLD THROUGH MY EYES

DURABILITY, COMFORT, AND VALUE

get your free eye test and see if you qualify for free glasses this upcoming June

Venu: Centinary Hall

Date: 31-05-2024

Time: 09:00-18:00

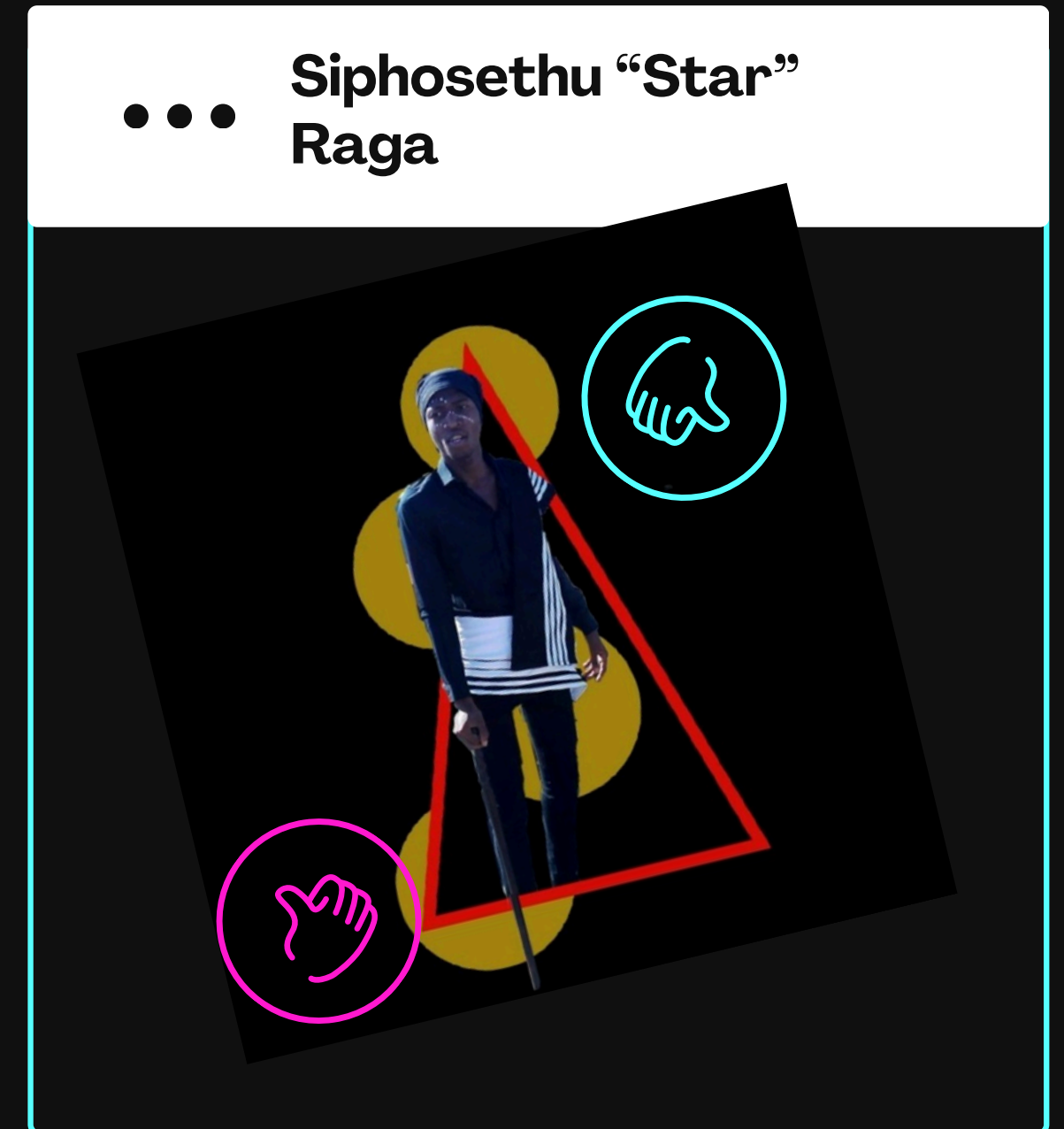
END

Dot Glasses

28th May 2024

Who is Siphosethu Raga

Siphosethu Raga is a multi-talented individual known for his expertise in data science, graphic design, and virtual events management. As a data scientist, he excels in analyzing complex datasets to derive actionable insights. Additionally, his proficiency in graphic design allows him to create visually appealing and impactful content. Moreover, Siphosethu's skills extend to virtual events management, where he orchestrates seamless and engaging online experiences. Overall, he is a versatile professional known for his ability to merge creativity with analytical prowess to deliver exceptional results.



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