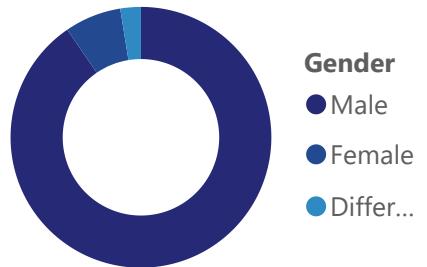
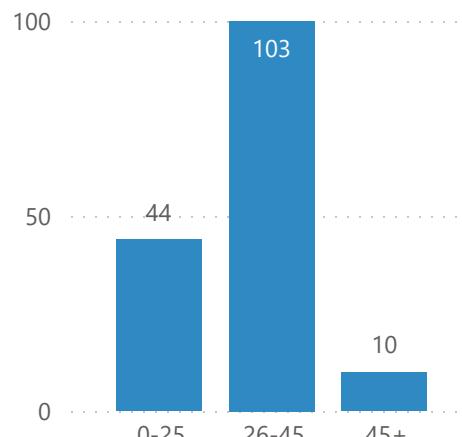


Prusa Research Marketing Portfolio Analysis

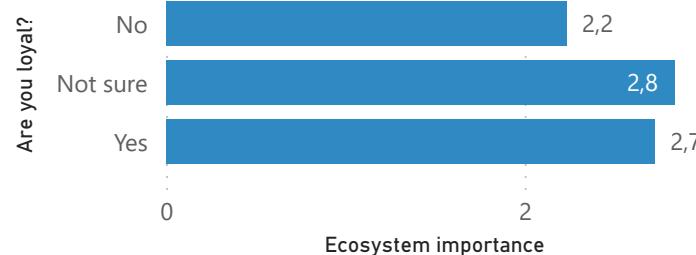
Groups of customers



Age

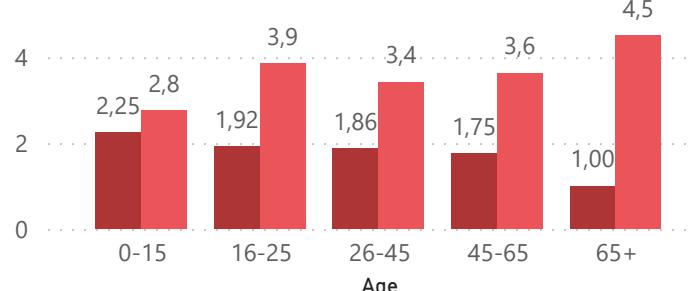


Loyalty and ecosystem



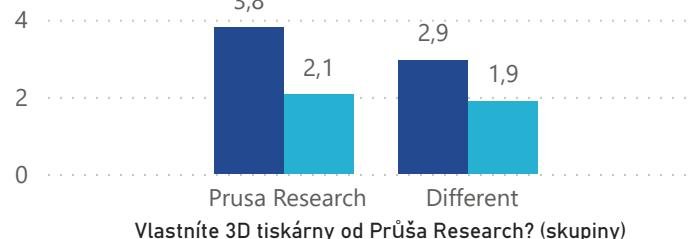
Price

● Prusa price rating by customers ● Price importance



Propagation

● Propagation rating ● Propagation importance



3,36

Prusa PROPAGATION rating (0-5)

3,00

Prusa PRODUCT rating (0-5)

1,87

Prusa PRICE rating (0-5)

How important are these factors for you? (0-5)

● Quality ● Community ● Price ● Ecosystem ● Speed of printing ● User Friendly ● Propagac...



How often do you shop and how important is price to you?

Age ● 0-25 ● 26-45 ● 45+

