A3: TEAM 6 – DDMSBA5

We created 5 personality traits and performed analysis based on the data set which we received.

Insight 1 - Attributes of Audience

From the Boxplot in codes, we can infer that people with high discipline go with windows laptops, such people are like exploring and are trouble-shooter. From an external research we have found out that people who like trouble shooting buy windows laptop. In our data set people who are doing MBA dual degree fall in this category.

Insight 2 : Openness Segmentation- open-minded, imaginative, creative person

Graphs in analysis show that a group openness segmentation for a future laptop for Window will have a younger age range,24-28 compared to a current laptop,27-38. In the meantime, the age group of openness segmentation is larger from 24-26 to 25-31 for Macbook users. However, the research shows that Macbook is focusing on the creative and design world while Window is for a business world which related to segmentation that they are more likely to express their create and experience new things (Openness,. Therefore, creative people are willing to change from Windows to Macbook which could offer the best function for them.

Insight 3 - Age band of future preferences

Age group of people who would prefer windows have a smaller spectrum on age whereas Windows users have a closely knit age band. This also compliments the external research which says that Mac users are more likely to live in a city than a rural area and people living in the city get digital access at a younger age. Through all emotions, windows PCs have less age band of audience. Which means the youngest and the oldest in the lot prefer Mac for their next purchase.

Recommendation:

Microsoft could be improve and focusing more on creative and design world, as people slight to change their preference to Macbook. Microsoft should promote more about Surface laptop as it already have an advantage with touch screen, flip screen including with the pen. Moreover, Microsoft could create a new design for Surface to be more unique and stylish when people carry around. In additional, Considering that People from mid-age prefer Windows, It is recommended to design and develop tools which aid the working/studying community and emphasize less on gameplay or younger aged audience.

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