Insights

1. From this report, it doesn't show an outstanding difference on switching laptop between Windows and MacBook based on personalities. Most of the respondents have the same laptop brand as the next one they would want to purchase. Despite the high degree of openness respondents have, shifting between MacBook and Windows could barely be seen. This also means that preference for either Windows or MacBook stems from different personalities if these ones cannot easily be alternatives of one another.

2. Cluster 3 with higher scores of "Inefficient_in_Communication" personality type shows interests in purchasing Chromebook in the future. We defined Cluster 3 as a group of behavior that is open-minded but not good at communication, so it makes sense that their scores are relatively high in here. Since they have open mindset, they tend to be open to new changes as well, which could shift their interests to something different more easily. This personality type could represent suitable candidates that a business wants to test out its new launch with since they could be less hesitant to new changes.

3. Windows users in Cluster 3 (Open-minded, not good at communication) are evaluated as their weakness in communication is greater than MacBook users in Cluster 3. On the other hand, MacBook users in Cluster 4 (Fair leadership skills) tend to be better at communicating with people compared to Windows users in the same cluster. This illustrates that different personalities could affect consumers' purchasing behaviors between Windows and MacBook. For instance, "open mindset" could possibly represents their flexibility because it is implemented on most of the laptop brands in the market, while MacBook's design is very limited.

Recommendation

We recommend collecting more information about customers daily routine like for what functions they use their laptop and the reason why they need it. According to the analyses we conducted, different personality types affect purchasing behavior of Windows and MacBook to some extent. Based on our third insights, MacBook users with leadership skills tend to be better at communication, however, since personality tests are usually based on individual scale and it can easily be biased subjectively. *Business Insight* says that MacBook has great and fashionable design, while Windows has a lower price and is good for gaming. Again, we cannot conclude that introvert people prefer Windows unless we know they spend decent amount of time on playing games. Besides personality, this research should be elaborated with daily routines and lifestyle so that it can group customers more concisely to make

different strategy to target them. For example, socially outgoing people, we can host some gaming events at Microsoft. Additionally, since there was a group of customers that are interested in Chromebook, Microsoft should dig deeper to learn from Chromebook and find out the advantage as well as the reason why people are willing to buy Chromebook.

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