

**Segmentation Home Work**

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SCENARIO: We have collected data from 50 consumers as to their importance weights for four different attributes. The Four attributes that make up this product Category are:

- Economy
- Speed
- Color
- Price

The data for the 50 people are shown below. The data file is called (Cluster50-Bonus.dat) can be obtained from the ERES web site, or from

<http://faculty.washington.edu/~sundar/NPM/LECTURE-NOTES/CLUSTER-Segmentation/>

Please note that we did not have the opportunity to collect any additional data (such as classification) from this group. You are required to do a preliminary segmentation of this market to determine the appropriate clusters as well as determine segment membership as an exploratory investigation..

*You are limited to one page of text. Your appendices are cannot be more than a maximum of 2 pages. You can work in groups of 2 or 3.*

Data for Cluster Bonus Project

50 4

2.	63.38	35.47	27.11	74.88
3.	63.32	33.43	34.71	63.31
4.	43.06	22.04	35.99	56.62
5.	60.13	34.4	37.12	53.7
6.	75.73	22.9	28.03	64.21
7.	49.79	44.06	36.22	62.03
8.	56.46	43.61	30.65	65.49
9.	51.04	21.89	24.68	57.6
10.	55.09	40.33	37.08	71.7
11.	52.9	15.89	33.48	59.17
12.	63.9	31.38	27.66	65.7
13.	62.37	14.22	26	58.5
14.	60.22	37.15	30.59	60.7
15.	46.04	38.63	40.34	64.15
16.	72.55	8.08	38.98	71.76
17.	71.56	38.76	28.34	66.61
18.	97.18	60.12	53.56	76.21
19.	99.58	56.4	72.12	76.94
20.	100.5	58.27	70.14	78.87
21.	98.95	52.55	63.08	80.46

22.	95.79	49.77	69.94	76.79
23.	99.04	60.79	61.94	71.47
24.	117.4	66.14	74.09	78.38
25.	95.64	56.88	64.29	76.59
26.	109.27	54.04	58.45	77.34
27.	103.39	40.78	70.58	78.83
28.	117.48	59.56	65.73	83.66
29.	108.75	56.38	57.13	75.28
30.	106.02	55.41	72.94	77.24
31.	112.65	66.01	50.41	73.21
32.	106.16	51.8	64.08	73.03
33.	112.04	51.97	63.42	82.84
34.	109.91	66.2	64.63	78.81
35.	7.16	29.95	83.45	13.82
36.	2.15	23.08	95.79	21.51
37.	16.71	34.43	75.45	13.96
38.	14.65	27.46	90.05	10.17
39.	6.75	33.29	81.37	4.41
40.	27.29	23.36	94.14	8.06
41.	5.91	17.72	80.67	2.81
42.	23.72	26.1	83.28	13.04
43.	28.82	28.74	87.12	20.08
44.	1.99	25.98	79.42	13.42
45.	1.93	22.72	86.82	20.18
46.	19.53	35.12	90.31	2.47
47.	21.13	32.05	89.84	12.44
48.	32.26	23.98	82.14	7.61
49.	31.67	35.83	85.42	15.89
50.	19.35	30.36	78.95	5.32
51.	21.4	20.72	80.09	19.67