Group-Assignment 1 (Cluster analysis)

Marketing Analytics (Prof Kreuzbauer) 2021

Deadline: 10.5.2021, 13.00

Instructions

1. Open the .csv file from our online survey in JASP
2. Run descriptive statistics to explore data (especially, means, standard-deviations, plots to check distribution)
3. Run cluster analysis (K-means/Hierarchical)
   1. Explore a meaningful number of clusters with Elbow/Dendrograms
   2. Try out with various numbers of clusters with various (meaningful) variables
   3. Store your clusters in the data-file, then run again descriptive statistics across the clusters. This allows you to compare the means for each variable across your clusters.
4. Select ‘good’ clusters.
5. Summarize your analysis in a max. 5-page report (12pt Arial, 1.5-line space, one additional cover-page must include full names from all group-members). Include relevant results from your analysis (data table, graphs) plus some notes to explain the rational and steps of your analysis. Most important: describe and interpret your main clusters in a catchy format (e.g. some pictures, numbers, etc.)