

MARKETING ANALYTICS: Case Study

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Name: _____

Date: _____

Case No.	Chapters	Case Title
3R	3A	Segmentation: Identifying Clusters: Pets and Dog Food

You are the marketing manager for Acme Dog Nutrition, an organic, gluten-free food for active dogs. You believe that not all dog owners are the same. You seek to identify groups among dog owners, with the objective of finding the group(s) who will appreciate the extra care and quality found in every kernel of Acme Dog Nutrition. To that end, you conduct a market survey using a 7-point Likert scale, asking each respondent to state their agreement from 1 (strongly disagree) to 4 (neutral) to 7 (strongly agree). The statements are:

S1: It is important for me to buy dog food that prevents canine cavities

S2: I like dog food that gives my dog a shiny coat

S3: Dog food should strengthen gums

S4: Dog food should make my dog's breath fresher

S5: It is not a priority for me that dog food prevent tooth decay or cavities (reverse coded)

S6: When I buy dog food, I look for food that gives my dog shiny teeth

You also collect age and gender data for use in later research. See the accompanying dataset.

To identify the groups, you will use the statistical software program known as R to execute the following actions:

- Wards: Apply Wards Agglomerative Hierarchical Clustering with Dendograms to identify the number of clusters in the dataset
- Interpretation: Interpret the resulting clusters to find actionable patterns or descriptions in the data so you can market to each of the various groups using distinct and effective messaging.

1. Using Wards, estimate the number of meaningful clusters present in the dataset

Approach	Results
Wards	

2. Describe the resulting clusters in a meaningful way so you can market to them using distinct messaging for each segment.

Approach	Results
Interpretation	