

## Background

### ADP Cobalt group

- Leading provider of digital marketing solutions for the automotive industry
- Has collected customer survey feedback on their dealer websites
- Wants to leverage survey data to guide decisions for optimizing content and website functionalities for the end user

## Research Questions

### Consumer Segmentation

- Cluster consumers into groups
- Statistical testing to understand the behaviors of each group
- Find relationships between key responses to particular questions and major KPIs

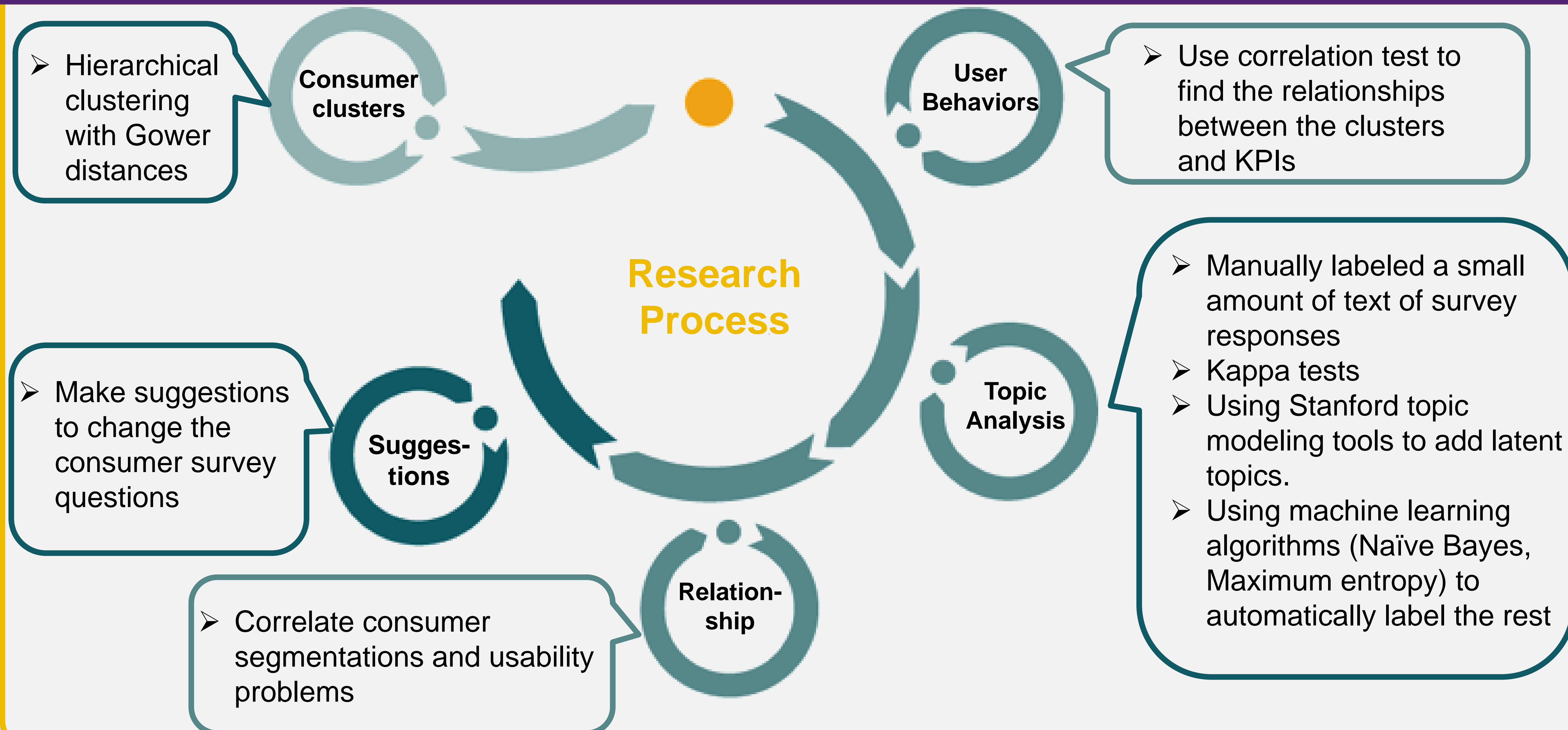
### Understanding open text responses

- Figure out usability problems on the dealer websites based on consumer responses to failed task completion
- Find out which customer segments are experiencing these usability problems

### Survey Changes

- Use the information found to help the development/design team form personas and scenarios, and improve the survey questions

## Methods



## Results

Likelihood of visiting dealership and purchasing vehicle

row.names	cor_kpi_vin	cor_kpi_hdx	cor_kpi_te	cor_kpi_s	cor_kpi_mean
qID_19_Discovery	0.49	0.94	0.60	0.76	0.70
qID_109_Relevancy	0.88	0.32	0.92	0.85	0.74
qID_23_Self.Service	0.81	0.20	0.76	0.72	0.62
qID_93_Contacts	0.92	0.44	0.54	0.72	0.65
qID_24_Trust	0.81	0.71	0.50	0.81	0.71
qID_27_Referral	0.78	0.54	0.81	0.41	0.63
qID_1_Overall.Experience	0.90	0.41	0.81	0.90	0.75
mean	0.80	0.51	0.70	0.74	0.69

Relationship between web experience and group mean of KPIs



- Consumer segmentations
- Relationship between web experience and group mean of KPIs
- Dealer sites browsing problems



- Ugly UI  
- More features please!  
- Where is the dealer email?

- Looking for a Chevrolet  
- Over 45 years old  
- Female  
- >65K Income