
Actionable Insights & Recommendations¹

- Higher-income customers prefer **KP781** and those with higher fitness levels (Fitness Level 5). Being the most expensive and advanced, this treadmill appeals to customers serious about fitness and can afford to invest in premium equipment.
 - **Recommendation:** Target high-income customers and fitness enthusiasts by marketing KP781 in upscale gyms, premium fitness centers, and high-end fitness influencers. Offer demonstrations of advanced features to customers in these segments.
- **KP281**, the entry-level treadmill, is purchased by younger customers (mostly under 30), particularly those with a lower income. This suggests that affordability is a key factor for younger, price-sensitive customers.
 - **Recommendation:** KP281 should be marketed to young professionals, college students, and first-time buyers. Offering financing options or discounts to this segment could increase sales.

2. Gender-Based Purchasing Trends

- An elevated percentage of **male customers** consume treadmills among all brands, with males displaying a robust inclination for the mid-range **KP481**.
 - **Recommendation:** Highlight attributes like stability and presentation in the promotion of KP481 to appeal to male fitness fans. Display endorsements from male influencers and athletes.
- **Female customers** exhibit a slightly greater probability of buying the **KP281** model, probably because of its affordability or comfort of use for learners.
 - **Recommendation:** Bear in mind the creation of specific campaigns for female customers, focusing on KP281's user-accessibility and compact construct. Partnering with female fitness influencers or wellbeing groups could improve outreach.

3. Income-Based Segmentation

- Customers making **above \$90,000** mainly buy the **KP781** treadmill, while customers earning **below \$35,000** are more inclined to purchase **KP281**.
 - **Recommendation:** Segment marketing efforts based on income levels. For high-income segments, emphasize the premium features and advanced technology of KP781. For lower-income groups, highlight the affordability and essential features of KP281.

- Customers in the **\$50,000 to \$70,000** income bracket show a balanced interest in KP481, suggesting they seek a balance between features and cost.
 - **Recommendation:** Position KP481 as the ideal treadmill for customers who want a balance between advanced features and value for money. Focus marketing efforts on middle-income professionals who are regular runners but don't require premium features.

4. Fitness Levels and Product Preferences

- Customers with **Fitness Level 5** are much more likely to purchase the **KP781**, while those with lower fitness levels tend to choose the **KP281** or **KP481**.
 - **Recommendation:** For customers who rate themselves at a high fitness level, emphasize the performance and technical sophistication of KP781. For beginner or intermediate fitness levels, emphasize the ease of use and incremental fitness goals achievable with KP281 and KP481.

5. Age-Based Targeting

- KP281 is popular among younger customers, particularly those under 30, while **KP781** attracts an older demographic (35+), likely due to higher incomes and established fitness habits.
 - **Recommendation:** Consider age-based advertising. For KP281, focus on younger audiences through digital marketing platforms like Instagram or TikTok. For KP781, focus on more traditional marketing methods, such as fitness magazine ads and partnerships with fitness clubs.

6. Marital Status Insights

- Partnered customers are more likely to purchase treadmills, especially the higher-end models. This suggests that married or partnered individuals might be more health-conscious or interested in home fitness equipment.
 - **Recommendation:** For partnered customers, promote treadmills as investments in family fitness and health. Offering couples discounts or family-oriented fitness bundles could be effective.

7. Usage and Miles Insights

- Higher usage (number of days per week) and miles are associated with customers who purchase **KP481** and **KP781**, indicating that these treadmills are preferred by more dedicated runners.
 - **Recommendation:** Highlight KP481 and KP781's durability and ability to handle frequent use. Use customer testimonials and case studies of high-mileage users to appeal to serious runners or fitness enthusiasts.

