

# Market Analysis Report for National Clothing Chain

*Udacity*

## **Project Description**

An online national clothing chain needs your help creating a targeted marketing campaign. Sales have been flat and they want to lure lost customers back. They want to advertise specific products to specific customers in specific locations, but they don't know who to target. They have three products in mind:

Shirt: \$25

Sweater: \$100

Leather Bag: \$1,000

They need you to conduct an analysis to determine the best product to advertise to each customer.

## **Data Source**

- 1) State list
- 2) Census data
- 3) Purchase list
- 4) Customer list