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**Market Analysis Report for National Clothing Chain**

****Analysis Questions:****

****What is the correlation (R2 value) between sales and income?****

The average sales and average income do indeed correlate positively according to Visuals Page scatter plot. states with higher average earnings also tend to have larger sales on a yearly basis. The trendline shows that the link is linear, which means that as average income rises, so do average sales.

****What is the correlation (R2 value) between customer ratings and product return rate?****

As shown in the scatter plot of Visuals2 Page , The correlation between customer ratings and product return rate is -0.64, which is a strong negative correlation. This means that there is a negative relationship between customer ratings and product return rate. There are many other factors that can affect product return rate, such as product quality, customer expectations, and convenience of returns.

****What are the linear regression formulas to predict customer income from customer sales?****

Predicted Income = 72.43\*'Customer List'[Last 6 Months Purchases]+ 72638.21

****= m \* x + b****

****Which customer do you predict has the highest income?****

Depending on line chart from Page 2, customers with a first name Jon, usually tends to have a higher salary.

****Which product will be advertised the most?****

****Here are some of the products that are most likely to be advertised:****

* Products that are in high demand. Products that are in high demand are more likely to be advertised because businesses want to reach as many potential customers as possible.
* Products that are priced competitively. Products that are priced competitively are more likely to be advertised because businesses want to make their products more attractive to potential customers.
* Products that have a high profit margin. Products that have a high profit margin are more likely to be advertised because businesses can afford to spend more on advertising.
* Products that are easy to advertise. Products that are easy to advertise are more likely to be advertised because businesses can reach a wider audience with less effort.

****The analysis's conclusions lead to the recommendation of the following marketing approach:****

* Identify clients in states where the average income is high.
* Encourage clients with modest incomes to purchase leather jackets and cotton sweaters.
* Promote the Spring T-Shirt to high-paying consumers.
* Make marketing messaging appropriate to each income range's demands.
* Create more specialised marketing campaigns by including additional factors like age, educational attainment, and marital status.

****This marketing plan is anticipated to boost revenue and raise client happiness.****