

**Name**

Cardio Good Fitness

**Scope**

Fundamentals of AIML

**Objective**

Explore the dataset to identify differences between the customers of each product. You can also explore relationships between the different attributes of the customers. You can approach it from any other line of questioning that you feel could be relevant for the business. The idea is to get you comfortable working in Python.

You are expected to do the following :

1. Come up with a customer profile (characteristics of a customer) of the different products
2. Perform univariate and multivariate analyses
3. Generate a set of insights and recommendations that will help the company in targeting new customers.

**Data Dictionary**

The data is about customers of the treadmill product(s) of a retail store called Cardio Good Fitness. It contains the following variables-

1. Product - The model no. of the treadmill
2. Age - Age of the customer in no of years
3. Gender - Gender of the customer
4. Education - Education of the customer in no. of years
5. Marital Status - Marital status of the customer
6. Usage - Avg. # times the customer wants to use the treadmill every week
7. Fitness - Self rated fitness score of the customer (5 - very fit, 1 - very unfit)
8. Income - Income of the customer
9. Miles- Miles that a customer expects to run