## Overview:

On the basic of fitness level, People having low fitness level, they are like to Purchase TM1 AND TM2, and People having good salary with excellent shape they are like to Purchase TM3.

Also according to people with high miles' data points, they like to purchase TM3 but people with low average miles' data points likes to purchase TM1 & TM2.

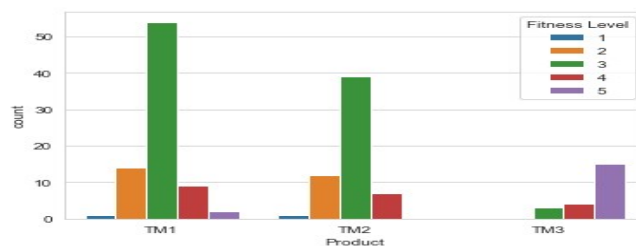| Product	Treadmill Usage	Fitness Level	Salary	Miles
TM1	3	3	46617	85.0
TM2	3	3	50028	85.0
TM3	4	5	59761	160.0

The TM1 is an entry-level treadmill with demand almost same across gender.
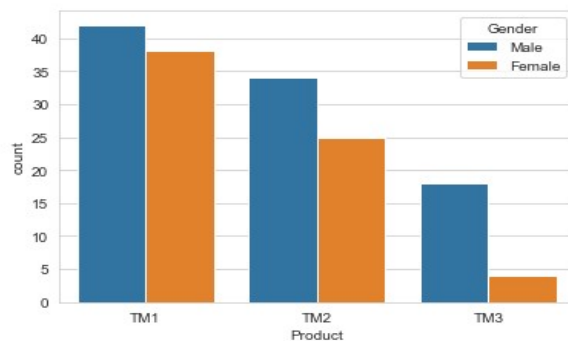
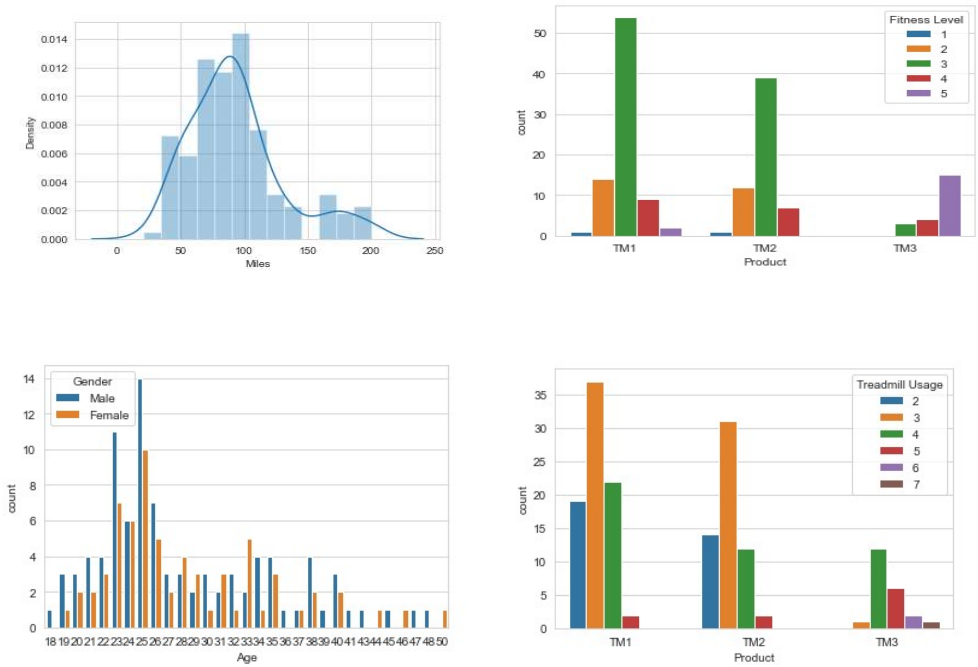TM1 & TM2 usage is excellent and high in demand as compare to TM3 product.
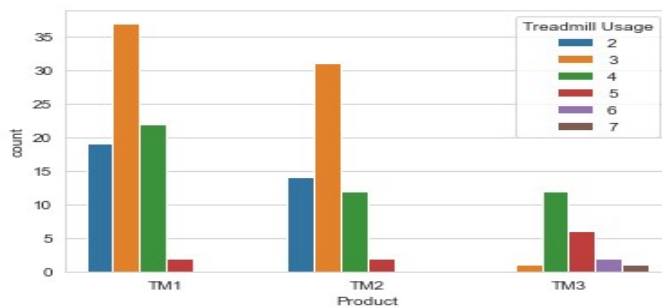
Most target People are with low fitness level less than equal to 3 because they are purchase TM1 & TM2.

Recommendation:

As per the analyses and data points, the target group for the acquisition of customers to buy Treadmills should be the person with low fitness level (in the range of 3), low treadmill usage (in the range of 3), age group between 23 to 27, average miles per week between 85, and salary range between 45k to 55k.

Product	Treadmill Usage	Fitness Level	Salary	Miles
TM1	3	3	46617	85.0
TM2	3	3	50028	85.0
TM3	4	5	59761	160.0