

Cardio Good Fitness Project

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Business Problem Overview and Solution Approach

- Good Cardio Fitness is a retail store that sells treadmill products.
- Customer data has been collected that contains treadmill information such as customer usage expectations and miles expected to run.
- Understanding the relationships within the dataset will identify target customers to maximize profits

Data Overview

- Customer data was collected from customers of Cardio Good Fitness. The data collected contains:
 1. Product - the model no. of the treadmill
 2. Age - in no of years, of the customer
 3. Gender - of the customer
 4. Education - in no. of years, of the customer
 5. 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 - of the customer
 9. Miles- expected to run

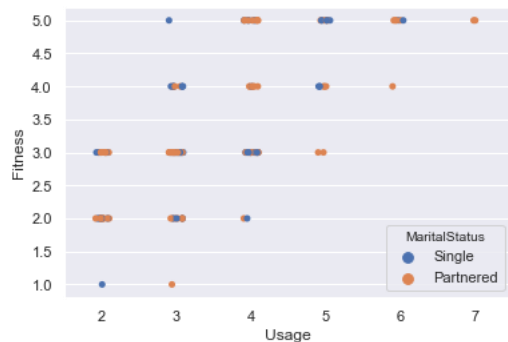
Correlation Data

	Age	Education	Usage	Fitness	Income	Miles
Age	1.000000	0.280496	0.015064	0.061105	0.513414	0.036618
Education	0.280496	1.000000	0.395155	0.410581	0.625827	0.307284
Usage	0.015064	0.395155	1.000000	0.668606	0.519537	0.759130
Fitness	0.061105	0.410581	0.668606	1.000000	0.535005	0.785702
Income	0.513414	0.625827	0.519537	0.535005	1.000000	0.543473
Miles	0.036618	0.307284	0.759130	0.785702	0.543473	1.000000

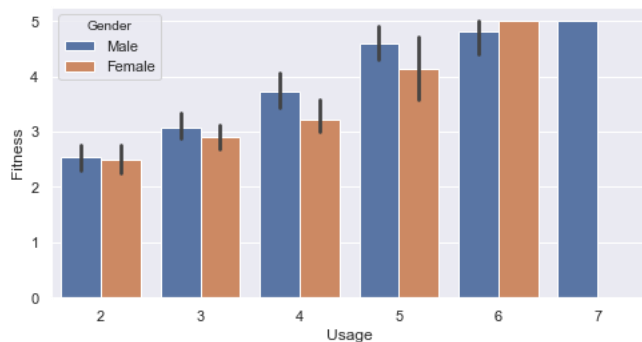


- After investigating the correlation of the numerical variables, there were three sets of variables that had the strongest correlations that were worth investigating
- The three sets of variables that were investigated were the following:
 - Usage and Fitness
 - Usage and Miles
 - Fitness and Miles

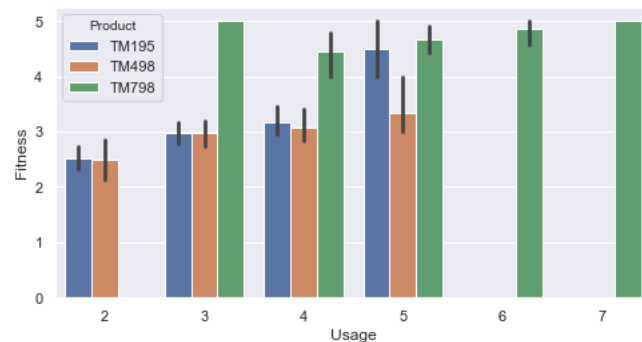
Usage v Fitness



Usage v fitness by marital status



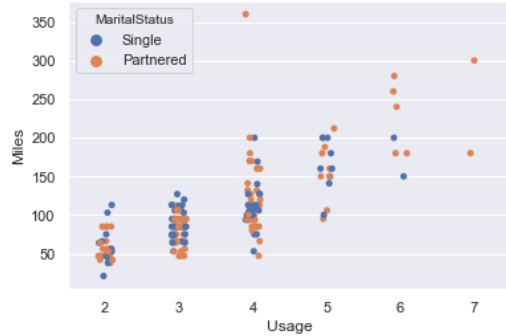
Usage v fitness by gender



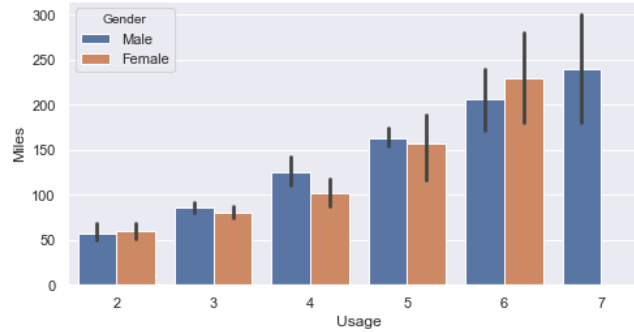
Usage v fitness by product

- Conclusion of the data:
 1. Marital status does not seem to have an impact on the fitness or usage.
 2. Male customers seem to have higher fitness rating and more usage.
 3. Customers who use TM798 have the most usage and the highest fitness ratings compared to the other models.
- Treadmill models TM195 and TM498 appear to be more appealing to customers who have a more casual approach to fitness.

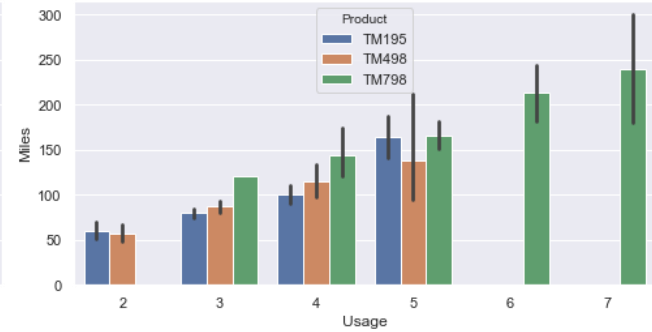
Usage v Miles



Usage v miles by marital status



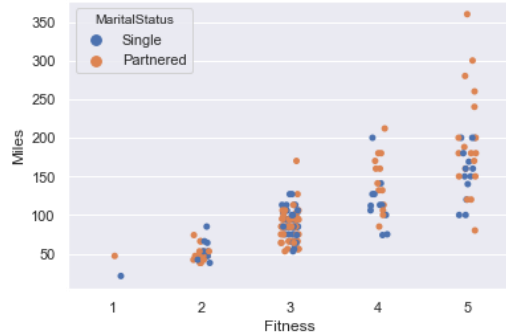
Usage v miles by gender



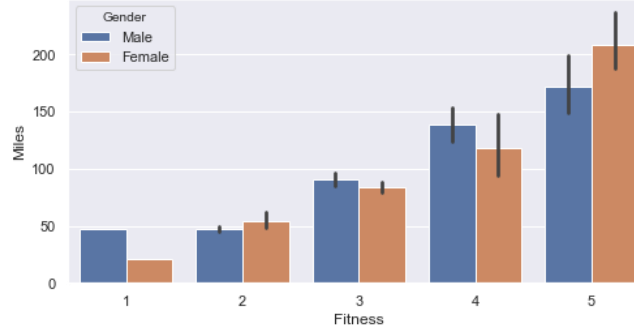
Usage v miles by product

- Conclusion of the data:
 1. Partnered customers expect to have higher usage and expect to run more miles than single customers.
 2. Male customers expect to run more miles rating and expect to have more usage than female customers.
 3. Customers of TM798 expect to have the most usage and expect to run the most miles.
- Partnered customers appear to expect more usage and miles ran.
- Customers who expect high usage and run the most miles also are customers of TM798

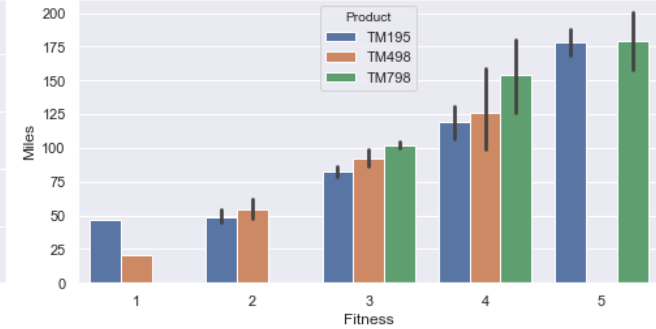
Fitness v Miles



Fitness v miles by marital status



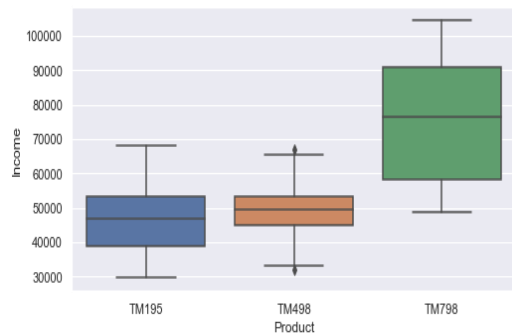
Fitness v miles by gender



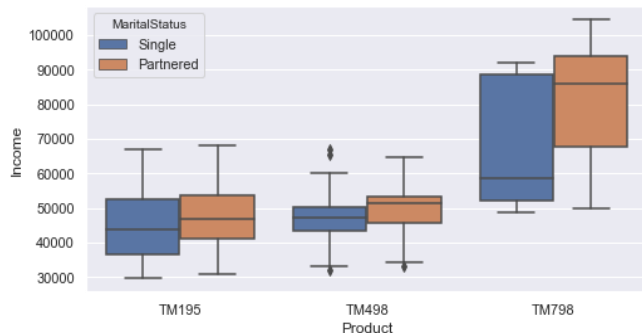
Fitness v miles by product

- Conclusion of the data:
 1. Partnered customers expect to run more miles than single customers.
 2. Customers who have a higher fitness rating expect to run more miles regardless of gender.
 3. Customers of TM798 are customers with a higher fitness rating and expect to more miles.
- Customers who have a higher fitness rating also expect to run more miles than customers with a lower fitness level.

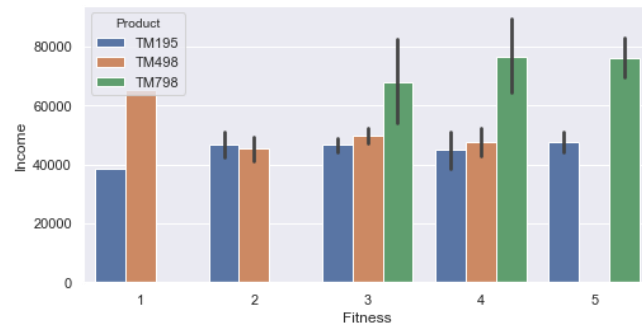
Income relationships



Product v income



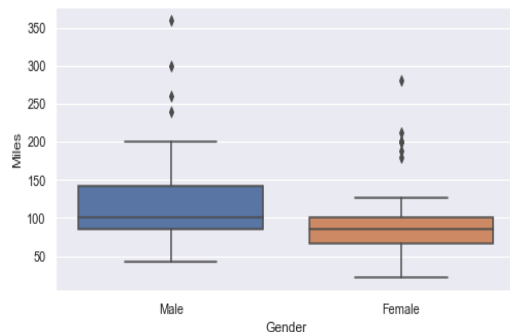
Product v income by marital status



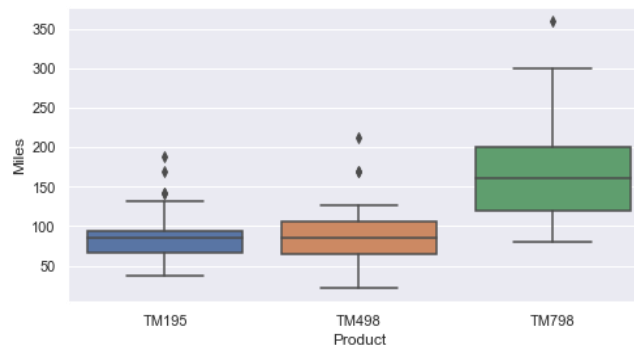
Fitness v income by product

- Conclusion of the data:
 1. Customers of TM798 have a higher income.
 2. Partnered customers on average have a higher income and own TM798.
 3. Customers with a fitness level of 3 and greater have higher income level and are customers of TM798.
- Observing the relationship between income and product, TM798 is more appealing to customers with a higher income.

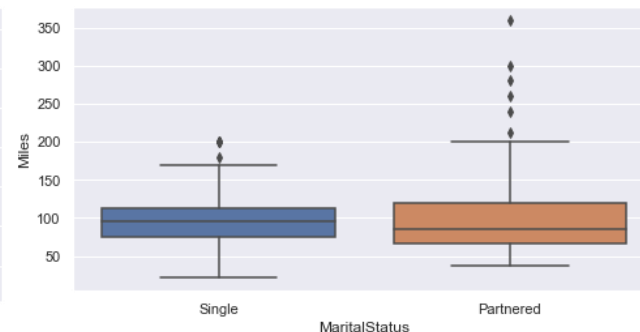
Miles relationships



Gender v miles



Product v miles



Marital status v miles

- Conclusion of the data:
 1. Male customers on average expect to run more miles than female customers.
 2. Customers of TM798 on average expect to run more miles.
 3. Customers who are partnered expect to run more miles than customers who are single.

Business Insights and Recommendations

- Based on the data investigated we can conclude the following about the relationship between the customer and product:
 - Customers who take fitness more seriously (based on their fitness rating, expected usage, and miles expected to run) favor TM798.
 - Customers who favor TM798 also have a higher income than customers who are more casual about fitness who prefer the other two models.
- These observations give an idea of who to market which product to.
 - TM798 should be marketed towards customers who are more serious about fitness while TM195 and TM498 can be marketed to customers who are more casual about their fitness.