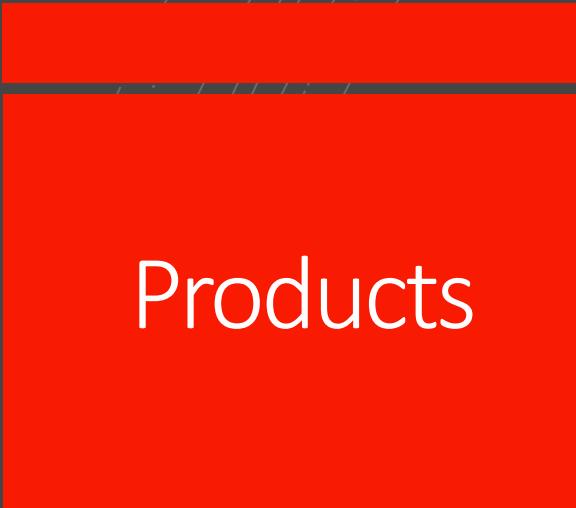


Business Presentation
Cardio Good Fitness Project



INTRODUCTION

Cardio Good Fitness is a specialist sports equipment retailer with a specialist focus in running equipment. The company wants to grow their presence in the treadmill market by using modern techniques to determine customers.



Products

TM195

TM498

TM798

Data Overview

The company provided us with their customer dataset which consist of the following customers details:

- Product - the model no. of the treadmill
- Age - in no of years, of the customer
- Gender - of the customer
- Education - in no. of years, of the customer
- Marital Status - of the customer
- Usage - Avg. # times the customer wants to use the treadmill every week
- Fitness - Self rated fitness score of the customer (5 - very fit, 1 - very unfit)
- Income - of the customer
- Miles- expected to run

Business Problem

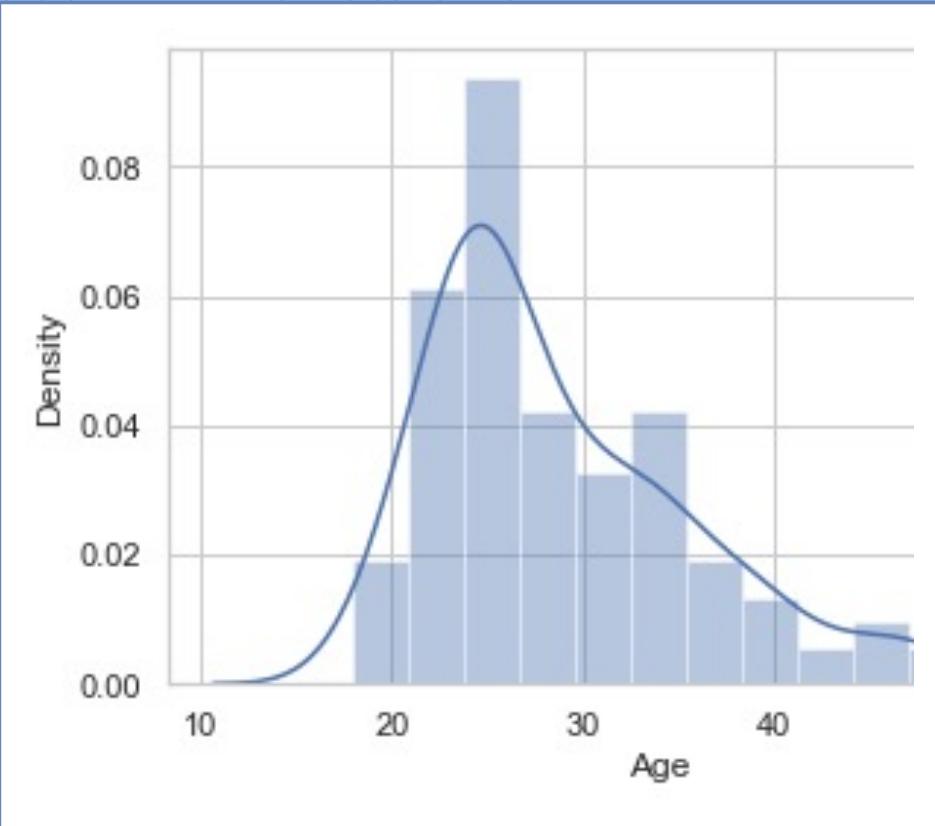
The company sells 3 different type of treadmill products.

The Objective we have is:

- Create a customer profile for the different products
- Perform uni-variate and multi-variate analyses
- Generate insights and recommendations that will help the company target new customers.

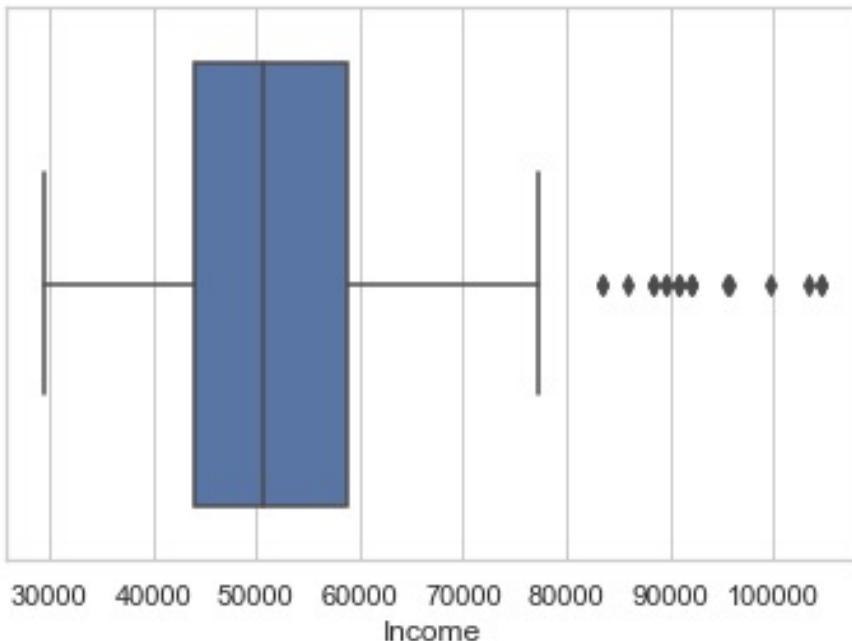


Exploratory Data Analysis



Distribution Plot of mean age

- We wanted to determine the mean age of all customers in the dataset.
- From this we can gather that the age of customers follow a normal distribution.
- The mean age of customers in the dataset is between 25 & 28



Determine Outliers in the Dataset

- The mean salary of users in the dataset are 50 000. Some customers of the store has an income far outside the mean.



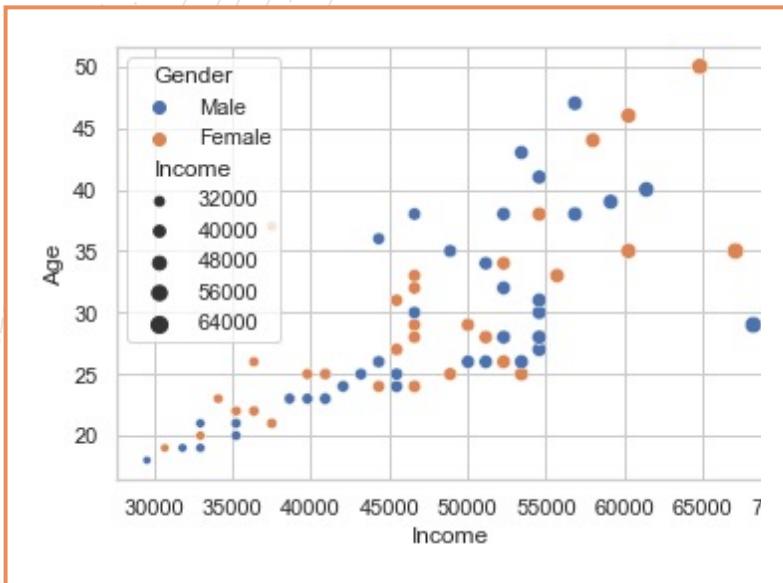
Determine correlation
between the different
variables

- We want to determine the degree to which the variables in the dataset influence each other.

General Insights made from the Data

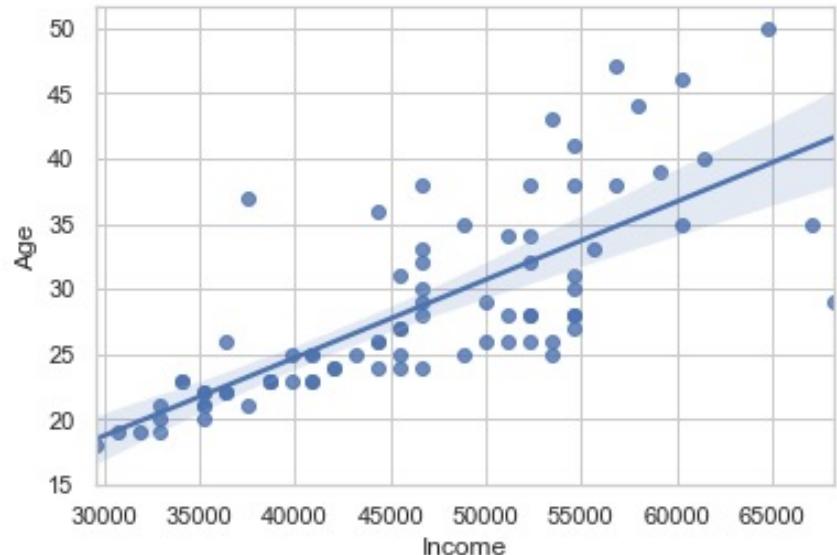
- The majority of people in the dataset are in a relationship. This can suggest that the store should focus their sales on people in a relationship as this is the majority of their customers.
- The average age of customers in the dataset is between 25-28. The store should then focus on this age group if it wants to generate more customers.
- The mean income of customers in the dataset is 53 719.58. The store can continue to focus on this income bracket as the majority of their customers are in this income bracket.

Profile of Product TM195 users

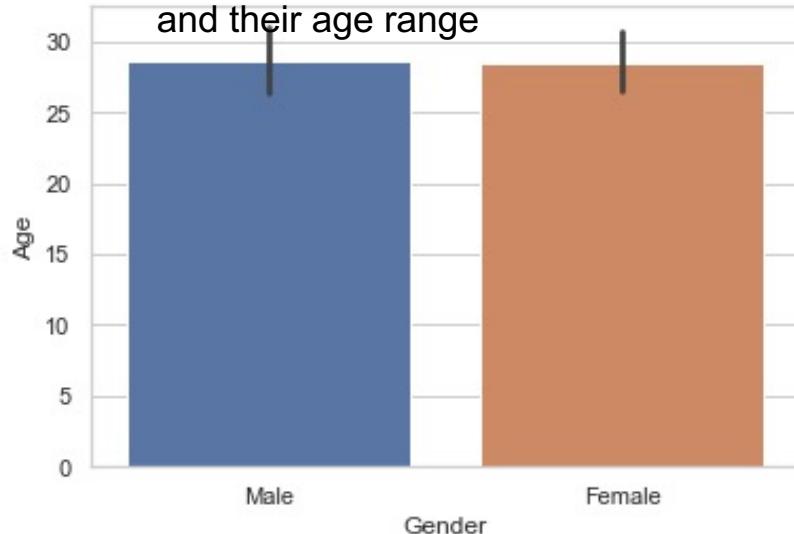


- The TM195 is the most popular product in the store.
- It is favoured equally by males and females. 50% male and 50% female
- 44% of Treadmil sales are for the TM195 model
- The mean income for users of this product is 46418
- The mean age of users in this group is 28
- The mean fitness levels of users buying this product are 2.9
- 48 people that bought this product are in a relationship compared to 32 that are single.
- The mean usage of this product is 3

Correlation between income and age

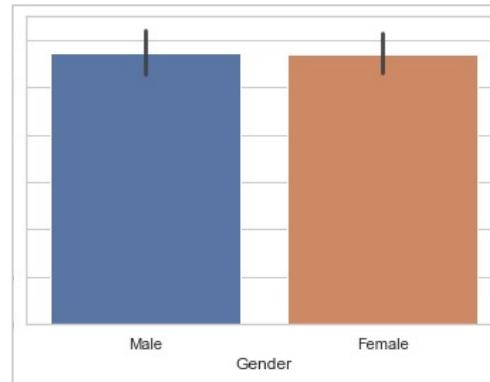
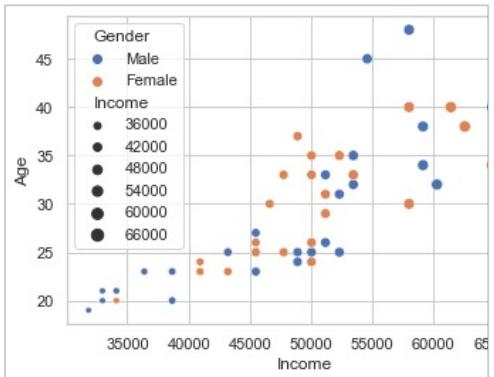


Comparisson of male and female users and their age range

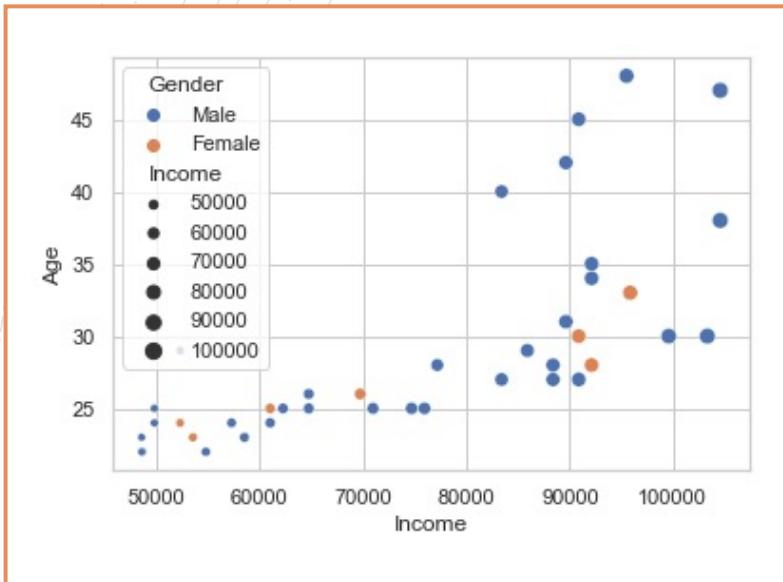


Profile of TM498 Treadmill users

- 33% of users in the store bought this treadmill
- 48% of the users of this treadmill are female
- 51% of the users of this treadmill are male
- The mean income of users are 48973
- Mean age is 28,9
- 24 People that bought this model are single
- 36 people that bought this model is married



Profile of TM798 Users



- 22% of users in the dataset bought this unit making this the least popular product
- The average income of users purchasing this unit is significantly higher than the others with the mean income being: 75 441.57
- 82% of purchases for this product are done by males
- 17,5% of purchases for this model is done by females
- The average age for users of this product is 29
- 23 people that bought this product are in a relationship
- 17 people that bought this product is single

Recommendations to Cardio Good Fitness

- Based on the dataset provided to use by Cardio Good Fitness we gained some general insights about the products and then proceeded to create a profile for users of the different treadmill models.
- Treadmil TM195 and Tm498 have mostly similar customers, however the TM195 is more popular than the TM498 range. It would be suggested that the company discontinues the TM498 and focus on marketing the TM195 for users of the TM498 range as well.
- The TM798 is geared more towards the higher income bracket that are predominantly male. The company should target this product at high income customers.