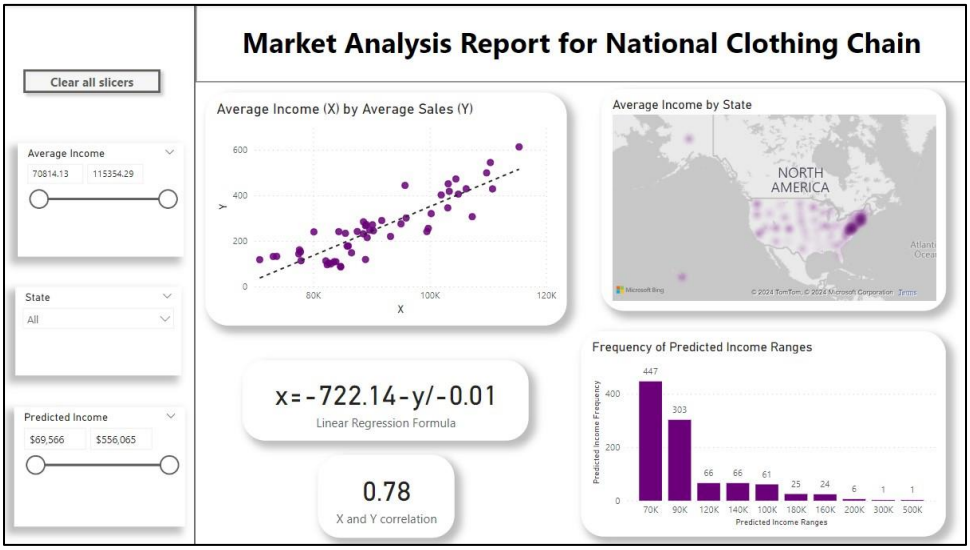
Market Analysis Report for National Clothing Chain



- The R2 value between Average Income (x) Average Sales (y) is 0.78, showing a strong correlation between x and y variables.

The scatter plot also shows a positive relationship between x and y variables meaning when Average Income (x) increase Average Sales (y) will increase with it.

- The R2 value between Customer Rating and Return Rate correlation is 0.69 which means there is a high level of correlation between X and Y variables.

- the Linear Regression Formula used in this project is (x = b-y/-m) and after finding the values of b and m the formula is (x = -722.14-y/-0.01).

- The Customer with the highest predicted Income is John Little from Illinois ($556,065).

- Spring T-Shirt is the most advertised product since it's one of the most affordable products for all customers.

Further Analysis:

- The Standard Deviation of Predicted Income is 32.41K.

- According to the population of the dataset, most customers are from California.

- Most Customers are 41 or 42 years old.

- Estimated income Lable that occurred the most is $200,000 or more and the least is Less than $10,000.

- The scatter Plot Showed that the relationship between customer rating (x) and Return Rate (y) is negative, meaning that when there is an increase in the ratings customer give, there will be a decrease in return rates.

- Out of the 17 products the most favorite product based on Return Rating filtered by Customers Rating is Chronograph Watch and the least favorite is Winter Gloves.

- There are 3191 total amounts of products available in stock, Long Dress with the highest amount and Spring T-Shirt with the lowest amount in the inventory.