Market analysis report for national clothing

From my analysis I’ve found the following information:

1. Most of the population from California state approximately 39,613,493 and most of the customers are based on California approximately 176264.
2. Education, Healthcare, Professional scientific and management, administrative, retail trade, Social Assistance Industry, construction, finance, and insurance has highest population Sector across US
3. For more information we can get it Average income and predicted income as per data.
4. The standard deviation of average income is 10.8K
5. The standard deviation of average income is 34.8K
6. Average of Current price was highest for Leather Bag at $1,000, followed by Oversized Coat and Chronograph Watch.﻿ Across all 17 Product name, Average of Current price ranged from $25 to $1,000.
7. I have calculated Linear regression for Average household income by state and average sales.
8. There is strong relationship between Average household income by state and Average sales. Correlation of average household income by state and average sales is 0.78 m value is 0.01 and b value -722.14 and final formula Y=mx+b --Y(0.01x+-722.14)
9. There is not strong relationship between Customer rating and return price as it is showing -0.83
10. As per histogram for Distribution of income category is starts range from medium most of customer fall under less than 100000 and very less fall under 150000-200000 range.
11. According to customer predicted income and Income category Most predicted product recommendation would be T-shirt. because most of customers income Falls under range from 70000-100000.
12. As per data most loved product is chronograph watch according to customer rating.
13. Predicted customer income by state is California 17.3 M
14. At 17264957, California had the highest Predicted Customer Income and was 1,425.72% higher than Hawaii, which had the lowest Predicted Customer Income at 1131594.
15. Since there are a greater number of customers with low to medium income, the products which are low in price should be advertised the most as it covers majority of the demographics.