We have been able to conclude that –

1. Model no. TM195 is the most popular treadmill
2. Customers that prefer TM195 are ages 18-42
3. Customers that prefer TM195 income range between 30k-70k, as income reduces, usage demand increases
4. Fitness has a high correlation with usage
5. Miles shows a high correlation with usage and fitness.
6. Males have the highest number of usages by gender
7. Partnered have the highest number in marital status.

* There are three (3) different treadmills within the Product column
  + **Model no.'TM195' has the highest count of all the models**
  + Model no. TM798 demand is highest for all Incomes up to $125,000
    - Higher educated customers slightly prefer Model no. TM798
  + Model no. TM195 sees more demand as Income decreases from $175,000
  + Model no. TM498 sees more demand as Income decreases from $150,000
  + Incomes between 30k - 70k prefer TM195 and TM498
  + **Ages between 18-42 tend to prefer TM195 and TM498**
  + Higher incomes between 50k - 100k+ prefer TM798
  + Ages between 42-50 tend to prefer all products
* TM195 has the highest number of the treadmill products with (80)
* Males has the highest number in gender (104)
  + There are more males using the treadmills than females
* Partnered has the highest number in marital status
* Education plays a moderate correlation with Age
* Usage and Age has little correlation
* Usage has a moderate correlation with Education
* Fitness has little correlation with Age
* **Fitness shows high correlation with Usage**
* Income shows median correlation with Age, Education, Usage, and Fitness
  + **As Income reduces, Usage demand increases per week**
* Miles has little correlation with Age
* Miles has a moderate correlation with Education
* **Miles shows high correlation with Usage**
* **Miles shows high correlation with Fitness**
* Miles shows median correlation with Income
* Gender and Age has little influence on the type of Product used