

Insights	Recommendation
Out of 3 products, most purchased product is KP281	KP281 is doing well. Aerofit can give some incentives to up the growth of other two products
Out of 180, 107 customers are partnered and 104 customers are males	Partnered, Male, 25-35 years old, earning between 40000 to 60000 \$ and having education between 14-16 years customers are more likely to buy the products so Aerofit should aim these customers
42.22 % customers are female and 57.78% customers are male	
59.44 % customers are partnered and 40.56% customers are singles	
Customers having age 25 years are purchasing more treadmills than others	
Persons having income between 40000 to 60000 \$ are purchasing more treadmills	
Those who have had 14-16 years of education are purchasing more treadmills	
Customers having education between 14-16 years have KP281, KP481 while those with more than 16 years of education have KP781	Customers with 14-16 years education are more likely to buy KP281, KP481. Customers with more than 16 years of education are more likely to buy KP781
Conditional probabilities for given gender are: $p(\text{KP281}/\text{Female}) = 0.53$ $p(\text{KP281}/\text{Male}) = 0.38$ $p(\text{KP481}/\text{Female}) = 0.38$ $p(\text{KP481}/\text{Male}) = 0.3$ $p(\text{KP781}/\text{Female}) = 0.09$ $p(\text{KP781}/\text{Male}) = 0.32$	Female has high probability to buy KP281, KP481 treadmills than male but in the case of KP781, male is more likely to buy it.
Conditional probabilities for given marital status are: $p(\text{KP281}/\text{Partnered}) = 0.45$ $p(\text{KP281}/\text{Single}) = 0.43$ $p(\text{KP481}/\text{Partnered}) = 0.34$ $p(\text{KP481}/\text{Single}) = 0.33$ $p(\text{KP781}/\text{Partnered}) = 0.22$ $p(\text{KP781}/\text{Single}) = 0.23$	We can infer that out of three products, partners & singles both are more likely to buy KP281

More Recommendations:

1. Female customers having age around 30 are more likely to buy KP481
2. Female and male with education between 14-16 years, have almost equal chances to buy KP481
3. Female customers who are planning to use product 2-3 times per week, are more likely to buy KP281
4. Both male and female customers with high fitness and higher income are more likely to buy KP781
5. Both male and female customers who are planning to walk/run more, are likely to buy KP781
6. Customers with higher usage per week are more likely to buy KP781
7. Customers with high scale in fitness are more likely to buy KP781
8. Customers in higher income group are more likely to buy KP781
6. Customers planning to walk/run more than 125 miles are more likely to buy KP781