**Market Analysis Report for National Clothing Chain**

The national clothing chain aims to launch a targeted marketing campaign to win back former customers while maintaining consistent sales levels. To support this initiative, I conducted an analysis to identify the most effective product to advertise to each customer segment.

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**Key Findings:**

1. Strong Positive Correlation Between Sales and Income:

There is a significant positive correlation of 0.78 between sales and customer income. This indicates that higher-income customers tend to make more purchases.

1. Inverse Relationship Between Customer Ratings and Return Rates:

The correlation between customer ratings and product return rates is -0.69, suggesting a strong negative relationship. Products with higher customer ratings are generally associated with lower return rates.

1. Predictive Linear Regression Model:

The linear regression equation for estimating customer income based on sales is:  
 X = -722.14 - y / - 0.01

1. Highest-Income Customer:

The customer with the highest recorded income is Jon Little.

1. Optimal Product for Advertising:

Based on income categories, the Shirt is identified as the most suitable product to advertise to a broad range of customers.

1. Average Product Return Rate:

The overall average return rate for products is 0.01.

1. Average Customer Rating:

The mean customer rating across all products is 3.79.

**Recommendation:**

I recommend promoting specific products that align with the average income levels of residents in each region. This targeted strategy is likely to enhance the effectiveness of marketing campaigns.

The leather bag appears to be too expensive for many customers. I suggest to consider reducing its price or offering limited-time discounts to boost sales and improve customer satisfaction.