Project: Market Analysis Report for National Clothing Chain

National Clothing Chain produce many products all over US , there are many factors that affect their marketing plan and by collecting data about their products , customers and other data can plan for their campaigns and promoting their products

Findings
- **Very strong positive correlation between sales and income. It is .78 correlation coefficient.**
- **Negative relationship between customer rating and return rate for product of .69 correlation coefficient .**
- **Jon Little is predicted to be the highest income. This was achieved using the regression formula: x = -722.14 – y / -m**
- **Chronograph Watch is the best rated product**
- **District of Columbia, New Jersey, Maryland, Massachusetts and Hawaii are the top 5 states based on average income**
- **Leather products will advertise more as it has one of lowest customer rating values.**

Recommendations
- **Leather products are well suited for highest income ranges which are district of columbia and any state with highest income range from 80-100k**
- **We can mix our products to satisfy all customers in any area**
- **Shirts can be recommended for customers and states with low income range**
- **We should advise more customer about Chronograph Watch as it have highest rate**
- **Leather products are good to market in highest states like state of columbia , by more advertise and lower their cost as they from lowest rating products.**

Customer Rating and Return Rate
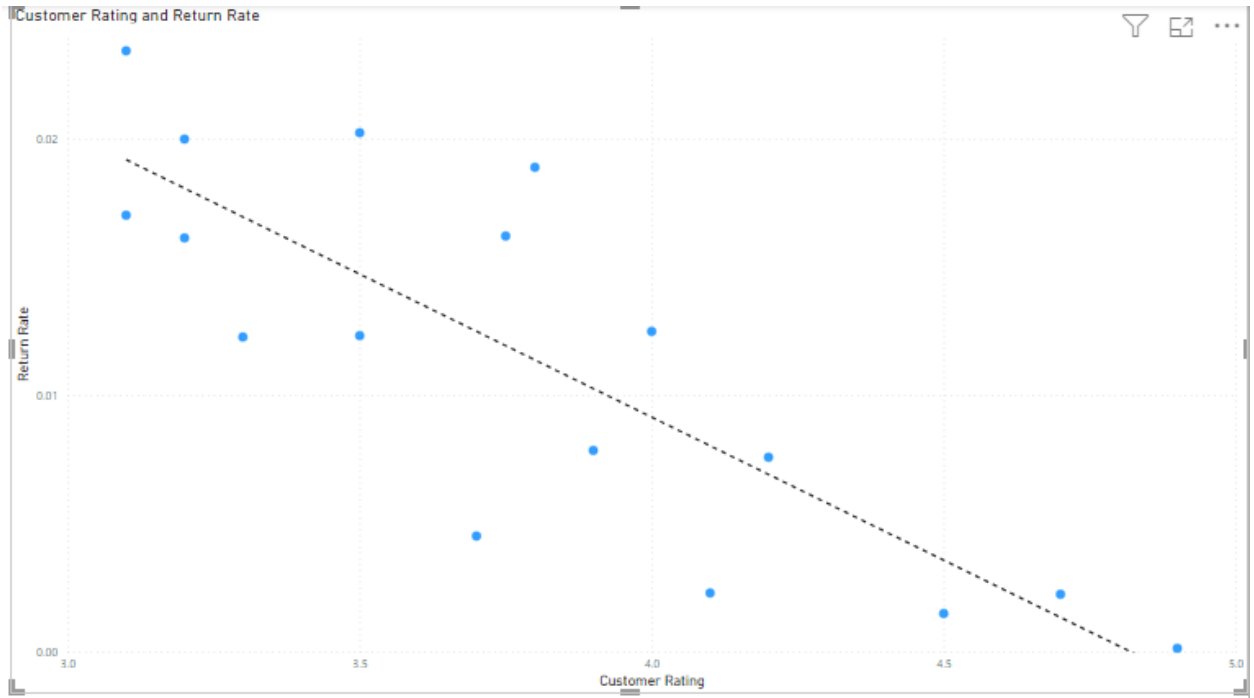
Customer ratings have a negative relationship with return rate. That means as customer ratings increase, so the return rate decreases , it is the main goal of clothing companies to make the value of customer rating high to decrease the return rate problems.

Sales and income
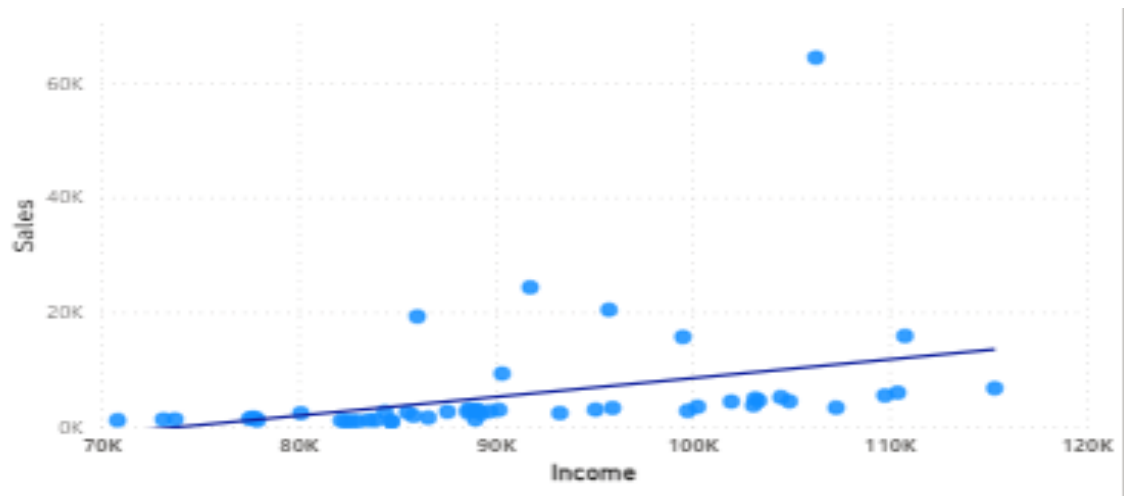
As income increases also sales of products increase which means that marketing should focus on which states have highest income and make campaigns to market their product specially highest value like leather products.

Regression to predict customer income

```
Predicted Income = ROUND(('Regression Table'[b] - [Last 6 Months Purchases]) /
-('Regression Table'[m]),2)
```

Highest customers