

Aerofit:

#Insights:

1. The table contains information about 3 types of treadmills.
2. Total 180 data are present.
3. Total number of products sold for KP281,KP481,KP781 type treadmills are 80,60,40.
4. KP781 type is more premium than other 2 that's why this product has less selling.
5. Customers who are buying the premium product are having more income out of which more people are partnered
6. The other 2 products are purchased by people whose salary range fall under nearly the same roof. Although people are preferring the cheaper product more out of those 2.
7. People who bought the premium one tend to use it more and the 2nd less premium product(KP481) is used very less.
8. The premium product KP781 is more used by female customers and the average miles are also more for them.
9. The other 2 products KP281 and KP481 are used more by male customers.
10. Customers who use the treadmill more tend to be more fit.
11. The usability is more for the premium product(KP781).
12. The treadmill buyers are more male than female.
13. Partnered people bought more treadmills than single people.
14. Maximum buyers are from 30k to 60k salary range.
15. The age group between 20 to 35 are more likely to buy treadmills.
16. The cheaper product(KP281) has more buyers than the premium product(KP781) that's nearly 2 times more.
17. The premium product(KP781) has more male buyers but the usability is less.
18. The treadmills are more used by the people who's no of years education fall under 14 to 16 it means the younger people use it more compared to older.

#Recommendations:

1. The younger people tend to buy it more so we can encourage them to buy the premium product(KP781).
2. The premium product has less female buyers but the percentage of usability is more. We should encourage more female customers.
3. We can roll out some offers for the premium product targeting younger people whose salaries are less but have more usability.
4. We should target the customers of age more than 35 as their buying capacity is more but their usage is less and they are more unfit.
5. We try to sell the premium product more with some offers.
6. We can roll out some exchange offers for the less premium product to exchange it with the premium product.
7. We can increase profit margins in less premium products as they are bought by more people.
8. We can encourage customers who have the cheapest product to upgrade to the 2nd least premium product(KP481).
9. We can target single people as less no of buyers comes from this group.

10. At last we can roll out some offers as per the usability of the previous product and give them to upgrade their product.

Walmart:

Insights:

1. The purchase mean for male and female are 9437.526040 and 8734.565765 respectively.
2. Purchase for male is ranges between 0 to 22340.5 excluding outliers.
3. Purchase for females ranges between 0 to 20350.5 excluding outliers.
4. Mean and standard deviation for male purchase are 9375.837603376918 and 5017.363604662484 respectively.
5. excluding outliers.
6. Mean and standard deviation for female purchase are 8538.524636619213 and 4530.515859709995 respectively.
7. 90% confidence that the purchase mean for male is in 9362.987140911348, 9388.688065842489
8. 90% confidence that the purchase mean for female is in 8518.147753334202, 8558.901519904224
9. 95% confidence that the purchase mean for male is in 9360.525332908279, 9391.149873845558
10. 95% confidence that the purchase mean for female is in 8514.244082592155, 8562.805190646272
11. 99% confidence that the purchase mean for male is in 9355.713868814397, 9395.96133793944
12. 99% confidence that the purchase mean for female is in 8506.614579565805, 8570.434693672622
13. Female mean interval ranges between 8500 to 8580.
14. Male mean interval ranges between 9320 to 9420.
15. Average interval for married people purchase is between 9291 to 9296.
16. Average interval for unmarried people purchase is between 9287 to 9292.
17. Average purchase interval for people aged between 0-17 is between 8901 to 8965.
18. Average purchase interval for people aged between 18-25 is between 9138 to 9201.
19. Average purchase interval for people aged between 26-35 is between 9221 to 9283.
20. Average purchase interval for people aged between 36-45 is between 9300 to 9363.
21. Average purchase interval for people aged between 46-50 is between 9177 to 9239.
22. Average purchase interval for people aged between 51-55 is between 9502 to 9566.
23. Average purchase interval for people aged between 55+ is between 9304 to 9367.
24. The number of people aged between 26-35 are highest.
25. The number of people aged between 0-17 are highest.
26. There are more unmarried people than married people.
27. There are more buyers from city category B.
28. Maximum buyers are those who moved recently, meaning those who stayed in the current city for just 1 year.
29. 1,5 and 8 product categories are among the most selling products.
30. Females are spending less than the male buyers.
31. Confidence intervals of average male and female spending are not overlapping, meaning the purchasing range is different for both the categories.

32. Purchasing interval is slightly overlapping between married and unmarried people.
33. Buyers aged between 51-55 have the highest amount of purchase.
34. Buyers aged between 0-17 have the lowest amount of purchase.
35. The purchasing amount for male is much higher than females.

Recommendations:

1. As the purchase amount is more for male buyers than female buyers, we can roll out some offers for female products.
2. We can increase the price of product categories 1,5,8 and decrease the price of other products to increase revenue and to sell more products with less selling rate.
3. We can showcase products like chocolates and other items to attract 0-17 years old buyers as their buying amount is very less.
4. We can keep the prices high for the products bought by buyers age range between 51-55.
5. As there are more buyers from the age group 26-35 but their spending is less so we can target.
6. As there is not much difference between married and unmarried people but we can target married people more to sell our product because of their requirements.
7. More purchases have been done from city category B, so we can keep the price high in this city.
8. Least purchase has been done from city category A, so we can keep the price a little low to attract more customers.
9. We can manage inventory according to the purchasing amount, city, product category, meaning products which have more sales we can keep stocks of them.

Yulu:

Insights:

1. People tend to use cycles more on non holidays.
2. People tend to use cycles more in fall and summer than other seasons.
3. Maximum no of cycles used is in between 200.
4. No cycles rented are not dependent on working days/not working days.
5. Season has an ample amount of effect on the no of cycles rented as the P-value is very less.
6. Weather has an effect on the number of cycles rented as the P-value is very less.
7. People tend to use cycles more in the clear weather.
8. Temperature is correlated to the number of cycles rented. Temperature affects the cycle rents.
9. Humidity is negatively correlated means higher humidity lessens the cycle rent.

Recommendations:

1. Keep more cycles available on holidays and increase the price for cycle rent on those days.
2. Considering seasons it affects the no of cycle rents so we can keep the prices little high with the demand.

3. We can keep a range for cycle investment as now we can see the no of cycles rented is limiting at 200.
4. We can consider higher prices for working days.
5. We can manage price ranges according to the season as it has a direct effect on it.
6. We can manage price ranges according to the weather as it has a direct effect on it.
7. We can manage price ranges according to the temperature as it has a direct effect on it.
- 8 We can manage price ranges according to the humidity as it has a direct effect on it.
9. We can introduce some packages for registered customers.
10. We should introduce higher price range casual users and consider them as target customers.
11. We can roll out some packages for casual customers to convert them to registered customers.
12. We should focus on retention of older customers and have some offers for loyal customers.