**Analysis Summary Report**

Market Analysis Report On National Clothing Chain

**Background:**

An online local clothing chain in need to create a targeted marketing campaign in order to lure lost customer back since sales have been flat. They have three products in mind: Shirt, leather bag and sweater. The questions are which of those products should be advertised, to which customers and suitable locations for selling.

**Data Sources:**

1. **US Census Bureau:** Average Income, Location (States), Population and Industry
2. **Business Data:** Product Inventory, Product Prices, Customer Rating, Product Return Rate
3. **Customer Data:** Customer ID, Customer Name, Location, Date of Birth and Purchase History
4. **Additional Date:**

* Weather (**Average Annual Temperature for Each US State)**

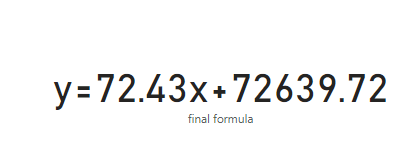
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**Note:**

All the above data have been extracted, cleaned, formatted and analyzed in a suitable way to deliver the following results.

**Statistical Analysis Findings:**

1. A strong positive correlation between income and sales of 0.78, However, and strong negative correlation between customer rating and return rate by 0.69.
2. Illinois is the highest state by customer purchases and Jon Little predicted to be the highest income; this prediction is a result from the linear regression formula: y=72.43\*x+72639.72



1. Above 50% of customers are within 25-50 years and nearly 70% are medium income.
2. The least rated products are wool scarf and winter gloves while the best rated nearly 5 stars is chronograph watch.
3. Highest purchases were in Sept-2020 nearly ($12,700) and lowest purchases were in Oct-2020.
4. Top five states according to average income are District of Columbia, Maryland, Massachusetts, Washington and New Hampshire.

**The Marketing Strategy:**

* Important adjustment in prices especially leather bag and oversized coat.
* Advertisements should target high income states with higher number of spenders. And Leather bag has to be the top priority in marketing.
* Alaska has a higher prediction customer income close to $102,000, I would suggest to market sweater since it is cold state.
* For better marketing decision I suggest to market leather sneakers and long dress since both have high customer rating and less than 0.25% return rate.