

Customer profiling: (Based on insights provided in ipynb notebook)

KP781:

1. Customers who buy this product is more likely to be male ( $P=0.92$ )
2. Customers with fitness and usage  $\geq 3.0$  buy this product
3. Only single females who are in High income category (i.e income between 49000 to 54000) buy this product
4. All the buyers of this product have income  $> 47000$  (moderate, High and very high income bins).
5. Customers of this product are young( i.e age between 20 to 30 years).
6. Customers with very high income ( $>54000$ ) and age between 20to25 buys this product only.
7. Education=18.0 is more likely to buy this product (Conditional prob = 0.57)
8. Fitness=5 is more likely to buy this product (Conditional prob = 0.88)

KP481:

1. Customers in high income category (i.e income between 49000 to 54000) is more likely to buy this product over others. (Conditional Prob = 0.485)
2. Age bin 30-35 will more likely buy this product over others. (Conditional prob = 0.59)
3. Customer with income bin Moderate (i.e between 42000 to 49000) and education=18 will buy this product only. And customer with high income (i.e between 49000 to 54000) and low education (i.e 13) will also buy this product only.
4. Very high Income (i.e  $>54000$ ) and education= 15 will also buy this product only.
5. Customers with High income and age 30-35 is more likely to buy this product.
6. Customers with Moderate income and age 20-25 is more likely to buy this product.
7. Partnered males are more likely to buy KP481.
8. Males and females in High income category are more likely to buy this product.

KP281:

1. Single males are more likely to buy this product.
2. Customers with education less than equal to 16 is more likely to buy this product.
3. Has Low income(i.e less than 42000) and age between 25 to 40 years buys this product only.
4. Customer with Moderate income and age  $> 25$  is more likely to buy this product.
5. Low income (i.e less than 42000) and Education = 13 or 15 will buy this product only.
6. Female with usage = 5 will not buy this product.
7. Moderate income and education=12 will buy this product only.
8. Education=15.0 is very likely to buy this product (Conditional Prob = 0.80)
9. Age 40+ is very likely to buy this product (Conditional Prob = 0.80)

10. Age 25-30 is very likely to buy this product(Conditional Prob = 0.70)
11. Low income (less than 42000) will more likely buy this (Conditional Prob=0.72)