

Recommendation:

After reviewing and analyzing the dataset we can observe some point, where Aerofit start to work on that point:

1. The number of female customers for KP781 product is very low compare to male. So, Aerofit should focus on female customers for product KP781 and should run a marketing campaign on to encourage women to exercise more and specially partnered women.
2. As KP781 provides more features and functionalities, the treadmill should be marketed for professionals and athletics.
3. Target the age group above 40 years to recommended product KP781 and provide customer support for users to upgrade from lower versions to next level versions.
4. Also target the higher income persons for KP781.
5. The most of the customers whose income range between 39K to 54K, more likely to buy KP281. So, Aerofit should target that customer and try to upgrade their treadmill to KP481 by providing the features like more walk/run, and promoted it as advance treadmill in low budget.
6. And most important point is, Aerofit need to target bad and poor shape customer, whose income range between 30K to 60K and education level is 12, 13, 15, 20, 21. And try to make awareness about health, fitness and push to purchase the low budget entry level treadmill KP281 by providing the features of treadmill with customer support. That helps Aerofit to expand their business and to capture the market more.