



National Clothing Chain

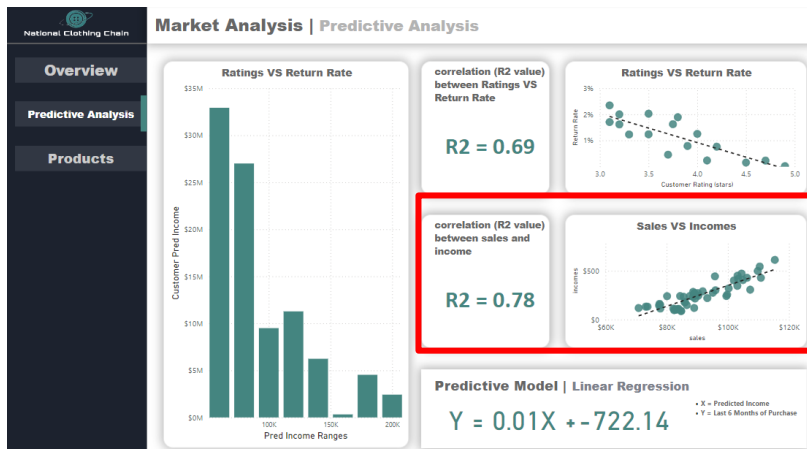
Market Analysis



Visualization and insights:

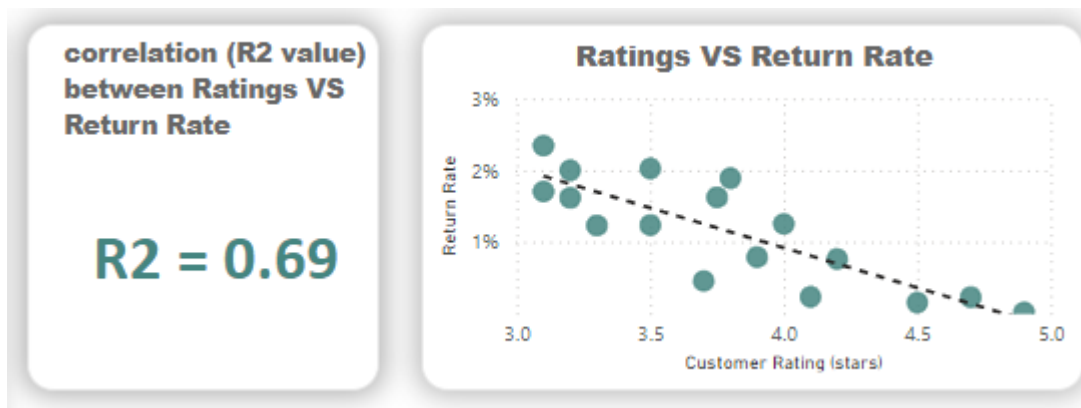
1-What is the correlation (R2 value) between sales and income?

The relationship between the sales and income was analyzed. It was found that there is a positive correlation between them with R2 of 0.78

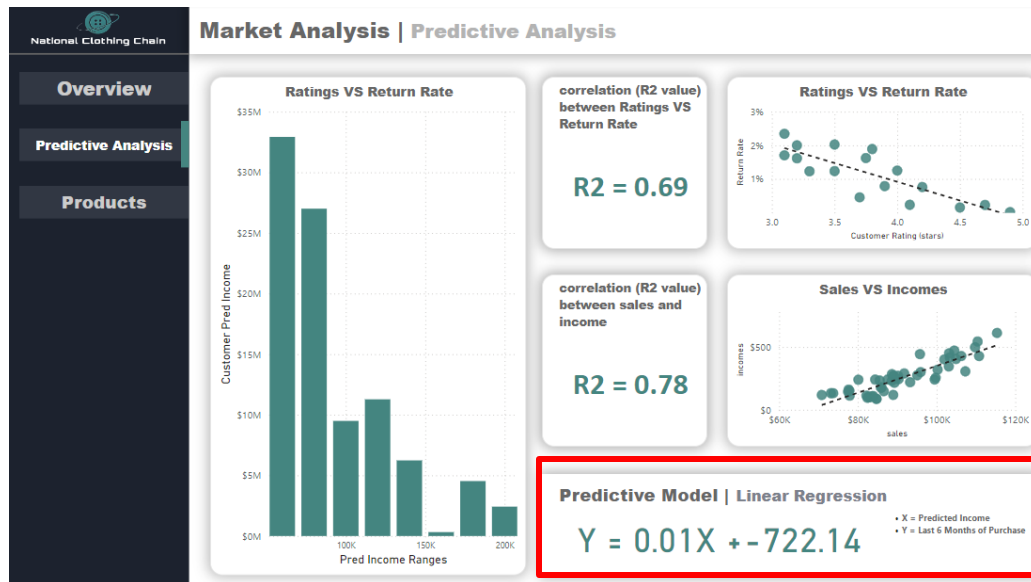


2-What is the correlation (R2 value) between customer ratings and product return rate?

The relationship between the Rating and Returning Rate was analyzed. It was found that there is a Negative correlation between them with R2 of 0.69, The return rate will decrease when the Customer rating increase

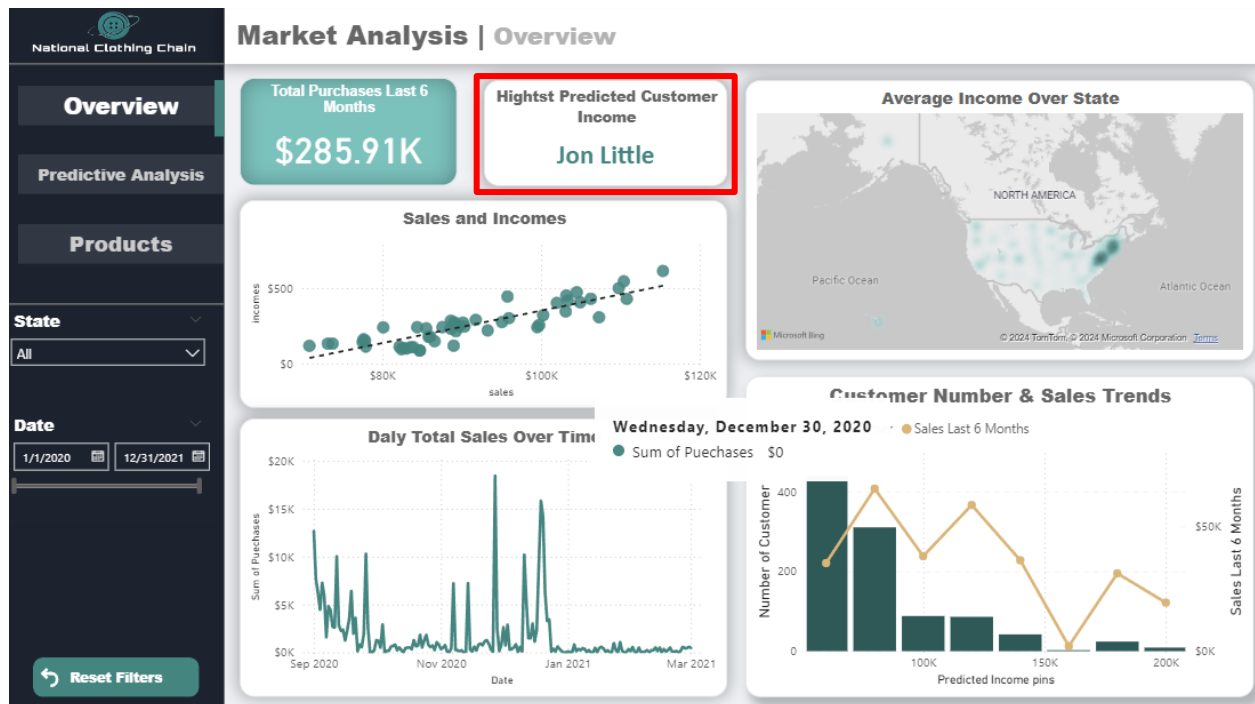


3-What are the linear regression formulas to predict customer income from customer sales?



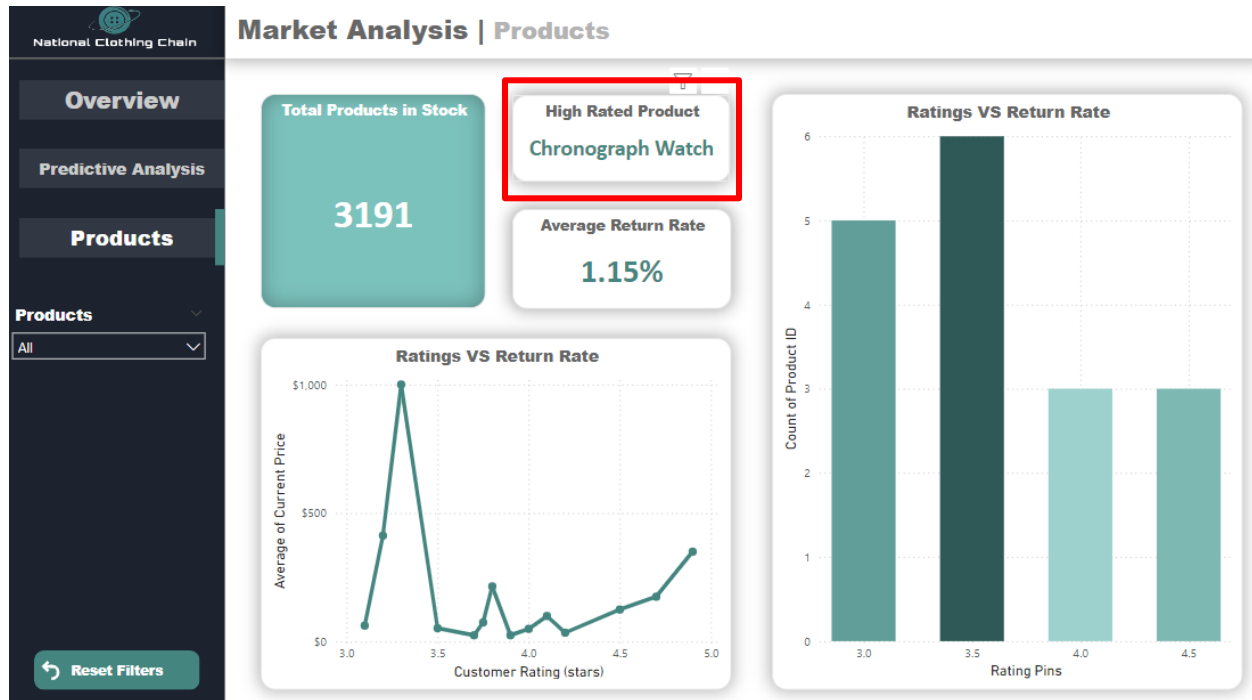
4 Which customer do you predict has the highest income?

Jon Little is the Highest predicted customer income



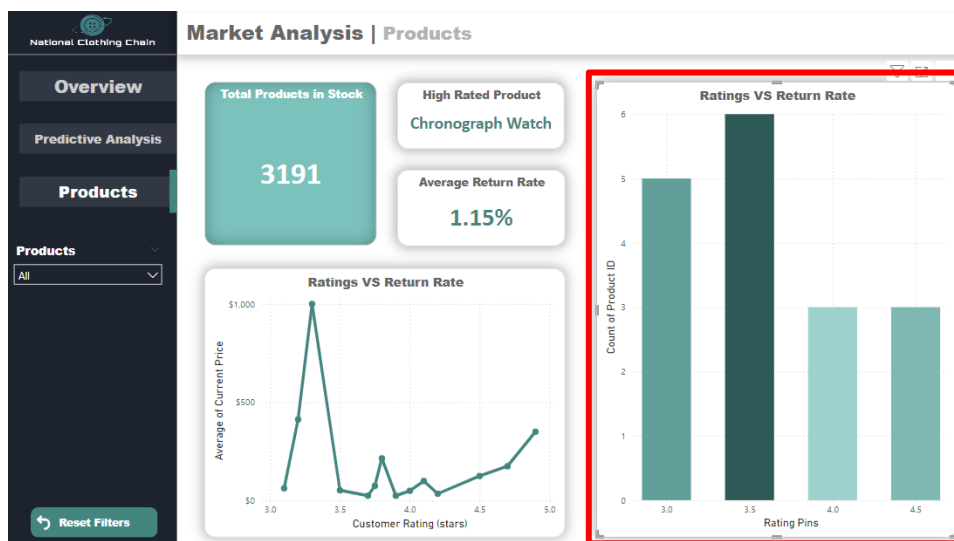
5- Which product will be advertised the most?

Chronograph Watch Will be Advertised the most because the customers loves it



Some of my findings:

the highest rating customers is 3.5 for 6 products



Suggestions and Recommendations:

By Analyzing this data and making insights I suggest to focus on the best product the store which is Chronograph Watch this product is the high rated product in the store and focus **Washington** state because this state has the highest income among the state so if the store did advertising in **Washington DC**, The Washington DC citizens will gain the sales then the store can develop and enhance the advertising strategies by the reputation of Washington citizens, this reputation can influence the other states.