**Recommendations: -**

Following is the customer Profiles for each Type of Treadmill: -

1. **KP281 characteristics-**

* **Gender**- Chances of Women Buying (52.63%) is higher than males (38.46%)
* **Age-** 21-30
  + chances of buying for customer between age group 21-25 years is 43.21%.
  + chances of buying for customer between age group 25-30 years is 48.28%.
* **Income-** (30-60K)
  + Income between range 30k-40K has the higher chances (70.97%)
* **Education-**(14 years and 16 years)
* **Usages –** (2 to 3 usages per week)
* **Expected Miles –** (25 miles-75 miles)
  + miles between 25-50 is having chances 75%
  + 50-75 having chances 61.90%
* **Fitness –** fitness number 2 – 3 having equal chances of 50%

1. **KP481 characteristics-**

* **Gender**= Chances of Males Buying (31.73%) is way higher than males (09.21%)
* **Age-** 30-35
  + chances of buying for customer between age group 30-35 years is 53.12%.
* **Income-** (40-60K)
  + Income between range 50k-60K has the higher chances (49.82 %)
* **Education-**(14 years and 16 years)
* **Usages-**(2 to 3 usages per week)
* **Expected Miles –** (75 miles-100 miles)
* **Fitness –** fitness number 2 – 3 having equal chances of 40
* Median age of males buying KP481 is less than Median age of female buying KP481

1. **KP781 characteristics-**

* Gender= Chances of Women Buying (52.63%) is higher than males (38.46%)
* Age- 25-30 and more than 40 years
  + chances of buying for customer between age group 25-30 years is 37.93%.
* Income- (>60K)
* Education-(> 16 years)
* Usages-(>=4 usages per week)
* Expected Miles – (>125 miles)
* Fitness – fitness number 5 having equal chances of 94%.
* >40 there are higher chances of buying KP781, KP481 by males than females.