National clothing chain insights

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

sales and incomes
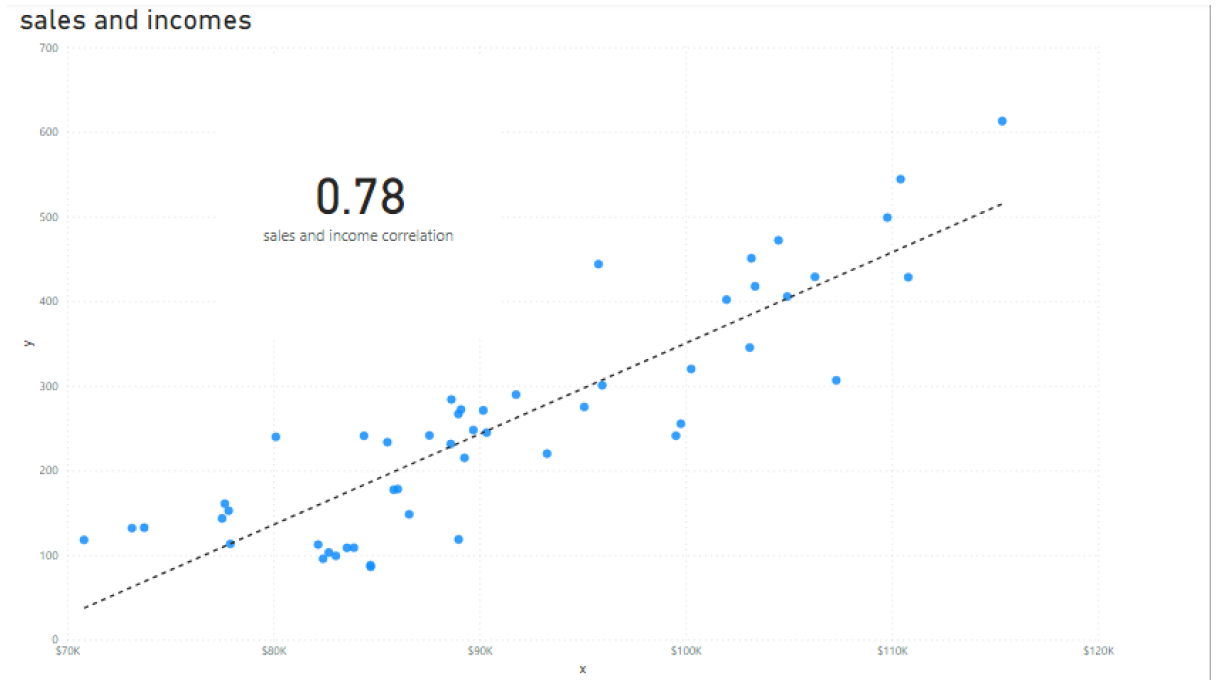
The R^2 is 0.78 which means the income affects the sales.

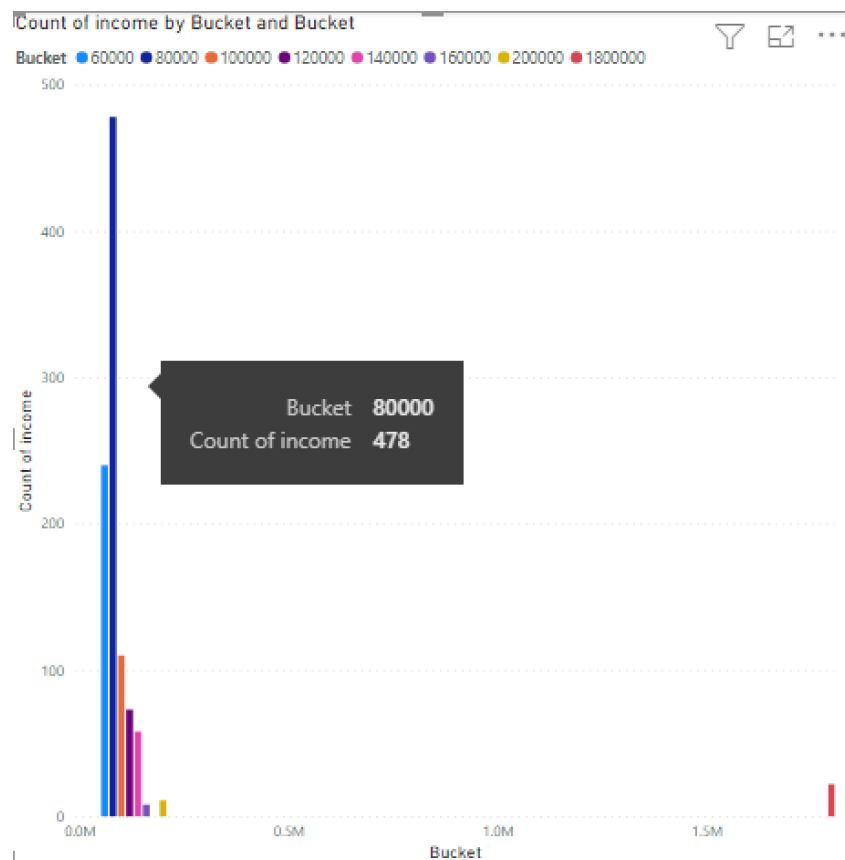2. What is the correlation (R2 value) between customer ratings and product return rate?
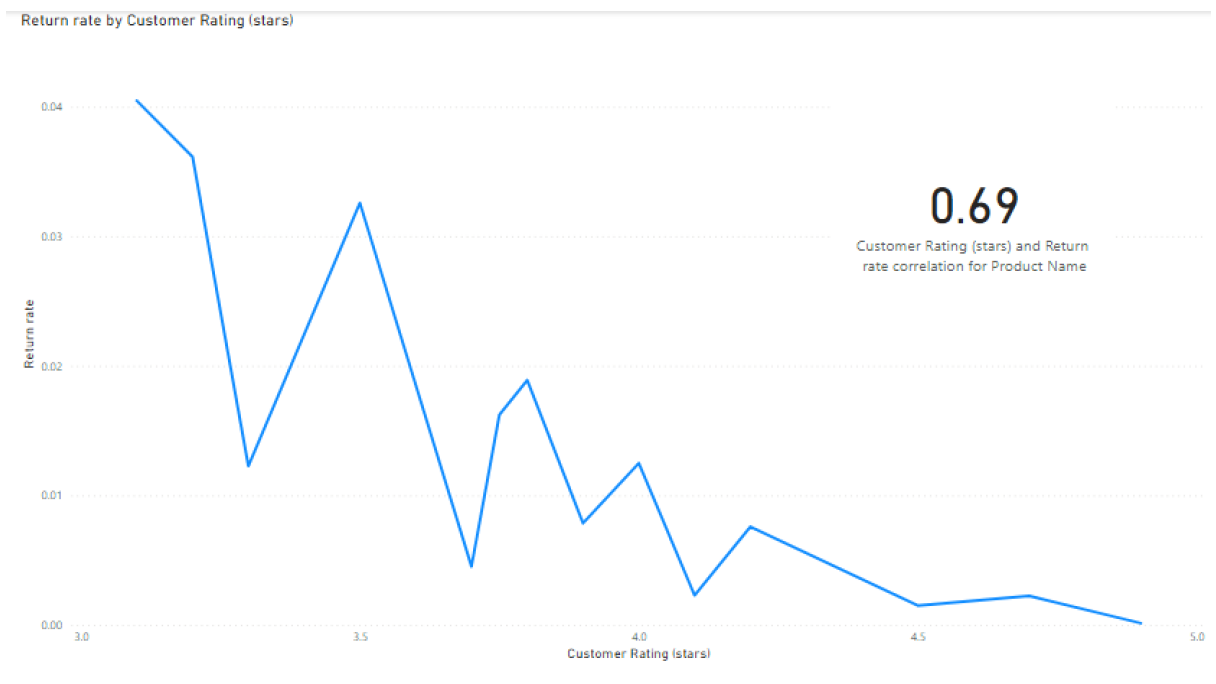
Return rate by Customer Rating (stars)

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

$$x = (-722.14 - y) / -0.0107$$

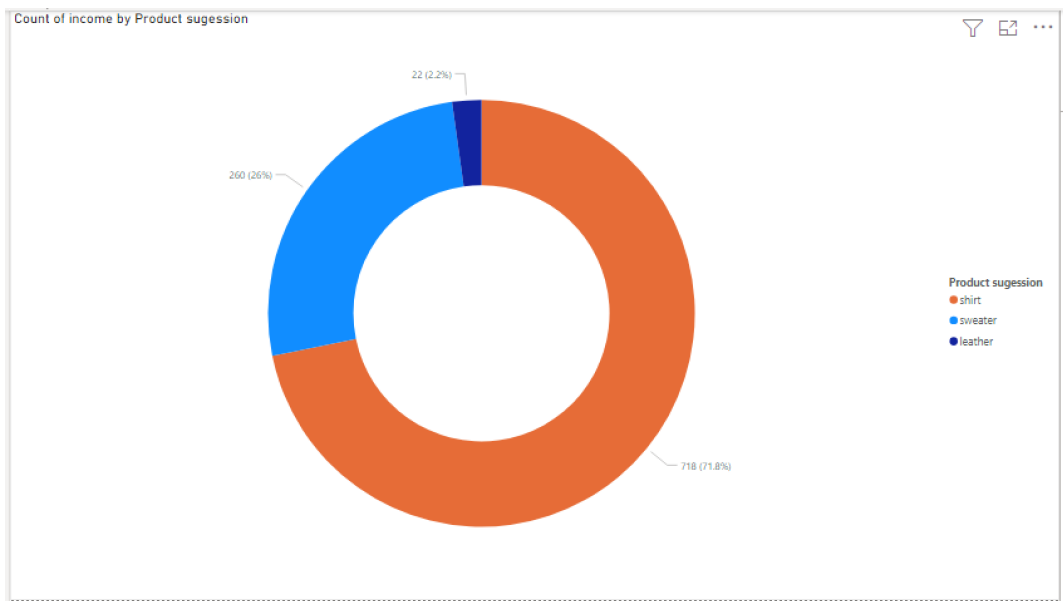Final Formula Incomes

4. Which customer do you predict has the highest income?

Count of income by Bucket and Bucket

Bucket ● 60000 ● 80000 ● 100000 ● 120000 ● 140000 ● 160000 ● 200000 ● 1800000

Bucket 80000
Count of income 478

5. Which product will be advertised the most?

Count of income by Product sugession

22 (2.2%)

260 (26%)

Product sugession
- shirt
- sweater
- leather

718 (71.8%)

Based on this chart the shirt will be the advertised most based on the target customer's incomes.