

Business Insights:

- 1) The top product is mostly popular among the males while the other two products are equally popular among both males and females.
- 2) For higher usage usually KP781 is preferred by both males and females and lower to mid usage people prefer KP281 and KP481 equally.
- 3) Partnered people tend to buy more than the single people in each product category according to the dataset.

Recommendation and Customer Profiling:

- 1) Based on the number of days treadmill will be used we can recommend the customers which product to buy. As mentioned in the business insight 1 that males having higher usage tend to buy KP781 while females usually don't have higher usage but when they do they opt for any of the both KP481 and KP781.
- 2) The target age group should be from 22–36-year aged people as the usage in this group is the highest. The younger age group 18-22 have less usage and also the older age group 40-50 have less usage.
- 3) Income also plays an important part in choosing which product to buy. Both high earning males and females tend to buy the top product KP781. Therefore, based on income we can recommend them to buy a certain product.