

# Aerofit Data Analysis



This report is formulated by  
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Treadmills

# INTRODUCTION

**Have you ever wondered...** how data can reveal surprising insights? Join me on this data-driven journey.

In today's competitive market, understanding customer behavior is crucial for businesses to thrive. AeroFit, a leading treadmill manufacturer, aims to gain valuable insights into customer preferences, usage patterns, and satisfaction levels. This report dives deep into the data to uncover valuable insights and actionable recommendations.

By analyzing customer demographics, product choices, usage patterns, and satisfaction levels, we can gain a deeper understanding of the factors that drive customer behavior and inform strategic decision-making. This analysis will provide actionable recommendations to enhance product offerings, marketing strategies, and customer service.





The analysis is based on a dataset containing information on Aerofit treadmill customers. Key features include demographics (age, gender, marital status), product choices (KP281, KP481, KP781), usage habits (usage frequency, miles per week), fitness levels, and income.

# Detailed Insights

## 1. Product Popularity and Customer Segmentation:

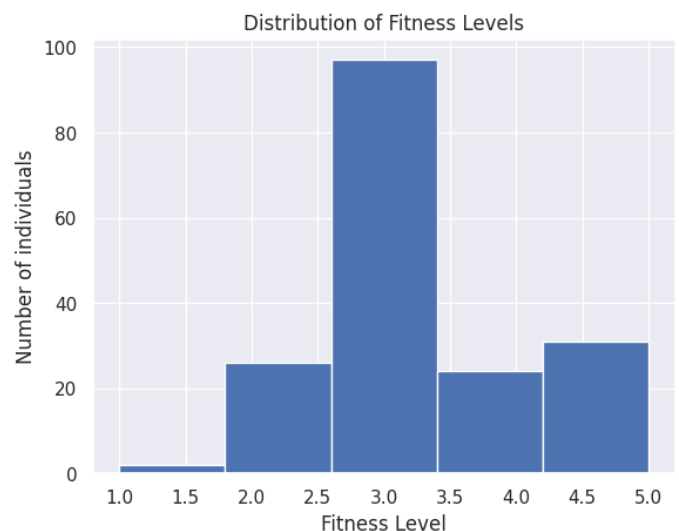
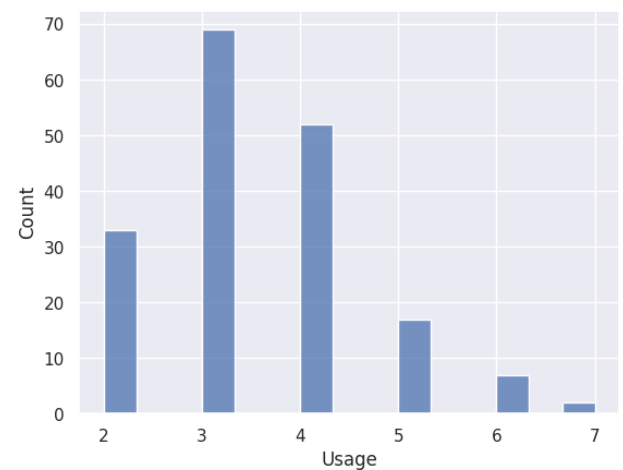
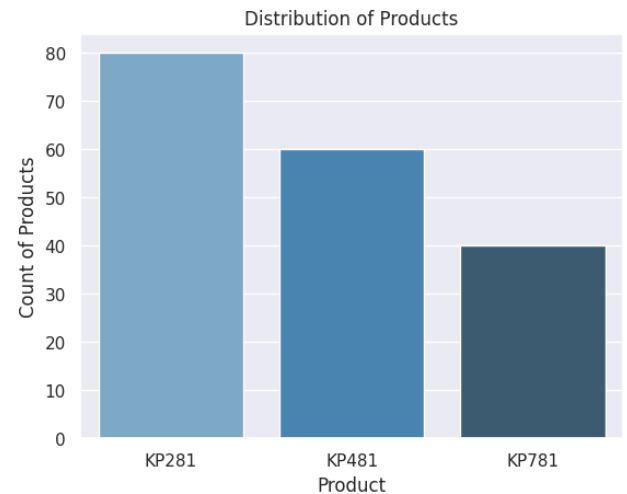
**KP281:** The most popular model, attracting a diverse customer base, particularly those seeking affordability and basic features. Younger age groups (15-34), partnered individuals, and those with lower incomes were found to be the primary buyers.

**Marketing Focus:** Emphasize affordability, ease of use, and value for money. Target younger audiences, families, and budget-conscious customers.

**KP481:** The mid-range model, appealed to customers seeking a balance of features, performance, and price. Older age groups (35-54), partnered individuals, and those with moderate usage frequency and fitness levels were found to be the primary buyers.

**Marketing Focus:** Highlight the balance of features, performance, and price. Target fitness enthusiasts seeking a versatile and reliable treadmill.

**KP781:** The premium model, attracted customers who prioritize advanced features, high



performance, and durability. Men, higher income groups, individuals with high usage frequency and fitness levels, and single individuals were found to be the primary buyers.

**Marketing Focus:** Emphasize advanced features, superior performance, and premium quality. Target serious fitness enthusiasts, athletes, and those seeking the best technol

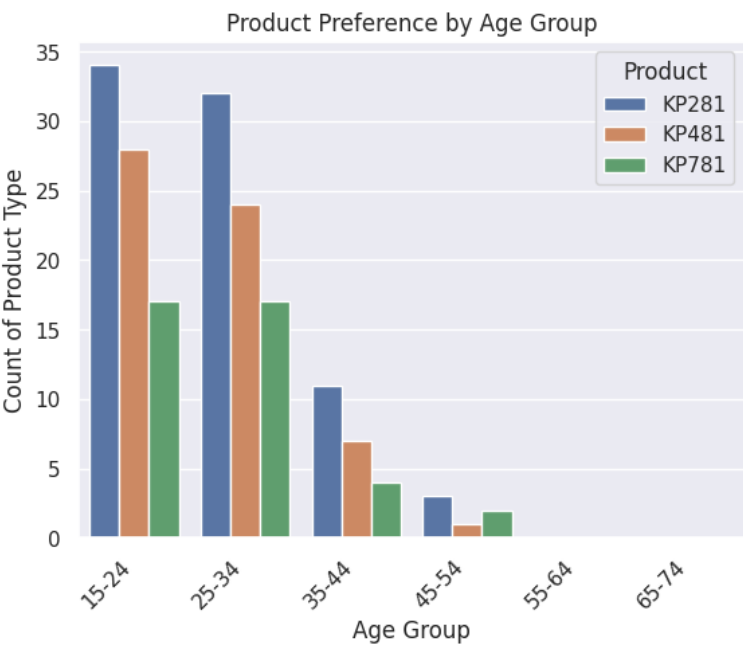
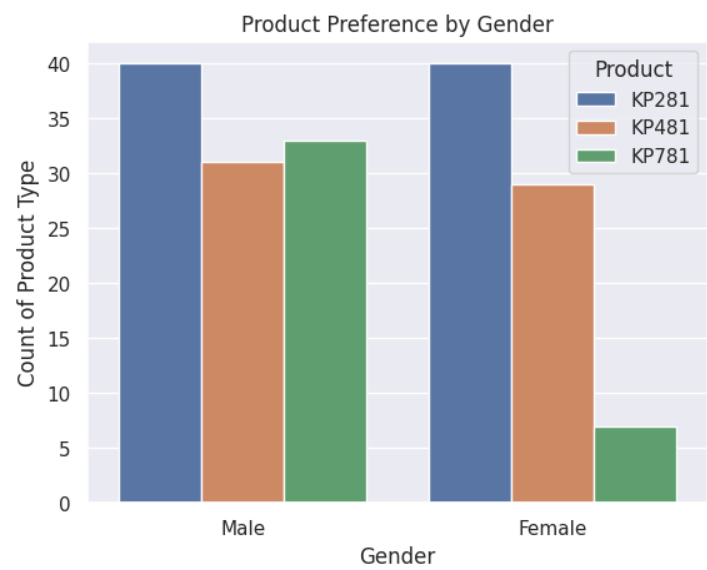
2. Gender-Based Preferences:

**Men** Show a strong preference for the **KP781**, indicating a desire for advanced features and performance. Marketing efforts should highlight these aspects. **Women** on the other hand, were found more likely to purchase the **KP281**, suggesting a preference for affordability and user-friendliness. Marketing should emphasize these benefits.

**Recommendation:** Consider developing targeted marketing campaigns tailored to the specific needs and preferences of each gender.

3. Age and Product Choice:

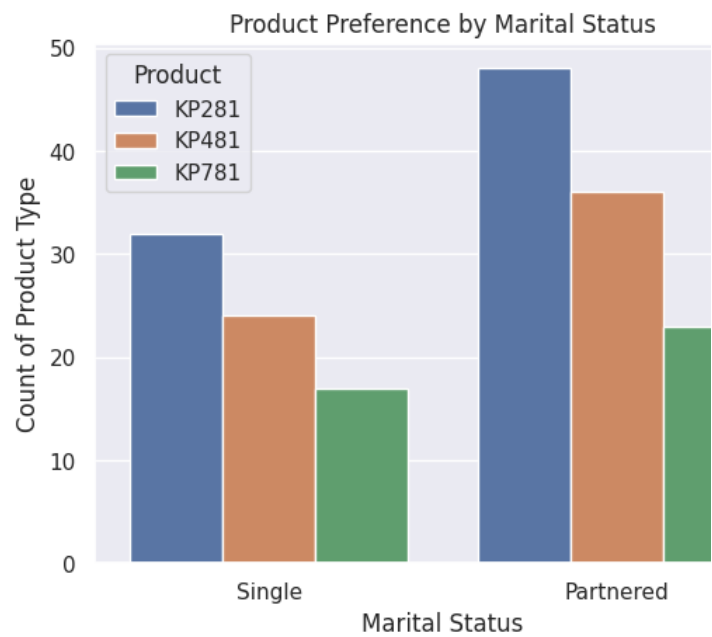
Younger Customers (15-34) favored the KP281, likely due to budget considerations and basic fitness needs. While older customers (35-54) were more inclined towards the KP481 and KP781, suggesting a greater emphasis on performance, durability, and



advanced features.**Recommendation:** Offer age-specific promotions and marketing materials to resonate with the preferences of different age groups.

4. Marital Status and Product Usage:

**Partnered Individuals** purchased the KP281 and KP481 more, potentially for shared household use. Hence marketing should focus on family benefits and joint fitness goals. **Single Individuals** showed a higher preference for the KP781, potentially due to individual fitness goals and greater disposable income. Therefore, the marketing should emphasize personal performance and advanced features.



## **Actionable Recommendations**

### **1. Targeted Marketing and Segmentation:**

- Develop personalized marketing campaigns based on the identified customer segments.
- Tailor messaging and promotions to resonate with the specific needs and preferences of each segment.
- Utilize social media, email marketing, and other channels to reach target audiences effectively.

### **2. Product Portfolio Optimization:**

- Consider expanding the product portfolio to cater to unmet needs.
- Develop a more budget-friendly model with basic features to attract price-sensitive customers.
- Introduce new features and functionalities to enhance the appeal of higher-end models for serious fitness enthusiasts.

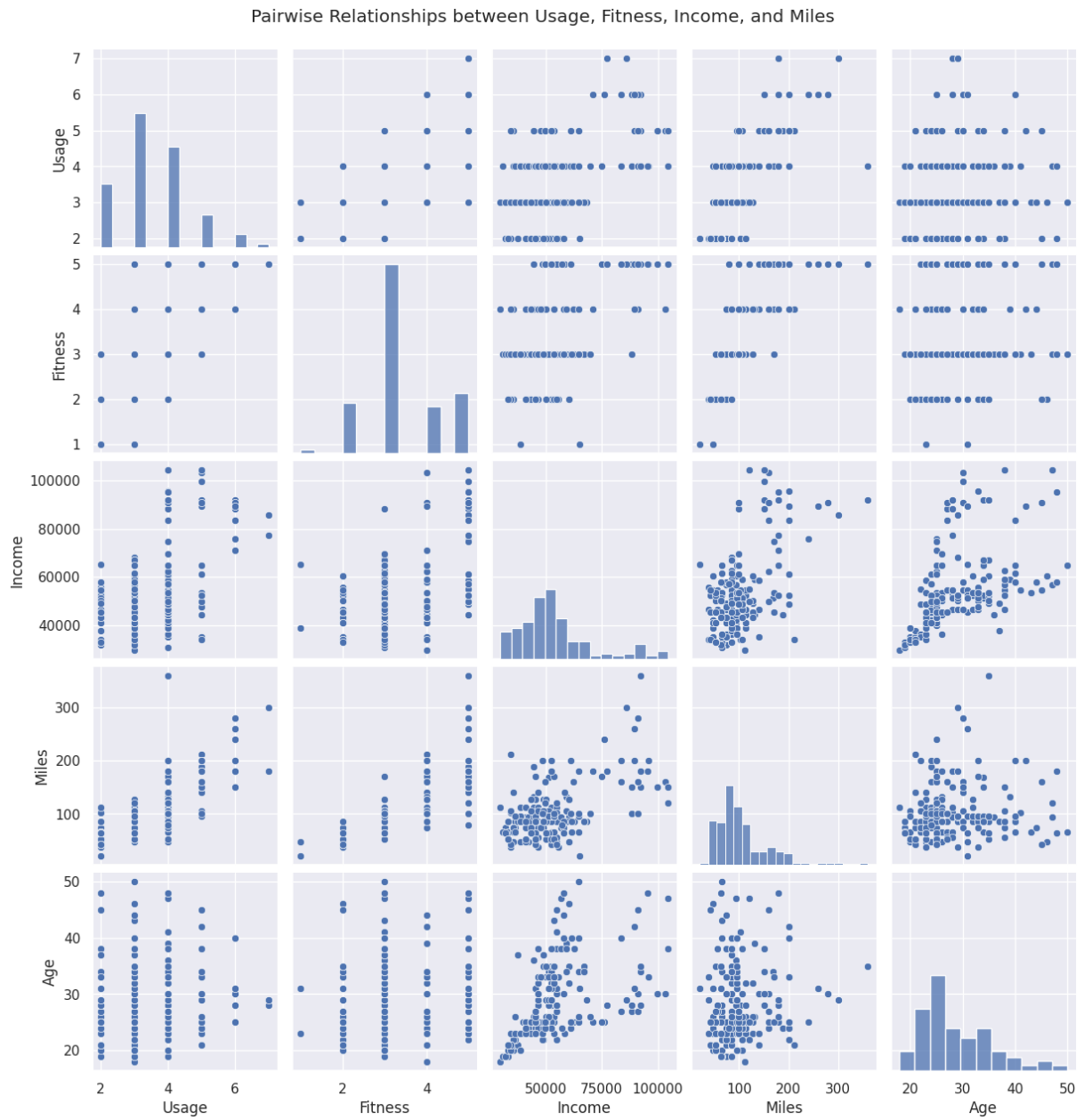
### **3. Pricing and Promotions:**

- Offer strategic discounts and promotions to incentivize purchases.
- Implement tiered pricing strategies based on product features and target segments.
- Consider offering bundle deals or financing options to make treadmills more accessible.

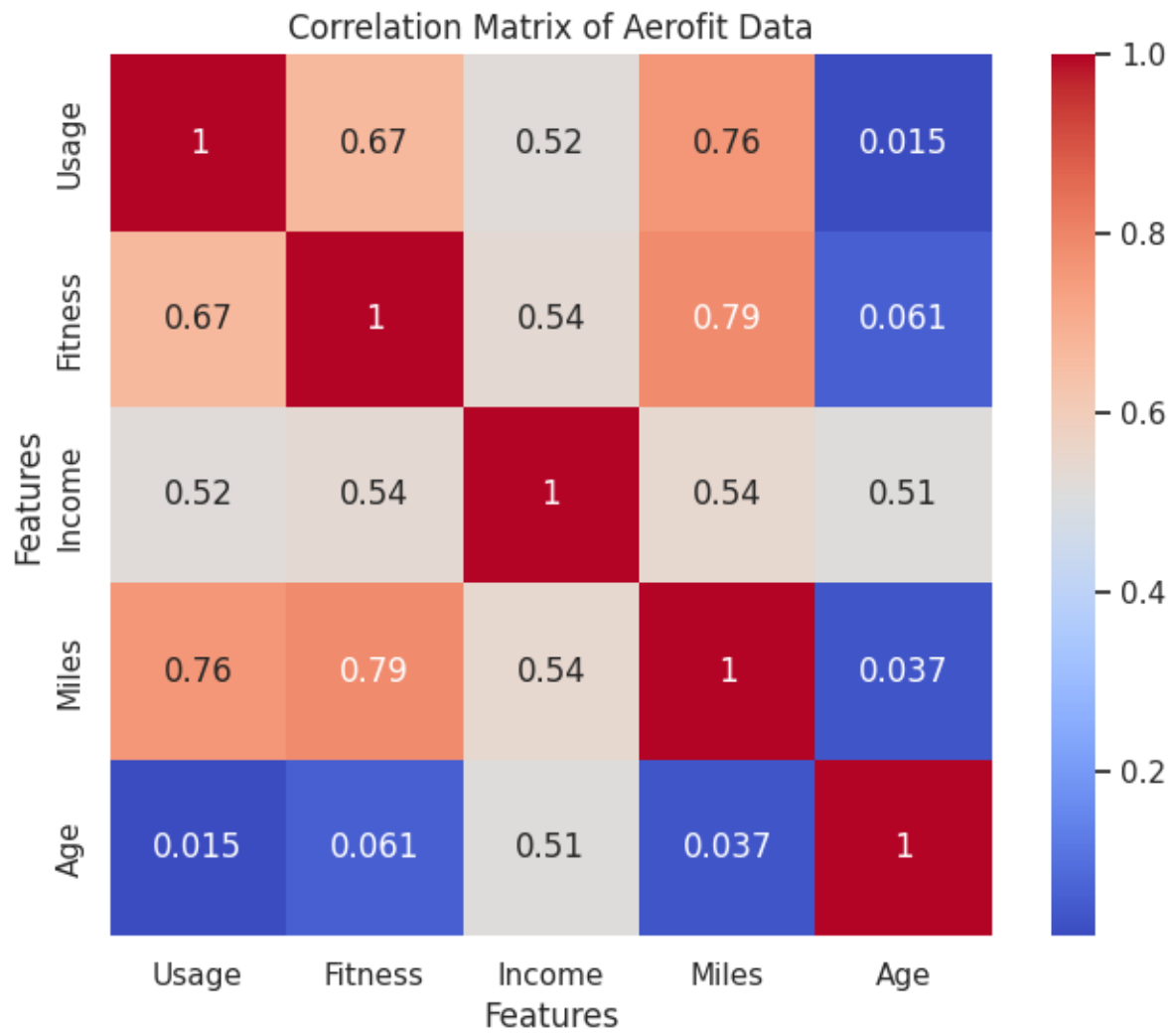
### **4. Customer Service and Support:**

- Provide personalized customer service based on individual needs and preferences.
- Offer expert advice on product selection, usage, and maintenance.

- Implement a robust customer support system to address queries and







## Numerical Data Tables:

No.	Product	Age	Gender	Education	MaritalStatus	Usage	Fitness	Income	Miles
0	KP281	18	Male	14	Single	3	4	29562	112
1	KP281	19	Male	15	Single	2	3	31836	75
2	KP281	19	Female	14	Partnered	4	3	30699	66
3	KP281	19	Male	12	Single	3	3	32973	85
4	KP281	20	Male	13	Partnered	4	2	35247	47

#	Column Name	Non-Null Count	Dtype
0	Product	180 non-null	object
1	Age	180 non-null	int64
2	Gender	180 non-null	object
3	Education	180 non-null	int64
4	MaritalStatus	180 non-null	object
5	Usage	180 non-null	int64
6	Fitness	180 non-null	int64
7	Income	180 non-null	int64
8	Miles	180 non-null	int64

Analysis	Age	Education	Usage	Fitness	Income
count	180	180	180	180	180
mean	28.79	15.57	3.46	3.31	53720
std	6.94	1.62	1.08	0.96	16507
min	18	12	2	1	29562
25%	24	14	3	3	44059
50%	26	16	3	3	50597
75%	33	16	4	4	58668
max	50	21	7	5	104581

Analysis	Miles
count	180
mean	103.19
std	51.86
min	21
25%	66
50%	94
75%	114.75
max	360

## **Conclusion**

By leveraging the insights gained from this analysis, Aerofit can make informed decisions to improve product offerings, enhance marketing effectiveness, and increase customer satisfaction. The recommendations outlined in this report provide a roadmap for the company to drive sales growth and strengthen its position in the market.