Report Summary

* Based on the analysis, we have found that there is a high positive correlation between sales and income at 78%.
* There is a relatively high negative correlation between customer ratings and product return rate at 69%
* We can predict customer income based on their spending with the following formula:

**x = (-722.14y) / - 0.01**

* We can create a similar formula to predict if a product is going to be returned based on the customer review, but we are going to skip that for now since there was no such instructions
* The highest predicted income for a customer in our customer's list is roughly around 115k, check the Customer segmentation to find out who they are.
* We conduct a classification operation where we classify each customer into a category based on their predicted income and the most suitable product for them based on the product price range.
* We need to prioritize the advertisement for the products with moderate pricing since those are the most fit for the majority of our customer base. Check out the product segmentation to find out which are they.
* We suspected that there might be a positive correlation between product price and its return rate, however after inspecting this hypothesis with the available data, we found no such correlation.