Cardio Good Fitness

Business Presentation

Contents

Business Overview

Background - Cardio Good Fitness is a fitness product retail store which sells variety of treadmills. The fitness market is increasing. The customers prefer to purchase the fitness equipment for their home use.

Objective - Identify customer profile for treadmill products and generate recommendations

Key Questions –
- What are the characteristics of customers?
- Who are the target customers for each product?
- What the additional insights for the business?

Data Overview

- Number of Observations 180

- Number of Products 3

- No missing values

No.	Data	Description
1	Product	The Model number for the treadmill
2	Age	Age of the customers in years
3	Gender	Gender of customer
4	Education	Education of the customers in years
5	Marital Status	Marital Status of the Customer Single or Partnered
6	Usage	Average number of times the customer wants to use the treadmill every weeks
7	Fitness	Self rated fitness score of the customer (5 - very fit, 1 - very unfit)
8	Income	Income of the customer
9	Miles	Miles customer expects to run

Univariate Analysis

- Age
  - All the customers are between 18-50 age
  - 75% of the customers are below 33 years
  - Age data is slightly right skewed
  - There are few outliers age between 46-50 years

- Miles
  - Slight right skew in the data
  - Mean miles are 110
  - 75% miles below 120

- Income
  - Customer income ranges between 30,000-100,000
  - The median customer income is little above 50,0000
  - Lot of outliers fall outside higher whisker
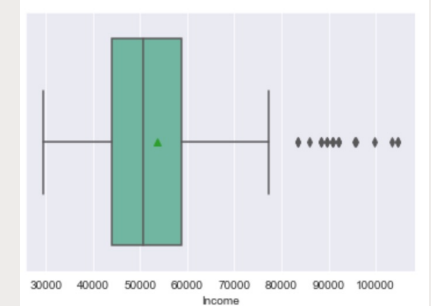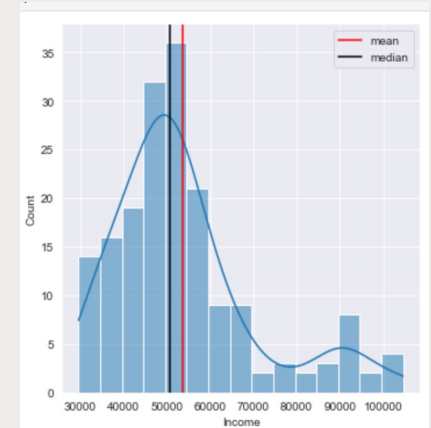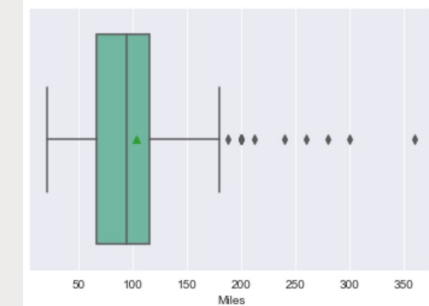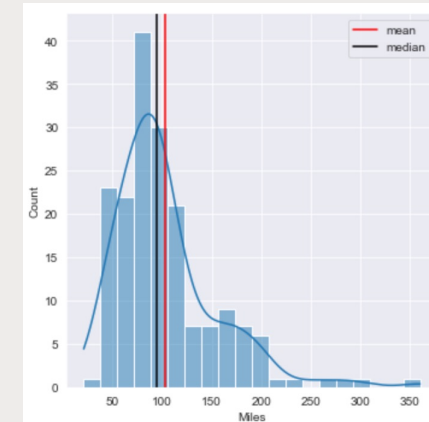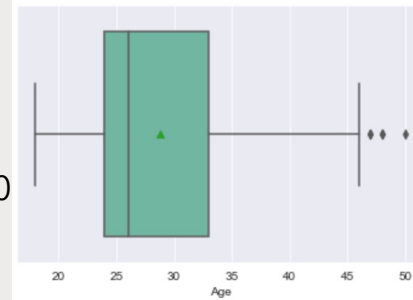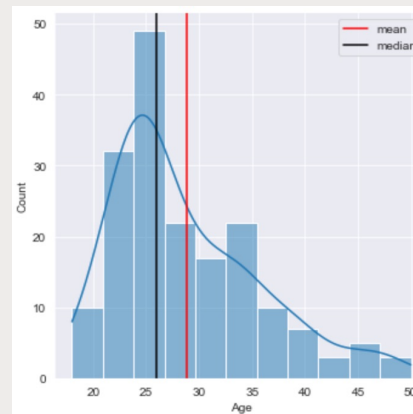
Multivariate Analysis

- Analyzing Income and Miles with Product
  - TM798 is preferred by customer with higher income and higher miles target
  - TM195 and TM498 has mixed use based on income and miles

Multivariate Analysis

- Analyzing Age and Usage with Product
  - TM798 is mostly used by customers whose usage is 4 or higher
  - TM195 and TM498 is used by customers whose usage is 2 and 3
  - There is no product preference based on customer age
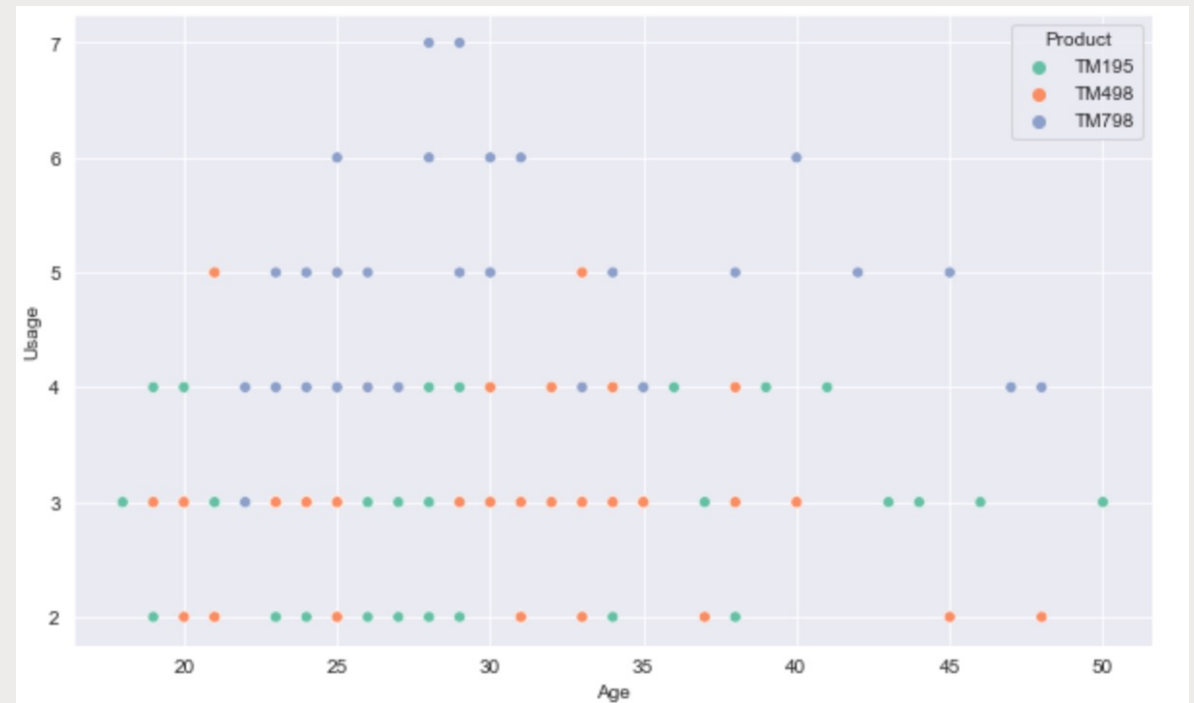
Multivariate Analysis

- Analyzing Fitness and Miles with Product
  - TM195 and TM798 are both preferred by higher miles
  - TM498 not selected by 5 level fitness customers
  - TM195 supports all types of fitness levels
  - TM498 preferred more by fitness level 3 and 4 than TM195
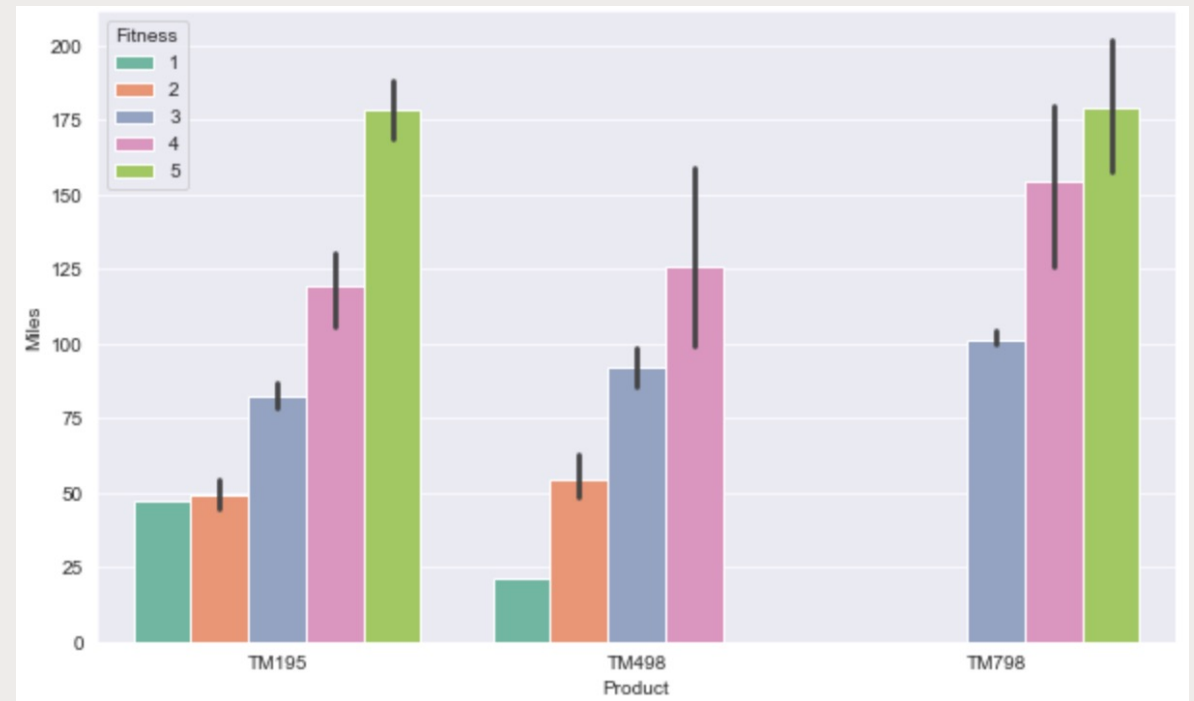
Correlations

- Positively high relationship between usage and miles. The more miles they to cover higher product Usage

- Significant relation between Usage and Income

- As we determined earlier there is high relationship between Income and Age

- There is also relationship between Income and Education. Higher education usually yields higher income

Customer Profile

	TM195	TM498	TM798
Age	18-50	18-50	18-50
Gender	Males & Females	Males & Females	Males mostly
Education	All	All	All
Marital Status	More Singles	All	Partnered
Usage	2-5	2-5	4-7
Fitness	All	1-4	3-5
Income	Average	Average	Higher
Miles	All	Average	Higher

Conclusion

- Cardio Good Fitness caters to a variety of customer base ranging in age, gender, income, education, marital status, and fitness level

- TM195 and TM498 products are more popular products

- TM798 is a higher-end product preferred by customers with higher fitness, usage, and miles

- All the products have good distribution for customer gender. However, there slightly more partnered customers than singles

- As expected, for customers income increases with age and education

- TM195 and TM498 have an overlap of customers, the products cater to customers with similar age, education, and income groups

- The relationship between usage and miles is evident, more the miles higher is the usage

- 75% of customer are 35 or below in age

Recommendation

- Most of the customers have an average usage 3-4 times per week and 75% age group below 35 years. Continue to market to these segments with TM195 and TM498 products

- The TM798 is an elite product offered to higher usage and higher fitness level customers

- There is a new opportunity to market to customers who have been using TM195 for higher usage and miles to upgrade to the TM798

- TM195 and TM498 are good choices to offer to female customers

- For TM195 and TM498, there is a lesser influence from income and miles, products good to market to the customers who looking for first purchase

- Gather more data about TM498 customers and identify customer segments