**Python Project**

**Problem Statement:**

**Understanding Customer Profiles to Optimize Product Targeting for CardioGoodFitness**

The goal is to analyze the customer demographic and behavioral data associated with different fitness products (e.g., TM195, TM498) to identify patterns and trends in customer profiles. Insights gained will help CardioGoodFitness create targeted marketing strategies for each product category, increase customer acquisition, and improve retention.

**Insights and Recommendations:**

1. **Customer Segmentation by Product**: Identify the key demographics (age, gender, education, income, fitness level) for each product to understand which customer groups prefer specific products.
2. **Usage Patterns**: Analyze how often customers of different products use the fitness equipment and the miles they expect to run.
3. **Fitness and Lifestyle Insights**: Determine whether fitness levels correlate with product preferences.
4. **Income and Pricing Strategy**: Explore the relationship between customer income and the product purchased, which can inform pricing and promotional strategies.
5. **Targeting New Customers**: Based on the profiles of existing customers, provide recommendations on which segments to target more effectively with specific products.