**Objective:**

* Explore the dataset and extract actionable insights that will enable growth in the market.
* Perform univariate and multivariate analysis.
* Building customer profiles (characteristics of a customer) for the different products.
* Generate set recommendations that will help the company in targeting new customers.

**Data:**

**CardioGoodFitness.csv** - it contains information about customers purchasing product.

* Product - the model no. of the treadmill
* Age - in no of years, of the customer
* Gender - of the customer
* Education - in no. of years, of the customer
* Marital Status - of the customer
* Usage - Avg. # times the customer wants to use the treadmill every week
* Fitness - Self rated fitness score of the customer (5 - very fit, 1 - very unfit)
* Income - of the customer
* Miles- expected to run