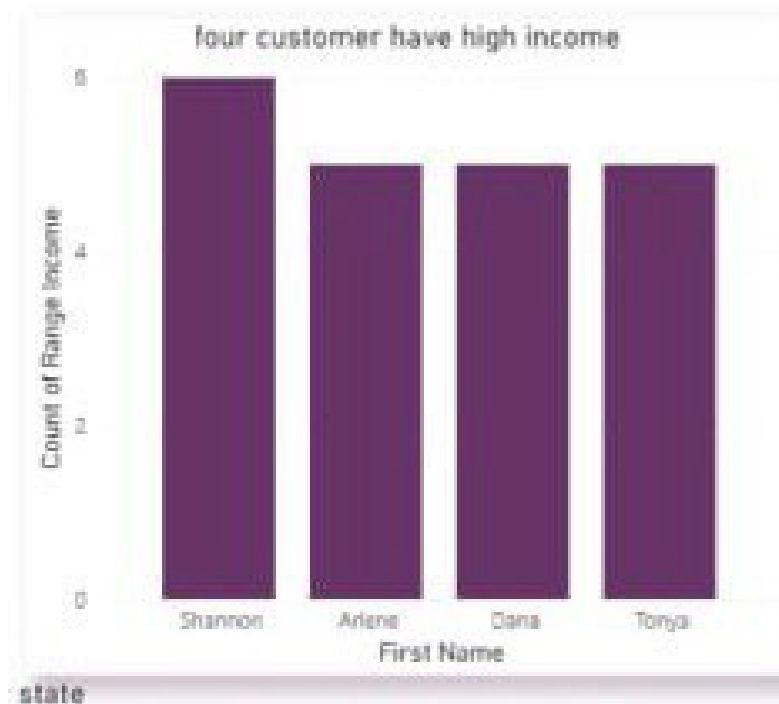


## National clothing chain Marketing Analysis

### "High-Income Customer Distribution by State"

the bar chart provides a preliminary understanding of the distribution of high-income customers across different states. By leveraging this information and conducting further market research, businesses can develop targeted marketing strategies to effectively reach and engage this lucrative segment



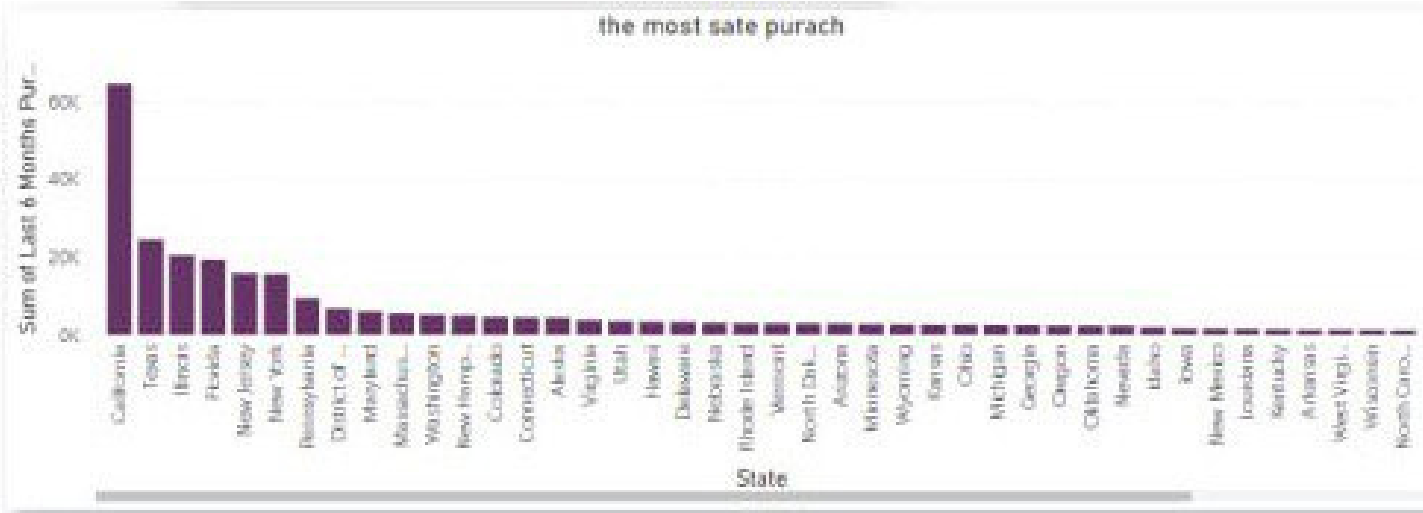
# Sales and Income Correlation"

The scatter plot visualizes the relationship between sales and income. The positive correlation coefficient of 0.78 suggests a strong positive association. This means that as sales increase, income tends to increase as well.



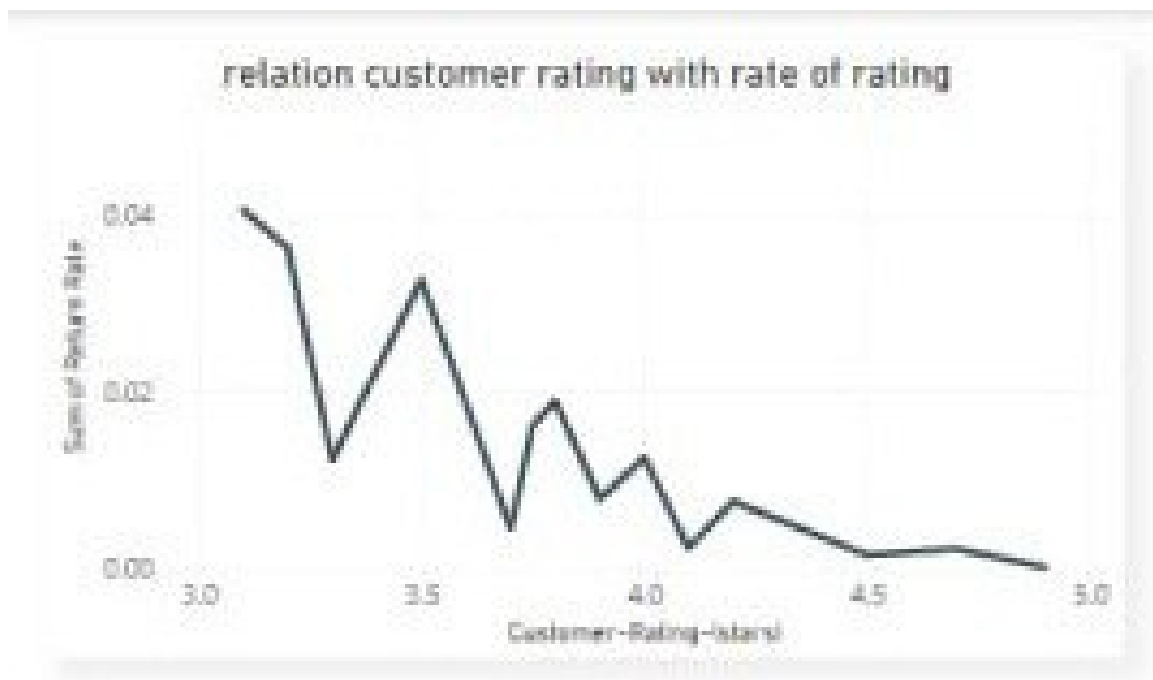
# Top Performing States: Sales Over the Last 6 Months

the analysis suggests a significant regional variation in sales performance across different states. By focusing on high-performing states and identifying opportunities for market expansion, businesses can optimize their sales and marketing efforts to achieve greater success.



# Relationship between Customer Rating and Return Rate

the analysis highlights the strong negative correlation between customer rating and return rate. By focusing on strategies to improve customer satisfaction and address the specific factors driving returns at different rating levels, businesses can significantly reduce return rates and improve their bottom line



# Top 3 Most Purchased Products

the pie chart provides a snapshot of the top-selling products. By analyzing these insights and implementing appropriate strategies, businesses can optimize their product offerings and marketing efforts to capitalize on market demand

