### Market Analysis Report for National Clothing Chain

1. What is the correlation (R2 value) between sales and income?

From the project analysis done on power bi, the correlation (R2 value) between sales and income is estimated to be 0.78.

This means that sales and income are positively related as well. Hence, as income of customers increase, so does the purchases of the clothing chain.

1. What is the correlation (R2 value) between customer ratings and product return rate?

As estimated from the analysis on power bi, the correlation (R2 value) between customer ratings and product return rate is 0.50

1. What are the linear regression formulas to predict customer income from customer sales?

The linear regression formulas to predict customer income from customer sales can be seen below:

**y=mx+b**

Where:

1. Which customer do you predict has the highest income?

From my analysis, the customer predicted that has the highest income is Little Jon.

1. Which product will be advertised the most?

From the analysis done in power bi, I will recommend the National Clothing Chain to advertise Wool Scarf as it tends to generate more income to company than every other product.

In conclusion, the National Clothing Chain should be focused on Wool Scarf product when it comes to advertisement, as it is shown that most customers would go for it compared to other products it produces. Thereby, generating more income for the company.