

EDA Case Study

Dataset Information:

cardiogoodfitness.csv: The csv contains data related to customers who have purchased different model from Cardio Good Fitness:

- 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

Objective

- Come up with a customer profile (characteristics of a customer) of the different products
- Based on the data we have to generate a set of insights and recommendations that will help the company in targeting new customers

Questions to be answered

1. How many models does store have?
2. Which is most sold Model?
3. Are Male customers buying treadmill more than female customers?
4. What is the Income, Age, Education of people buying treadmill.?
5. How many days and miles customer expect to run on treadmill?
6. What is the self-rated fitness of customers buying treadmill.?
7. Is married customer buying Treadmill more than Single customers?
8. Is there any relation between Income and model.?
9. Is there any relation between Age and model?
10. Is there any relation between self-rated fitness and model?
11. Is there any relation between education and model.?
12. Does gender have any effect on model customer buy.?
13. Does Martial status has any effect model customer buy.?
14. Are there different age groups buying different models.?
15. Relation between Age, Income and education and model bought?

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