

Cardio Good Fitness

Treadmill Product Line:

Customer Profiling

Quarterly Sales Update

Data Analytics Department

Treadmill Line Customer Profiles

DATA

PROFILES

RECOMMENDATIONS

Data: Treadmills



TM196



TM498

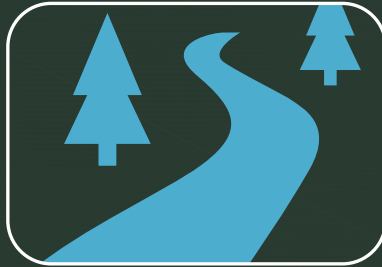


TM798

Data



18 - 50 year-olds



Expect 18,575 mi



\$46 – 75k



57% Male



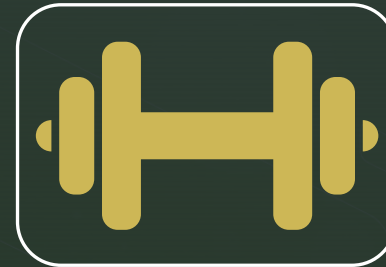
< Two-years of college



Partnered



3x per week



Level 3+

Treadmill Line Customer Profiles

DATA

PROFILES

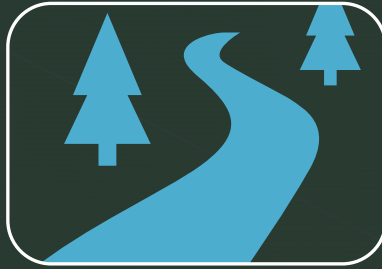
RECOMMENDATIONS



TM196



26-33



83 miles



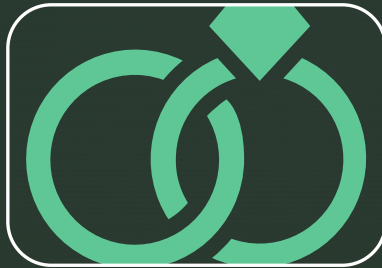
\$30 – 46k



Female



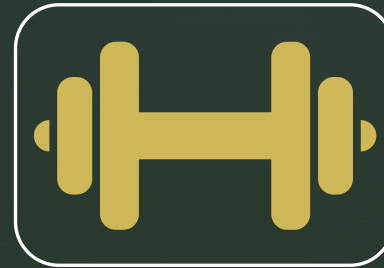
16 years



Partnered



3x week



3 (1-5)



TM498



26-33



87 miles



~\$50k



Male



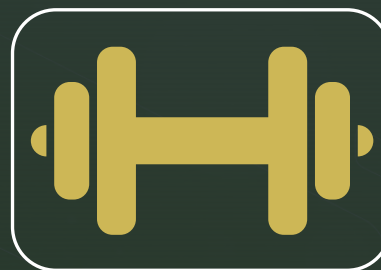
16 years



Partnered



3x week



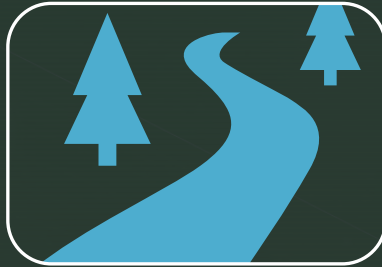
3 (1-5)



TM798



27-30



167 miles



\$70k+



Male



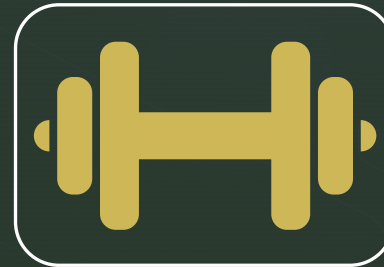
18 years



Partnered



5x week



5 (1-5)



Further Analysis

Bring in additional data for more context.

Get more data of the same products where the frequencies are even to compare more fairly.

Create a fitness test for customers to take rather than self-reporting it to remove subjectivity.

Insights



The TM798 is generally bought by higher wage earners, who expect to run more, and rate their fitness higher.



The TM195 & TM498 customers have roughly the same demographic and fitness outlook.



The general target demographic is married, under 33, making \$44 - \$58k/year, with some college education.

Treadmill Line Customer Profiles

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Recommendations

Target the younger, married, college-educated, in middle wage earners with the TM195 & TM498 models.

Create new marketing aimed at Single Females for the TM498 since they have roughly the same income and fitness mindset.

Research why Single and Female customers are not purchasing treadmills as frequently.

Thank You

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