```
import pandas as pd
 import numpy as np
 import seaborn as sns
import matplotlib.pyplot as plt
 !wget https://d2beiqkhq929f0.cloudfront.net/public_assets/assets/000/001/125/original/aerofit_treadmill.csv?1639992749
           --2024-06-13 17:42:14-- <a href="https://d2beiqkhq929f0.cloudfront.net/public_assets/assets/000/001/125/original/aerofit_treadication-net/public_assets/assets/000/001/125/original/aerofit_treadication-net/public_assets/assets/000/001/125/original/aerofit_treadication-net/public_assets/assets/assets/000/001/125/original/aerofit_treadication-net/public_assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets/assets
             Resolving d2beiqkhq929f0.cloudfront.net (d2beiqkhq929f0.cloudfront.net)... 108.157.172.183, 108.157.172.176, 108.157.1
             Connecting to d2beiqkhq929f0.cloudfront.net (d2beiqkhq929f0.cloudfront.net) 108.157.172.183:443... connected.
             HTTP request sent, awaiting response... 200 OK
             Length: 7279 (7.1K) [text/plain]
             Saving to: 'aerofit_treadmill.csv?1639992749'
             aerofit_treadmill.c 100%[========>]
                                                                                                                                        7.11K --.-KB/s
             2024-06-13 17:42:14 (2.89 GB/s) - 'aerofit_treadmill.csv?1639992749' saved [7279/7279]
df=pd.read_csv("aerofit_treadmill.csv?1639992749")
1. Data Analysis
df.sample(5)
  \overline{2}
                                                             Gender Education MaritalStatus Usage Fitness Income Miles
                                                                                                                                                                                                                                      \blacksquare
                            Product Age
                                                                                                                                                                                               34110
                 19
                                 KP281
                                                     23
                                                               Female
                                                                                                     15
                                                                                                                            Partnered
                                                                                                                                                                                                                        38
                                                                                                                                                                                                                                       ılı.
                139
                                 KP481
                                                     48
                                                                     Male
                                                                                                     16
                                                                                                                            Partnered
                                                                                                                                                               2
                                                                                                                                                                                               57987
                                                                                                                                                                                                                        64
                                 KP481
                                                                                                                                    Single
                130
                                                     35 Female
                                                                                                     16
                                                                                                                                                                                               50028
                                                                                                                                                                                                                        64
                                                                                                                                                                                            103336
                168
                                 KP781
                                                     30
                                                                     Male
                                                                                                     18
                                                                                                                            Partnered
                                                                                                                                                                                                                      160
                 91
                                 KP481
                                                     23 Female
                                                                                                     16
                                                                                                                            Partnered
                                                                                                                                                               3
                                                                                                                                                                                               43206
                                                                                                                                                                                                                        74
df.shape
  \rightarrow \bullet (180, 9)
 df.info()
             <class 'pandas.core.frame.DataFrame'>
```

RangeIndex: 180 entries, 0 to 179 Data columns (total 9 columns): # Column Non-Null Count Dtype -----______ object 0 Product 180 non-null 1 Age 180 non-null int64 Gender 180 non-null object 3 Education 180 non-null int64 object MaritalStatus 180 non-null 5 Usage 180 non-null int64 180 non-null 6 Fitness int64 7 int64 Income 180 non-null

180 non-null

dtypes: int64(6), object(3) memory usage: 12.8+ KB

8 Miles

df.isna().sum()

→ Product 0 Age Gender Education 0 MaritalStatus Usage 0 Fitness Income Miles dtype: int64

df.nunique()

Product 3 32 Age

```
2
    Gender
    Education
                     8
    MaritalStatus
                     2
    Usage
                    5
    Fitness
    Income
                    62
    Miles
                    37
    dtype: int64
df[df.duplicated()].count()
→ Product
    Age
                    0
    Gender
                    0
    Education
                    0
    MaritalStatus 0
    Usage
    Fitness
    Income
    Miles
    dtype: int64
```

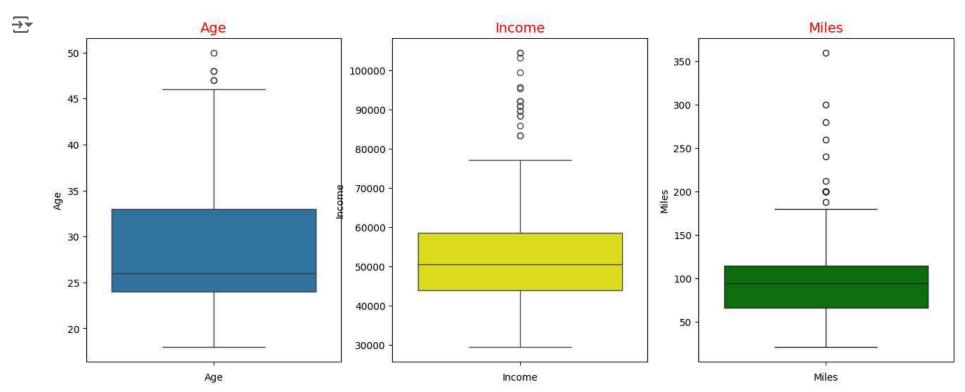
Observation of Data Frame:

- 1. The dataframe has 180 rows and 9 columns.
- 2. The dataframe contains 8 columns. The data types of columns 'Product', 'Gender', and 'MaritalStatus' are objects, while the remaining columns are of type int64.
- 3. The dataframe does not have missing or duplicate values.
- 4. Columns 'Product', 'Education', 'MaritalStatus', 'Usage', and 'Fitness' have 3, 2, 82, 6, and 5 unique values, respectively. Whereas columns like 'Age', 'Income', and 'Miles' have 32, 62, and 37 unique values, respectively.

2. Detect Outliers

A. Find the outliers for every continuous variable in the dataset

```
plt.figure(figsize=(16,6))
# Boxplot for column age
plt.subplot(1,3,1)
sns.boxplot(data=df["Age"])
plt.title("Age",fontsize=14, color="red")
plt.xlabel("Age")
# Boxplot for column income
plt.subplot(1,3,2)
plt.title("Income",fontsize=14, color="red")
sns.boxplot(data=df["Income"], color="yellow")
plt.xlabel("Income")
# Boxplot for column Miles
plt.subplot(1,3,3)
plt.title("Miles", fontsize=14, color="red")
sns.boxplot(data=df["Miles"], color="green")
plt.xlabel("Miles")
plt.show()
```



Observation:

Age:

- 1. The youngest customer is 18 years old.
- 2. The oldest customer is 50 years old.
- 3. 25% of the customers are 24 years old or younger.
- 4. 50% of the customers are 26 years old or younger.
- 5. 75% of the customers are 33 years old or younger.
- 6. There are outliers with ages between 46 and 50 years.

Income:

- 1. The minimum income is 29,562.
- 2. The maximum income is 104,581.
- 3. 25% of the incomes are 44,058 or lower.
- 4. 50% of the incomes are 50,596 or lower.
- 5. 75% of the incomes are 58,668 or lower.
- 6. There are 19 outliers where the income exceeds 80,000.

Miles covered by users per week:

- 1. The minimum miles recorded by users per week is 21.
- 2. The maximum miles recorded by users per week is 360.
- 3. 25% of users run 66 miles per week or less.
- 4. 50% of users run 94 miles per week or less.
- 5. 75% of users run 114 miles per week or less.
- 6. There are some outliers who run more than 180 miles per week.

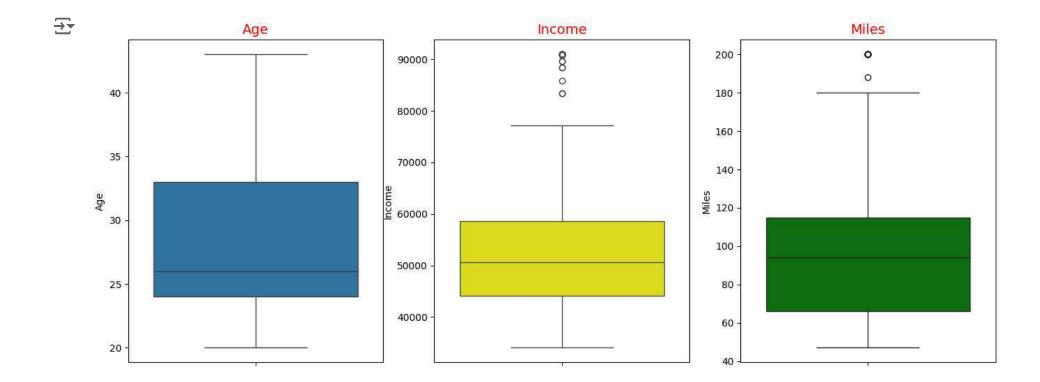
B. Clipped Column miles.

```
# Clipping column miles
df["Miles"].max(), df["Miles"].min()
→ (360, 21)
miles_per=np.percentile(df["Miles"],[5,95])
miles_per
→ array([ 47., 200.])
clipped_miles=df["Miles"].clip(47,200)
clipped_miles
             112
             75
     2
              66
              85
              47
     175
             200
     176
             200
     177
             160
     178
             120
     179
             180
     Name: Miles, Length: 180, dtype: int64
# clipping column age
Age_per=np.percentile(df["Age"],[5,95])
Age_per
\rightarrow array([20. , 43.05])
clipped_age=np.clip(df["Age"],20,43)
clipped_age
\overline{\Rightarrow}
             20
             20
     2
             20
```

3

20 20

```
175
            40
     176
            42
     177
            43
     178
            43
     179
            43
     Name: Age, Length: 180, dtype: int64
# Clipping column income
Income_per=np.percentile(df["Income"],[5,95])
Income_per
⇒ array([34053.15, 90948.25])
clipped_income=np.clip(df["Income"],34053.15, 90948.25)
clipped_income
\overline{2}
     0
            34053.15
            34053.15
     1
     2
            34053.15
     3
            34053.15
            35247.00
              . . .
     175
            83416.00
     176
            89641.00
     177
            90886.00
            90948.25
     178
     179
            90948.25
     Name: Income, Length: 180, dtype: float64
# plot for clipped columns
plt.figure(figsize=(16,6))
plt.subplot(1,3,1)
plt.title("Age",fontsize=14, color="red")
sns.boxplot(data=clipped_age)
plt.subplot(1,3,2)
plt.title("Income",fontsize=14, color="red")
sns.boxplot(data=clipped_income, color="yellow")
plt.subplot(1,3,3)
plt.title("Miles", fontsize=14, color="red")
sns.boxplot(data=clipped_miles, color="green")
plt.show()
```



Observations after clipping the data:

Age:

- 1. The youngest customer is 20 years old.
- 2. The oldest customer is 43 years old.
- 3. 25% of the customers are 24 years old or younger.
- 4. 50% of the customers are 26 years old or younger.
- 5. 75% of the customers are 33 years old or younger.

6. Currently, there are no outliers.

Income:

- 1. After using the clip() function, the new minimum income is \$34,053 and the maximum income is 90,948.
- 2. The first quartile (Q1), second quartile (Q2), and third quartile (Q3) are the same, which is 44,058, 50,596, and 58,668, respectively.
- 3. Now, we have fewer outliers.

Miles covered by users per week:

- 1. After using the clip() function, the new minimum miles is 43 and the maximum miles is 200.
- 2. The first quartile (Q1), second quartile (Q2), and third quartile (Q3) are the same, which is 66, 94, and 114 miles, respectively.
- 3. Now, we have fewer outliers who run above 180 miles.

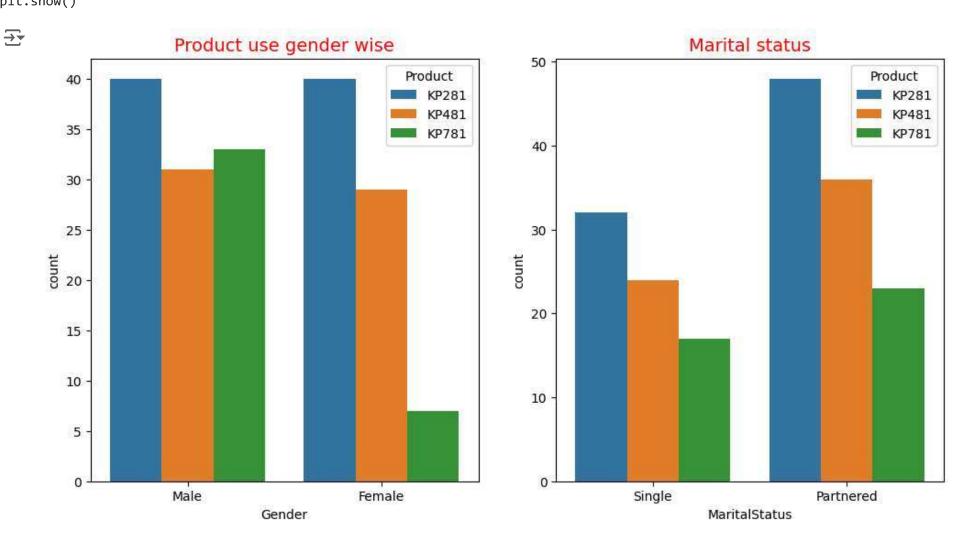
3. Check if features like marital status, Gender, and age have any effect on the product purchased

A. Find if there is any relationship between the categorical variables and the output variable in the data.

```
# Countplot of Gender
plt.figure(figsize=(12,6))

plt.subplot(1,2,1)
plt.title("Product use gender wise",fontsize=14, color="red")
sns.countplot(data=df, x=df["Gender"], hue=df["Product"])

# Countplot of Marital Status
plt.subplot(1,2,2)
plt.title("Marital status",fontsize=14, color="red")
sns.countplot(data=df, x=df["MaritalStatus"], hue=df["Product"])
plt.show()
```



Observation:

Usage of the product by gender:

- 1. With the help of the plot, we can observe that Product KP281 has an equal proportion of both genders.
- 2. Product KP481 has nearly equal numbers of male and female customers.
- 3. Product KP781 shows a significant difference between male and female customers, with 82% of customers being male.

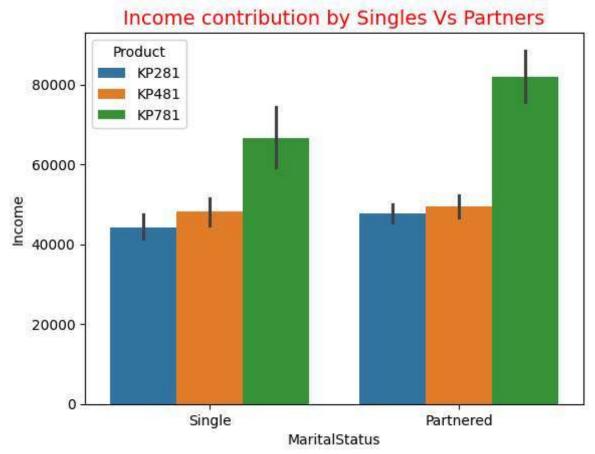
Product usage by marital status:

1. We observe that married individuals are the predominant customers in all three categories of products.

- 2. Products KP281 and KP481 exhibit a ratio of 60:40 between married and single customers.
- 3. Product KP481 has a ratio of 58:42 between married and single customers.

```
# Income contribution by Single vs Partners
sns.barplot(data=df, x=df["MaritalStatus"],y=df["Income"],hue=df["Product"])
plt.title("Income contribution by Singles Vs Partners",fontsize=14, color="red")
```

Text(0.5, 1.0, 'Income contribution by Singles Vs Partners')



Observation:

As we know that married individuals are the primary customers for all three products, it's evident from this plot that they also contribute more to the income generated by each of the three products.

B. Relation between continus variable and output variable:

```
# Relation between Miles, Income and Product
plt.figure(figsize=(12,6))
plt.subplot(1,2,1)
sns.scatterplot(data=df, x=df["Miles"], y=df["Income"], hue=df["Product"])
plt.title("Miles vs Income",fontsize=14, color="red")

#Relation between Age, Miles and Product
plt.subplot(1,2,2)
sns.scatterplot(data=df, x=df["Age"], y=df["Miles"], hue=df["Product"])
plt.title("Age vs Miles",fontsize=14, color="red")
```

Obesrvation:

MILES VS INCOME

50

100

1. By examining the Income vs Miles plot, we can observe that most customers fall within the range of 40 to 180 miles and have an income between 30,000 to 70,000.

350

20

25

30

35

Age

40

50

45

- 2. Additionally, the majority of these customers are users of Product KP281 or KP781. However, there are outliers who have more than 200 miles and an income exceeding 80,000.
- 3. Interestingly, both of these outliers are users of Product KP781.

150

200

Miles

250

300

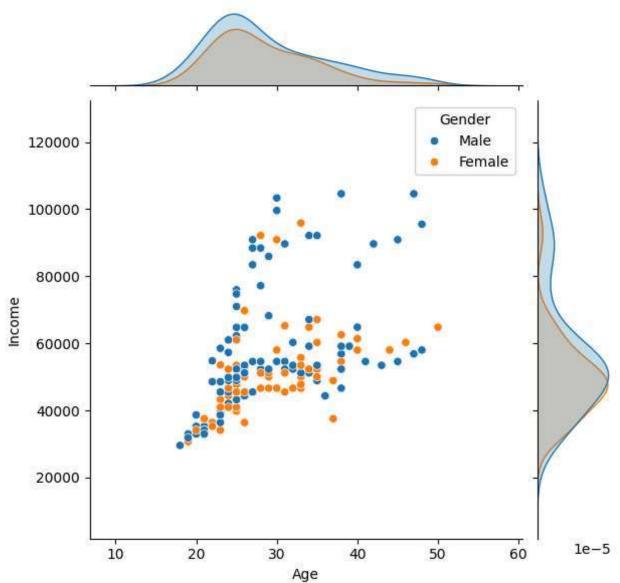
4. KP281 contribute most to the sale and top by 38.30%. followed by KP781 31.21% and KP481 30.29%.

AGE VS MILES:

- 1. We can observe that the majority of customers belong to the age range of 20-40.
- 2. Most customers run between 40 to 150 miles per week, but we do have outliers in both age and miles.
- 3. It's evident that almost all customers who run more than 150 miles per week use Product KP781.

Joint plot of Age and Income.

sns.jointplot(data=df, x=df["Age"], y=df["Income"], hue=df["Gender"])



AGE VS INCOME:

- 1. The majority of customers belong to the 20 to 40 age group and contribute between 30,000 to 70,000.
- 2. Both males and females contribute equally to this range. However, we do have some outliers who spend more than 80,000, and most of these outliers are male.

4 Representing the Probability

A. Find the marginal probability (what percent of customers have purchased KP281, KP481, or KP781)

```
cross_table=pd.crosstab(index=df["Product"], columns=df["Product"], margins=True)
cross_table.reset_index(inplace=True)
cross_table
```

→	Product	Product	KP281	KP481	KP781	All	
	0	KP281	80	0	0	80	11.
	1	KP481	0	60	0	60	+/
	2	KP781	0	0	40	40	
	3	All	80	60	40	180	

```
Next steps: Generate code with cross_table

# Probability of KP281
P_KP281=cross_table["KP281"][0]/cross_table["All"][3]
P_KP481=cross_table["KP481"][1]/cross_table["All"][3]
P_KP781=cross_table["KP781"][2]/cross_table["All"][3]

print("% of Customer have Purchase KP281:", round(P_KP281*100,2))
print("% of Customer have Purchase KP481:", round(P_KP481*100,2))
print("% of Customer have Purchase KP781:", round(P_KP781*100,2))

*** % of Customer have Purchase KP281: 44.44
% of Customer have Purchase KP281: 33.33
```

Observation: The sales contribution of each product is as follows:

% of Customer have Purchase KP781: 22.22

- 2. KP481 contributes 33.3%.
- 3. KP781 contributes 22.2%.
- B. Find the probability that the customer buys a product based on each column.

Next steps: Generate code with cross_table_g View recommended plots

Percentage of Female Customer and Male Customer

```
for i in range(4):
    print(f"Product: {cross_table_g['Product'][i]}")
    P_female = cross_table_g["Female"][i] / cross_table_g["All"][i]
    P_male = cross_table_g["Male"][i] / cross_table_g["All"][i]

print(f"The proportion of Female customers : {round(P_female * 100)}%")
    print(f"The proportion of Male customers: {round(P_male * 100)}%")
    print()
```

→ Product: KP281

The proportion of Female customers : 50% The proportion of Male customers: 50%

Product: KP481

The proportion of Female customers : 48% The proportion of Male customers: 52%

Product: KP781

The proportion of Female customers : 18% The proportion of Male customers: 82%

Product: All

The proportion of Female customers : 42% The proportion of Male customers: 58%

The probability of product sales based on fitness level
cross_tab_f=pd.crosstab(index=df["Product"], columns=df["Fitness"], margins=True)
cross_tab_f.reset_index(inplace=True)
cross_tab_f.columns.name=None
cross_tab_f

→		Product	1	2	3	4	5	All	
	0	KP281	1	14	54	9	2	80	th
	1	KP481	1	12	39	8	0	60	+/
	2	KP781	0	0	4	7	29	40	_
	3	All	2	26	97	24	31	180	

Next steps: Generate code with cross_tab_f

View recommended plots

```
print("Product:",cross_tab_f['Product'][i])
  for n in range(1,6):
    Level=cross_tab_f[n][i]/cross_tab_f["All"][i]
    print(f"The proportion of level {n} customers : {round(Level * 100)}%")
  print()
→▼ Product: KP281
     The proportion of level 1 customers : 1%
     The proportion of level 2 customers : 18%
     The proportion of level 3 customers : 68%
     The proportion of level 4 customers : 11%
     The proportion of level 5 customers : 2%
     Product: KP481
     The proportion of level 1 customers : 2%
     The proportion of level 2 customers : 20%
     The proportion of level 3 customers : 65%
     The proportion of level 4 customers : 13%
     The proportion of level 5 customers : 0%
     Product: KP781
     The proportion of level 1 customers : 0%
     The proportion of level 2 customers : 0%
     The proportion of level 3 customers : 10%
    The proportion of level 4 customers : 18%
     The proportion of level 5 customers : 72%
# Per-week treadmill usage
cross_tab_u=pd.crosstab(df["Product"], df["Usage"], margins=True)
cross_tab_u.reset_index(inplace=True)
cross_tab_u.columns.name=None
cross_tab_u
\overline{\Rightarrow}
        Product
                                             \blacksquare
                 2 3 4 5 6 7 All
      0
          KP281 19 37 22
                              2 0 0
                                        80
      1
          KP481 14 31 12
                              3 0 0
                                        60
      2
                  0
          KP781
                     1 18 12 7 2
      3
             All 33 69 52 17 7 2 180
 Next steps:
             Generate code with cross_tab_u
                                               View recommended plots
for i in range(3):
    product = cross_tab_u['Product'][i]
    print("Product:", product)
    for day in range(2, 8):
        usage = cross_tab_u[day][i] / cross_tab_u["All"][i]
        print(f"The proportion of customers who usage treadmill {day} days per week: {round(usage * 100)}%")
    print()
    Product: KP281
     The proportion of customers who usage treadmill 2 days per week: 24%
     The proportion of customers who usage treadmill 3 days per week: 46%
     The proportion of customers who usage treadmill 4 days per week: 28%
     The proportion of customers who usage treadmill 5 days per week: 2%
     The proportion of customers who usage treadmill 6 days per week: 0%
     The proportion of customers who usage treadmill 7 days per week: 0%
     Product: KP481
    The proportion of customers who usage treadmill 2 days per week: 23%
    The proportion of customers who usage treadmill 3 days per week: 52%
     The proportion of customers who usage treadmill 4 days per week: 20%
    The proportion of customers who usage treadmill 5 days per week: 5%
     The proportion of customers who usage treadmill 6 days per week: 0%
    The proportion of customers who usage treadmill 7 days per week: 0%
     Product: KP781
     The proportion of customers who usage treadmill 2 days per week: 0%
    The proportion of customers who usage treadmill 3 days per week: 2%
    The proportion of customers who usage treadmill 4 days per week: 45%
     The proportion of customers who usage treadmill 5 days per week: 30%
     The proportion of customers who usage treadmill 6 days per week: 18%
     The proportion of customers who usage treadmill 7 days per week: 5%
```

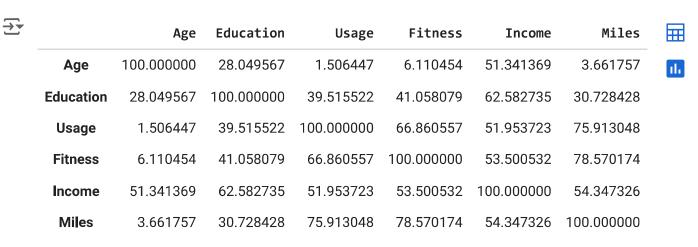
for i in range(3):

C. Find the Conditional Probability that an event occurs given that another event has occurred.

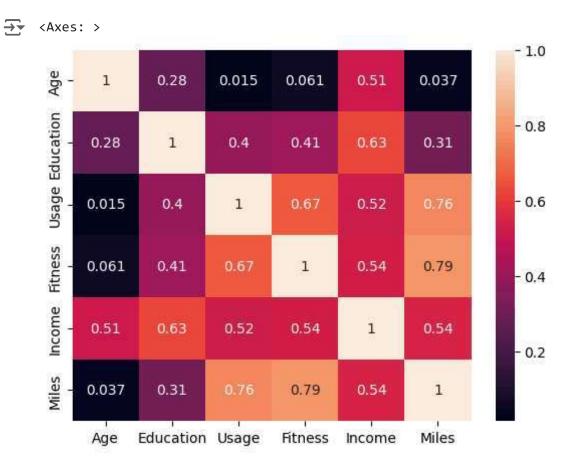
```
cross_table_g
\overline{2}
         Product Female Male All
                                      Ħ
      0
          KP281
                      40
                            40
                                 80
                                      th.
      1
          KP481
                      29
                            31
                                 60
          KP781
                            33
                                 40
      3
              Αll
                      76
                          104 180
 Next steps:
              Generate code with cross_table_g
                                                 View recommended plots
# Usage of each product given that the user is male or female
for i in range(3):
  print(f"Product: {cross_table_g['Product'][i]}")
  print("The probability of product usage given that the customer is female:", round(cross_table_g["Female"][i] / cross_
  print("The probability of product usage given that the customer is male:", round(cross_table_g["Male"][i] / cross_table_g
  print()
     Product: KP281
     The probability of product usage given that the customer is female: 53 %
     The probability of product usage given that the customer is male: 38 \%
     Product: KP481
     The probability of product usage given that the customer is female: 38 %
     The probability of product usage given that the customer is male: 30 %
     Product: KP781
     The probability of product usage given that the customer is female: 9 %
     The probability of product usage given that the customer is male: 32 %
# Cross table of Column Product and Marital status.
cross_tab_m=pd.crosstab(index=df["Product"], columns=df["MaritalStatus"], margins=True)
cross_tab_m.reset_index(inplace=True)
cross_tab_m.columns.name=None
cross_tab_m
\overline{2}
         Product Partnered Single All
                                           ᇤ
      0
          KP281
                         48
                                 32
                                      80
      1
          KP481
                         36
                                 24
                                      60
      2
          KP781
                         23
                                 17
                                      40
      3
              Αll
                        107
                                 73 180
              Generate code with cross_tab_m
                                               View recommended plots
 Next steps:
# The conditional probability of product sales based on marital status
for i in range(3):
  print(f"Product: {cross_tab_m['Product'][i]}")
  print("Probability of Product usge given that customer is single :", round(cross_tab_m["Single"][i]/ cross_tab_m.iloc[3]
  print("Probability of Product usge given that customer is partner:", round(cross_tab_m["Partnered"][i] / cross_tab_m.ilo
  print()
→ Product: KP281
     Probability of Product usge given that customer is single : 44 %
     Probability of Product usge given that customer is partner: 45 %
     Product: KP481
     Probability of Product usge given that customer is single : 33 %
     Probability of Product usge given that customer is partner: 34 %
     Product: KP781
     Probability of Product usge given that customer is single : 23 %
     Probability of Product usge given that customer is partner: 21 %
```

5. The correlation among different factors

df_corr=df[["Age","Education","Usage","Fitness","Income","Miles"]].corr()
df_corr*100



sns.heatmap(df[["Age","Education","Usage","Fitness","Income","Miles"]].corr(), annot=True)



Observation: Corelation between Columns

Upon analyzing the ubove plot we can say:

- 1. Age display high correlation with income, with education showing a secondary correlation.
- 2. Usage displays a significant correlation with miles, with fitness following closely. Furthermore, fitness is strongly correlated with miles, age, income, and education.
- 3. Income shows a pronounced correlation with education, with miles, fitness, and usage following suit. These correlations provide valuable insights into the interplay between various factors within the dataset.

6. Customer profiling and recommendation

Product KP281:

- 1. Market Share: 44.4%
- 2. Target Age Group: 18-40.
- 3. Usage Preference: 53% for running ≤ 150 miles/week.
- 4. Income Range: 20,000 to 70,000 (In \$) (51%).
- 5. Gender Preference: Female (53%).
- 6. Marital Status Preference: Single (44%), Partner (45%).
- 7. Treadmill Usage: 2 days: 24%, 3 days: 46%, 4 days: 28%, 5 days: 2%.
- 8. Fitness Level: Level 3 (68%).

Product KP481:

- 1. Market Share: 33.2%.
- 2. Target Age Group: 18-40.
- 3. Usage Preference: 38% for running ≤ 150 miles/week.
- 4. Income Range: 20,000 to 70,000 (In \$) (38%).
- 5. Gender Preference: Female (38%).
- 6. Marital Status Preference: Single (33%), Partner (34%).

- 7. Treadmill Usage: 2 days: 23%, 3 days: 52%, 4 days: 20%, 5 days: 5%.
- 8. Fitness Level: Level 3 (65%).

Product KP781:

- 1. Market Share: 22.2%.
- 2. Target Age Group: 23-35.
- 3. Usage Preference: 84% for running 150 miles/week.
- 4. Income Range: > 70,000(In \$) (100%).
- 5. Gender Preference: Male (32%).
- 6. Marital Status Preference: Single (23%), Partner (21%).
- 7. Treadmill Usage: 4 days: 45%, 5 days: 30%, 6 days: 18%, 7 days: 5%.
- 8. Fitness Level: Level 5 (72%).

Insights:

- 1. KP281 is the most popular product, which means a lot of people like it and want to buy it. To keep this popularity, companies should advertise it well and make it even better.
- 2. Many young people, between 18 and 40 years old, really like KP281 and KP481. This means companies should advertise these products in a way that appeals to young people's tastes and lifestyles.
- 3. KP781 is liked by people who have more money,(\$70,000 and more). By adding special features to make it even better, companies can increse profit on the product.
- 4. Knowing how often people use treadmills and how fit they are can help companies make better products and decide how to sell them. For example, KP781 users use treadmills a lot and like intense workouts, like running 150 miles (and more in some cases) a week. By using this information companies can focus on making treadmills to target those users.
- 5. Customizing ads and products based on whether someone is male or female, or if they're single or in a relationship, can make customers happier. For instance, KP281 is a bit more popular with single women, while KP781 is liked more by single men. This means companies can approach target users.
- 6. Looking at age, income, education, product use, and fitness levels can give companies insight into what customers prefer. For example, there's a strong correlation between income, treadmill usage, and fitness level. This suggests that people who work out more and are fitter are willing to spend more.

```
from google.colab import drive
drive.mount('/content/drive')
```

→ Mounted at /content/drive

!pip install nbconvert

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Requirement already satisfied: nbconvert in /usr/local/lib/python3.10/dist-packages (6.5.4)
Requirement already satisfied: lxml in /usr/local/lib/python3.10/dist-packages (from nbconvert) (4.9.4)
Requirement already satisfied: beautifulsoup4 in /usr/local/lib/python3.10/dist-packages (from nbconvert) (4.12.3)
Requirement already satisfied: bleach in /usr/local/lib/python3.10/dist-packages (from nbconvert) (6.1.0)
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Requirement already satisfied: rpds-py>=0.7.1 in /usr/local/lib/python3.10/dist-packages (from jsonschema>=2.6->nbform
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Requirement already satisfied: tornado>=4.1 in /usr/local/lib/python3.10/dist-packages (from jupyter-client>=6.1.12->n
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