

Cardio Fitness Project

Due Saturday by 9:30pm **Points** 60 **Submitting** a file upload

Available Oct 4 at 6:30am - Oct 12 at 9:30pm 9 days

Objective - Preliminary Data Analysis. Explore the dataset and practice extracting basic observations about the data. The idea is for you to get comfortable working in R.

You are expected to do the following :

1. Come up with a customer profile (characteristics of a customer) of the different products
2. Perform uni-variate and bivariate analyses
3. Generate a set of insights and recommendations that will help the company in targeting new customers

Context - The data is for customers of the treadmill product(s) of a retail store called Cardio Good Fitness. It contains the following variable

1. Product - the model no. of the treadmill
2. Age - in no of years, of the customer
3. Gender - of the customer
4. Education - in no. of years, of the customer
5. Marital Status - of the customer
6. Usage - Avg. # times the customer wants to use the treadmill every week
7. Fitness - Self rated fitness score of the customer (5 - very fit, 1 - very unfit)
8. Income - of the customer
9. Miles- expected to run

Explore the dataset to identify differences between customers of each product. You can also explore relationships between the different attributes of customers. You can approach it from any other line of questioning that you feel could be relevant for business.

Minimum Steps for exploration:

1. Importing the dataset into R & understanding the structure of a dataset
2. Basic summary of data and graphical exploration
3. Observations from the dataset

Submission Guidelines :

1. You can submit the output/report in any file format - the key part of the output is the set of observations from the exploration
2. Please don't share your R code and/or outputs only, we expect some verbiage/story too - a meaningful output that you can share in a business environment

Grading Criteria:

Component	60	% weightage
Understanding the structure of the data	3	5%
Univariate analysis	12	20%
Bivariate analysis	15	25%
Quality & use of visualisations	9	15%
Conclusion	15	25%
R Code	6	10%

Thanks
Program Office

Cardio Fitness Rubric

Criteria	Ratings	Pts
Understanding the structure of the data		3.0 pts
Univariate analysis		12.0 pts
Bivariate analysis		15.0 pts
Quality & use of visualisations		9.0 pts
Conclusion		15.0 pts
R Code		6.0 pts
		Total Points: 60.0