



# PROJECT 1: CARDIO GOOD FITNESS



By: Omar Ossama

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## 1. Customer Profiles for Each Product

### 1.1. TM195 Customer Profile:

Customers of the TM195 have an average age of 28.55 years and a median of 26 years.

They are equally likely to be males or females.

Mostly the customers have had 14 or 16 years of education with an average of 15.04 and a median of 16.

60% of the surveyed customers were partnered, while 40% were single.

While planning to use the product an average of 3 days/week. And run an average of 82.79 miles/week. Most of the customers self-assessed their fitness level to be a 3/5.

The average income of the TM195 customer is \$46,148/year, with a median of \$46,617/year.

### 1.2. TM498 Customer Profile:

Data for the TM498 customers is almost identical to the TM195 customers.

Customers of the TM498 have an average age of 28.9 years and a median of 26 years.

They are slightly more likely to be males than females.

Mostly the customers have had 14 or 16 years of education with an average of 15.12 and a median of 16.

60% of the surveyed customers were partnered, while 40% were single.

While planning to use the product an average of 3 days/week. And run an average of 87.93 miles/week. Most of the customers self-assessed their fitness level to be a 3/5.

The average income of the TM498 customer is \$48,974/year, with a median of \$49,460/year.

### 1.3. TM798 Customer Profile:

Data for the TM798 customers is somewhat unique to other 2 products.

Customers of the TM798 have an average age of 29.1 years and a median of 27 years.

They predominantly males with 33 males and 7 females.

Mostly the customers have had 16 or 18 years of education with an average of 17.32 and a median of 18.

57.5% of the surveyed customers were partnered, while 42.5% were single.

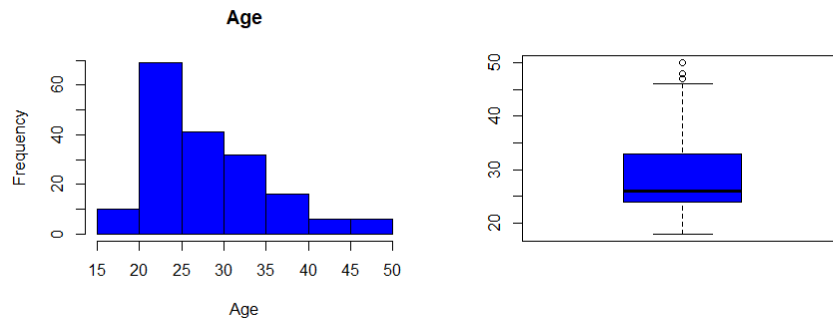
While planning to use the product an average of 5 days/week. And run an average of 166.9 miles/week. Most of the customers self-assessed their fitness level to be a 5/5.

The average income of the TM798 customer is \$75,442/year, with a median of \$76,569/year.

## 2. Variable Analysis

### 2.1. Univariate Analysis

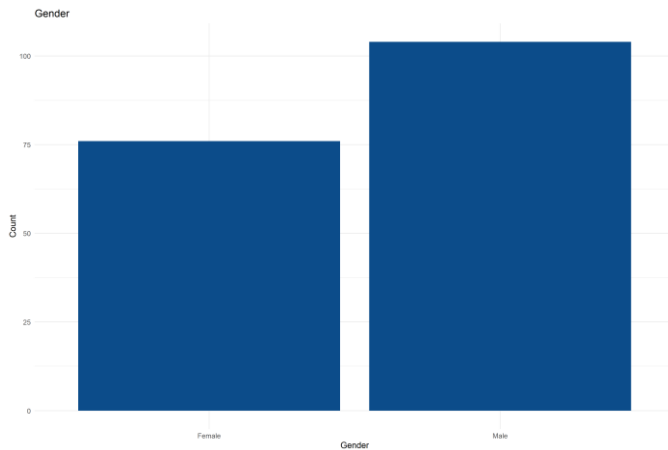
#### 2.1.1. Age:



Data skewed to the right. Most of the customers are in the 20-25 age range.

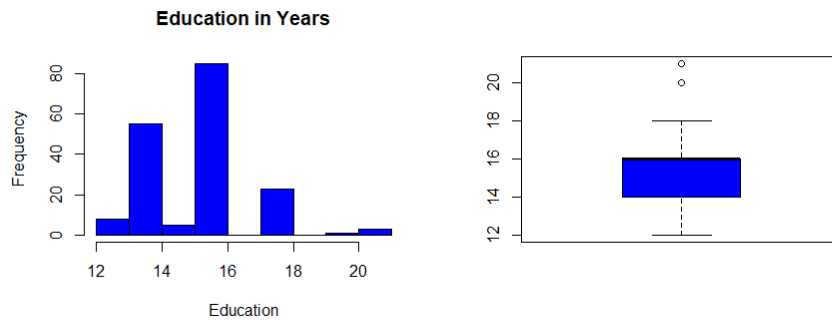
Few outliers present above the upper limit.

#### 2.1.2. Gender:



More males buy treadmills from Cardio Good Fitness than females

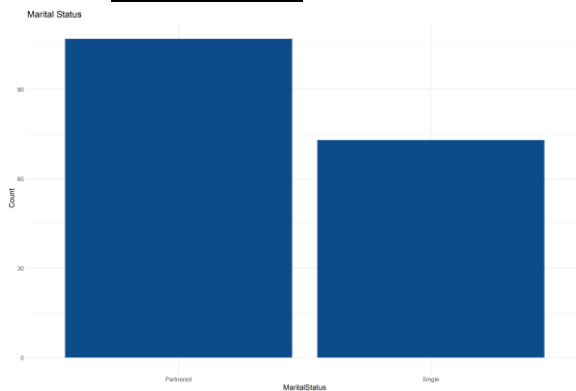
### 2.1.3. Education:



Data skewed to the left. Most customers had 16 years of education.

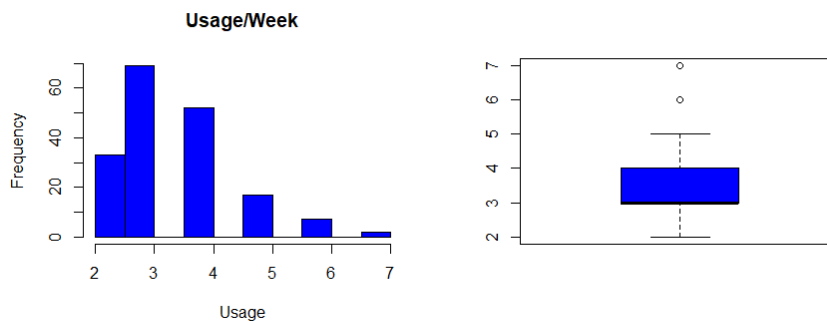
Few outliers present above the upper limit.

### 2.1.4. Marital Status:



More customers are partnered than single.

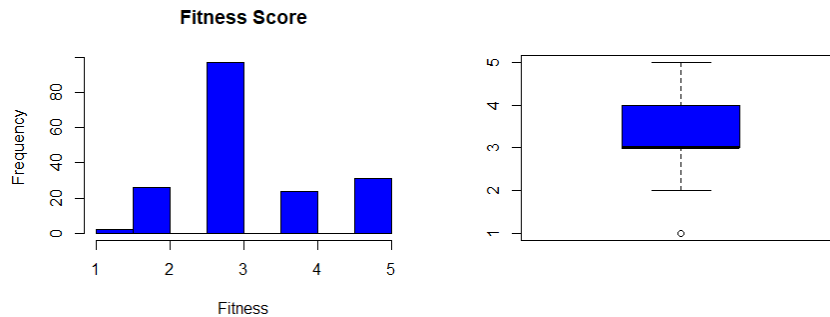
### 2.1.5. Usage/week:



Data skewed to the right. Most customers plan to use the treadmill 3 times/week.

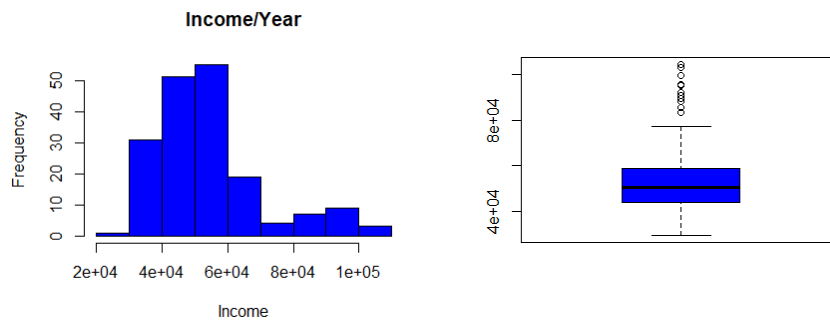
Few outliers present above the upper limit.

### 2.1.6. Fitness Score:



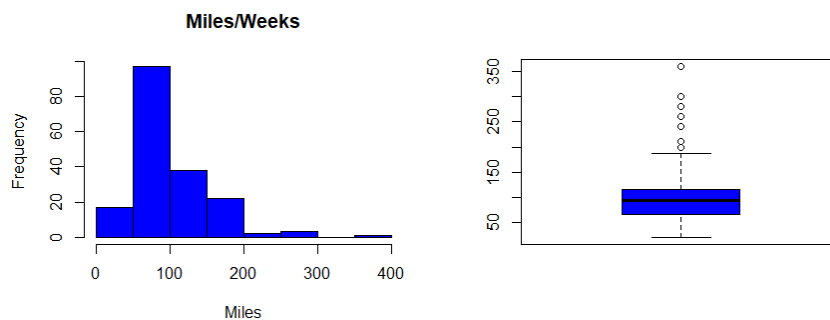
Data skewed to the right. Most customers gave themselves a score of 3/5.  
Outlier present below the lower limit.

### 2.1.7. Income/Year:



Data skewed to the right. Most customers earn around \$60,000/year.  
Outliers present above the upper limit.

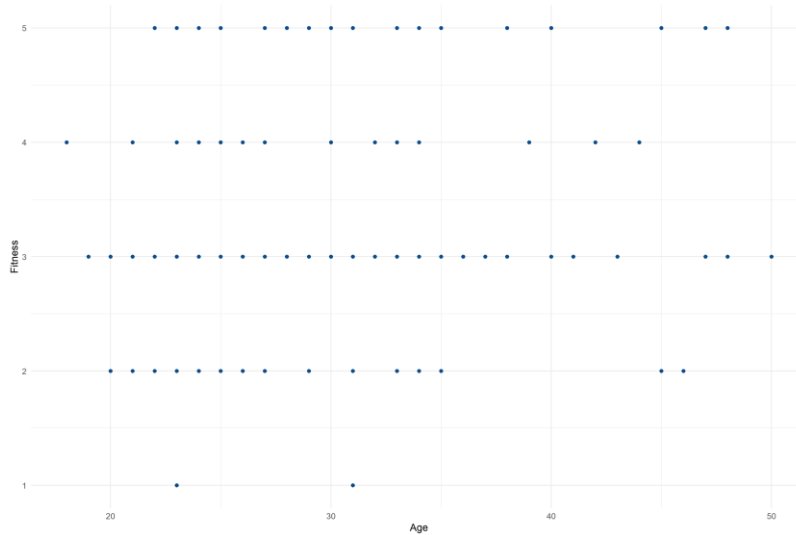
### 2.1.8. Miles/Week:



Data skewed to the right. Most customers plan to run around 100 miles/week.  
Few outliers present above the upper limit.

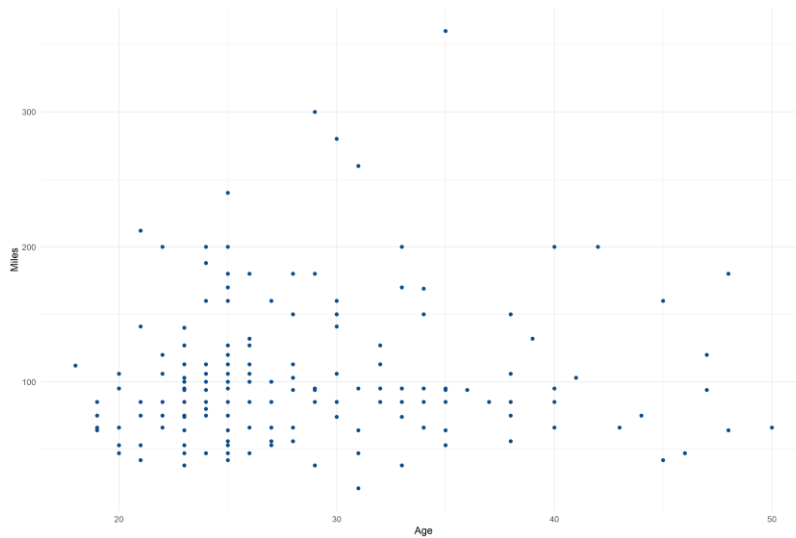
## 2.2. Bivariate Analysis

### 2.2.1. Age-Fitness analysis:



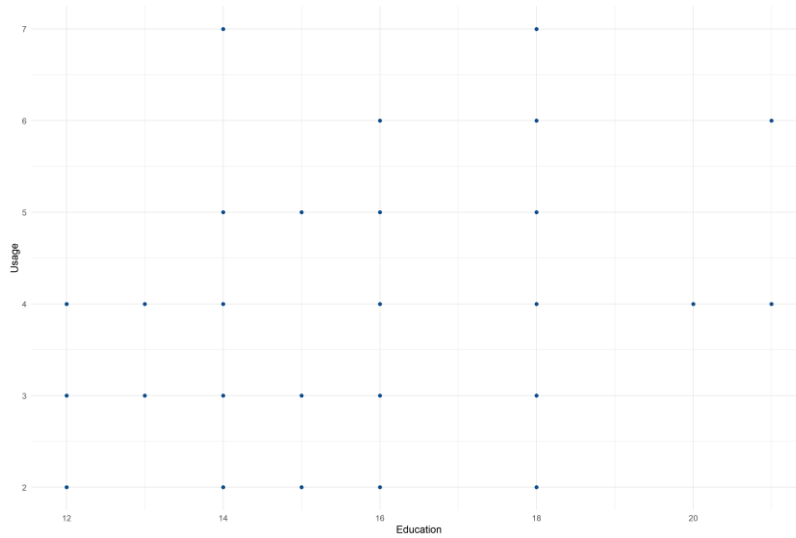
There is no apparent correlation between Age and Fitness of the customers.

### 2.2.2. Age-Miles analysis



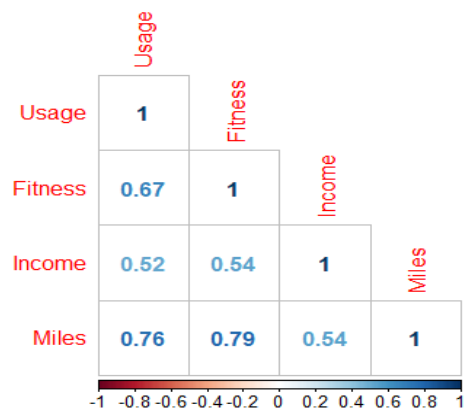
Age and miles do not seem to affect each other.

### 2.2.3. Education-Usage analysis:



Year of education do not have an impact on the planned usage of the customer

### 2.2.4. Usage/Fitness/Income/Miles correlations:



3 of the 4 variables seem to have a high correlation to each other. These variables are Usage, Fitness and Miles.

The only variable that does not seem to affect the others is the Income variable.



### 3. Conclusion and Recommendation

As was clear from the data. Most of customers are of 20-25 age group. So, my recommendation would be to try and attract a wider age group as running is not an age specific sport and there is a potential for many more customers.

Also, the customers of the TM195 and the TM498 seem to be very similar. A showing the different characteristics of each products could attract a different type of customer as well.