Business Presentation

Contents

Business Problems Overview and Solution Approach

- Core Business Idea

Finding out the target group to market product

- Problem to Tackle

How does Gender and Marital Status influence Product sale?

- Financial Implications

Increase sales of the company

Data Overview

- Brief Description of Data Provided

Data collected of customers of a retail store called Cardio Good Fitness which sells treadmill product(s). In data provides us with

1.   Model number(s) of the treadmill

2.   Customer(s) age in number of years

3.   The gender of the customer(s)

4.   Customer(s) education level in number of years

5.   Customer(s) marital status

6.   Average number of times a particular customer wants to use the treadmill every week

7.   How customer(s) rated their fitness level(5 as very fit, 1 as very unfit)

8.   The household income of customer (s)

9.   Miles' customer(s) are expected to run

- Brief Description of Significant Manipulation made to raw data

1. Determined if there were any missing values

2. Compared the data the median ages of singles and married couples of both gender relations to their ages

3. Higher number of females more than men who claim to be very fit have the likelihood to use the treadmill many times in every week. On the contrary men who claim to be unfit are likely to use the treadmill very often within the week than women

4. There is positive correlation between Age and miles. No negative correlation found in dataset among variables

EDA

- Graphs showing the factors most heavily impacting the target attributes

- Insight from the graphs showing the factors most heavily impacted the target attribute

- 1. The histogram shows that more males than females patronize the product(s)

- 2. Higher number of females more than men who claim to be very fit have the likelihood to use the treadmill many times in every week. On the contrary men who claim to be unfit are likely to use the treadmill very often within the week than women
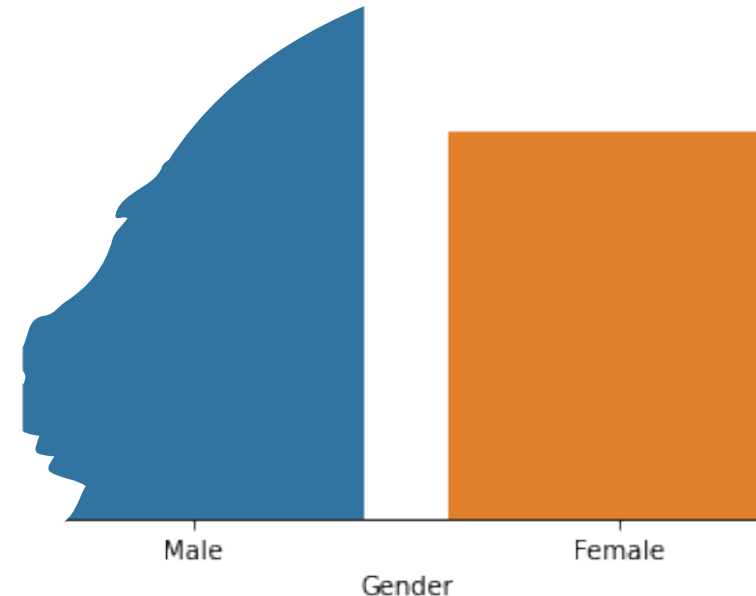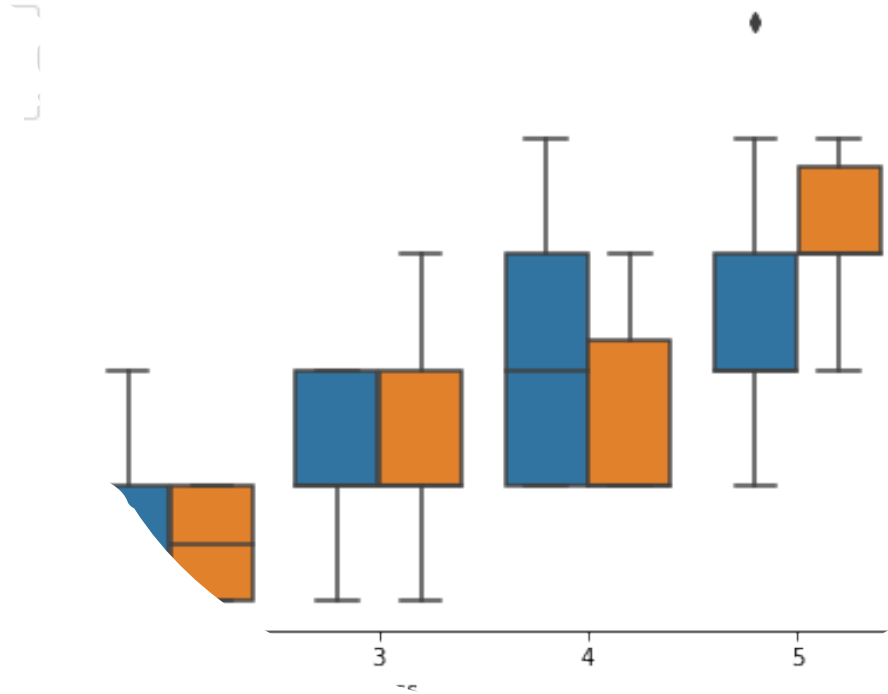
Business Insights and Recommendations

- Recommendations based on interpretation of the model input variables
1. Market to people educated people with higher income
2. Market to those who claim to be fit and expected to run more miles
3. Market to females and males who claim to be very fit

- Comments on additional data sources for model improvement, model implementation in real world, and potential business benefits from model
1. Data could have provided which models were preferred by males or females
2. Which models were preferred by what age group
3. Did the household income affect which model which was bought
4. Which models were bought by those who claim to very fit and those who claim to be unfit