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Power Ahead

Cardio Good Fitness

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Business Background

Cardio Good Fitness retail store is in the business of producing the treadmill fitness equipment. It has mainly 3 product line offering for its customers.

- TM195
- TM498
- TM978

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Problem Overview

Datasheet has been provided

- To explore the dataset and do a preliminary data analysis and gather the information about the customer profile of the different product.

- Do an explorative data analysis and generate a set of insight and provide recommendations that will help the company in targeting new customers.

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Data Overview

- The Cardio fitness dataset has 180 rows and 9 columns.
- Cardio fitness data has Product, Gender, Marital Status as qualitative or categorical data.
- Cardio fitness data has Age, Education, Usage, Fitness and Miles as quantitative data.

Data	Description
Product	Model no. of the treadmill
Age	Customer age in no of years
Gender	Customer Gender
Education	No of years of the customer
Marital Status	Of the customer
Usage	Avg. # times the customer wants to use the treadmill every week
Fitness	Self rated fitness score of the customer (5 - very fit, 1 - very unfit)
Income	Customer Income
Miles	Expected to run

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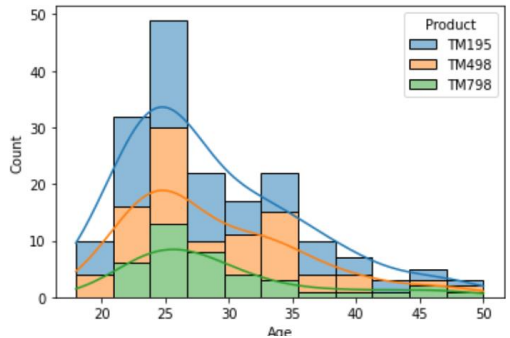
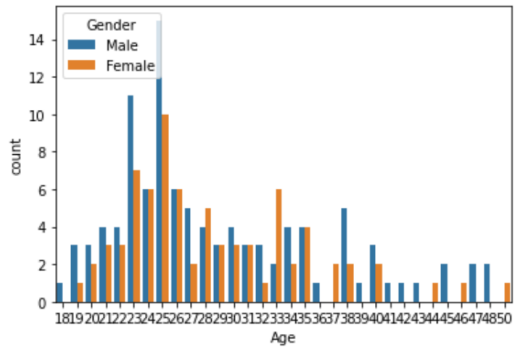
Exploratory Data Analysis

Product and Customer Age

- Highest number of People use the product are in the age category of 25.
- Average age of customers for all three products is close to 28.8 years.
- Male customers ratio is more than female customer ratio in each age category except 28 and 33.
- Age distribution density is highest between 20-30.
- Age outliers lies after 45.





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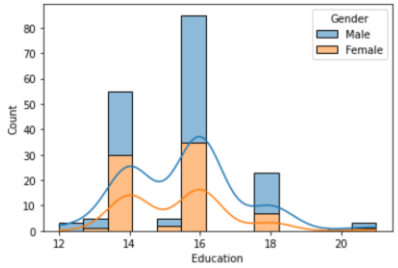
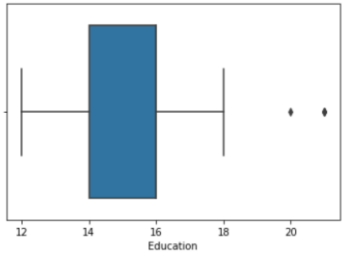
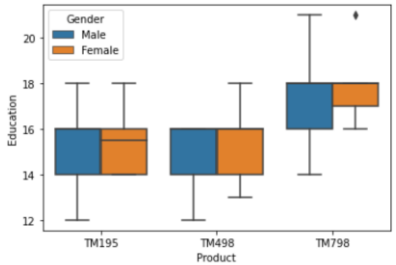
Exploratory Data Analysis

Product and Customer Education

- Education level of most customers are between 14-16 years.
- Average level of education of customers is 15.57 years.
- Education level of TM195 and TM498 customers fall between 14-16 years but TM798 customers education level falls between 16-18 years in the both gender category.
- Female customers of product TM798 are more educated than male customers.







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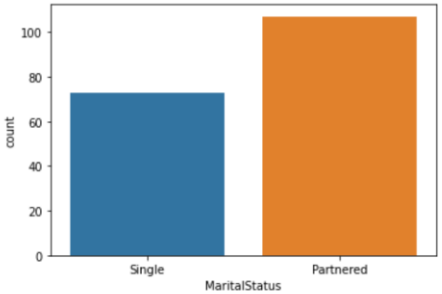
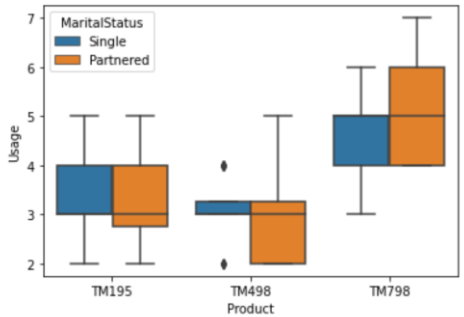
Exploratory Data Analysis

Product and Customer Marital Status

- Partnered customers are more physically active than single customers.
- TM798 and TM498 product usage is visibly higher among the partnered customer





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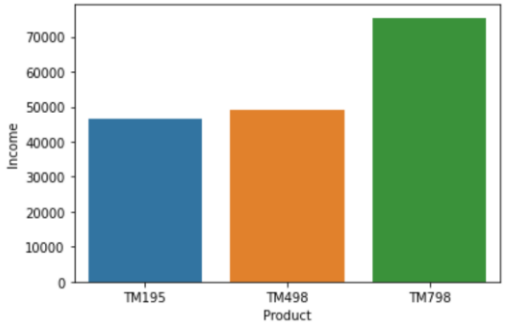
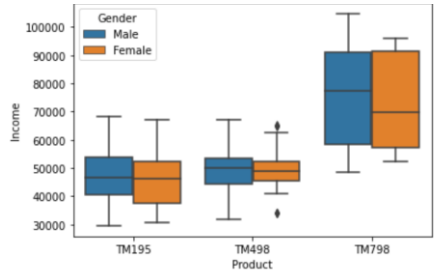
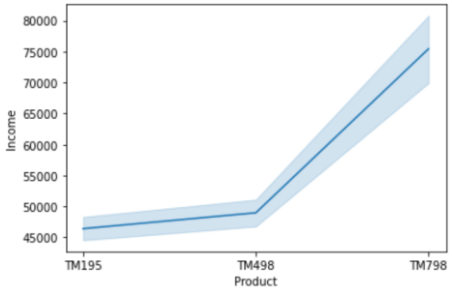
Exploratory Data Analysis

Product and Customer Income

- Most customers are in the income range between 30,000 - 40,000.
- Average income of customers is 53719.5.
- Customers who own TM798 falls into higher income range i.e. more than 70,000.
- TM195 product is more affordable for lower income group customers.







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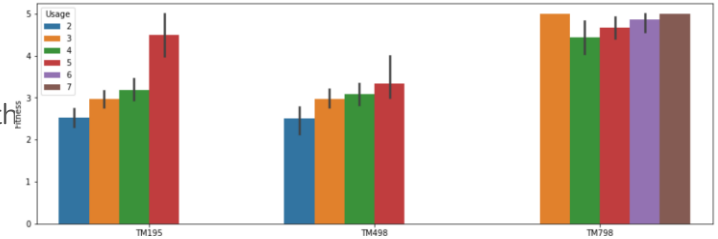
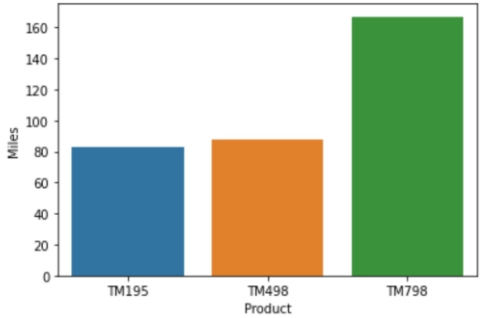
Exploratory Data Analysis

Product and Customer Usage with Miles and Fitness

- Customers who own TM798 run more miles and hence more usage and th result in better fitness levels.
- TM195 is more popular in Male customers.
- TM978 is more popular in Female customers
- Average miles expected to run on the products is 103.1
- Average fitness level of customers is 3.31.





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Business Insights and Recommendations

Insights

- Highest selling product is TM195 and it most popular among the lower income category specially in single males.
- TM798 is lowest selling product, and it is most popular among the higher income category and more preferred by partnered.
- Usage, Fitness and Miles run per week is more with TM798.

Recommendations

- Cardio Good fitness should focus on TM195 TM498 as both product is in mid range and affordable to many of the customers.
- TM 195 and TM 498 both should be combined into one single product to consolidate more profit margin.
- TM798 customers are more educated and mostly preferred by large number of females, But overall has lower market presence, So company should make it lucrative to higher income males.

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