**Market Analysis Report for National Clothing Chain**

Project Description

## An online national clothing chain needs your help creating a targeted marketing campaign. Sales have been flat and they want to lure lost customers back. They want to advertise specific products to specific customers in specific locations, but they don’t know who to target. They have three products in mind:

* Shirt: $25
* Sweater: $100
* Leather Bag: $1,000

## They need you to conduct an analysis to determine the best product to advertise to each customer.

DATA

**US Census Bureau**

* Average income
* location
* population
* industry

**Business Data**

* Product inventory
* Product prices
* Customer rating
* Product return rate

**Customer Data**

* Customer ID
* Names
* Location
* Date of birth
* Purchase history

**Additional Data**

* Weather
* Economics
* Demographics
* Competition