Business Case: Aerofit - Descriptive Statistics & Probability

Business Problem

The market research team at AeroFit wants to identify the characteristics of the target audience for each type of treadmill offered by the company, to provide a better recommendation of the treadmills to the new customers. The team decides to investigate whether there are differences across the product with respect to customer characteristics.

1. Perform descriptive analytics to create a customer profile for each AeroFit treadmill product by developing appropriate tables and charts.
2. For each AeroFit treadmill product, construct two-way contingency tables and compute all conditional and marginal probabilities along with their insights/impact on the business.

Objective

1. Create a descriptive analytics to create a customer profile for each AeroFit treadmill product by developing appropriate tables and charts.
2. For each AeroFit treadmill product, construct two-way contingency tables and compute all conditional and marginal probabilities along with their insights/impact on the business.

```
#importing different libaries
import numpy as np
import pandas as pd
import seaborn as sns
import matplotlib.pyplot as plt

import warnings #to ignore the warnings & make our code more
representable
warnings.filterwarnings("ignore")

#Loading of dataset
df = pd.read_csv("/content/drive/MyDrive/Aerofit.csv")
df.head()
```

```
  Product  Age  Gender  Education MaritalStatus  Usage  Fitness
Income  Miles
0   KP281   18    Male         14        Single      3        4
29562    112
1   KP281   19    Male         15        Single      2        3
31836     75
2   KP281   19  Female         14     Partnered      4        3
30699     66
3   KP281   19    Male         12        Single      3        3
32973     85
```

```
4   KP281   20    Male          13     Partnered      4         2
35247     47
```

Analysing Basic Metrics

Shape of data

```
df.shape
```

```
(180, 9)
```

```
df.columns
```

```
Index(['Product', 'Age', 'Gender', 'Education', 'MaritalStatus',
'Usage',
       'Fitness', 'Income', 'Miles'],
      dtype='object')
```

Datatypes of Columns

```
df.dtypes
```

```
Product          object
Age               int64
Gender           object
Education         int64
MaritalStatus    object
Usage             int64
Fitness           int64
Income            int64
Miles             int64
dtype: object
```

```
df.index
```

```
RangeIndex(start=0, stop=180, step=1)
```

```
df.head(10)
```

```
  Product  Age  Gender  Education MaritalStatus  Usage  Fitness
Income  Miles
0   KP281   18    Male          14        Single      3         4
29562    112
1   KP281   19    Male          15        Single      2         3
31836     75
2   KP281   19  Female          14     Partnered      4         3
30699     66
3   KP281   19    Male          12        Single      3         3
32973     85
4   KP281   20    Male          13     Partnered      4         2
35247     47
```

```
5   KP281   20  Female          14     Partnered      3         3
32973     66
6   KP281   21  Female          14     Partnered      3         3
35247     75
7   KP281   21    Male          13        Single      3         3
32973     85
8   KP281   21    Male          15        Single      5         4
35247    141
9   KP281   21  Female          15     Partnered      2         3
37521     85
```

```
df.tail(10)
```

```
    Product  Age  Gender  Education MaritalStatus  Usage  Fitness
Income  \
170   KP781   31    Male         16     Partnered      6         5
89641
171   KP781   33  Female         18     Partnered      4         5
95866
172   KP781   34    Male         16        Single      5         5
92131
173   KP781   35    Male         16     Partnered      4         5
92131
174   KP781   38    Male         18     Partnered      5         5
104581
175   KP781   40    Male         21        Single      6         5
83416
176   KP781   42    Male         18        Single      5         4
89641
177   KP781   45    Male         16        Single      5         5
90886
178   KP781   47    Male         18     Partnered      4         5
104581
179   KP781   48    Male         18     Partnered      4         5
95508

     Miles
170    260
171    200
172    150
173    360
174    150
175    200
176    200
177    160
178    120
179    180
```

Missing Value Detection

```
np.any(df.isna())
```

```
False
```

```
df.info()
```

```
<class 'pandas.core.frame.DataFrame'>
RangeIndex: 180 entries, 0 to 179
Data columns (total 9 columns):
 #   Column         Non-Null Count  Dtype
---  ------         --------------  -----
 0   Product        180 non-null    object
 1   Age            180 non-null    int64
 2   Gender         180 non-null    object
 3   Education      180 non-null    int64
 4   MaritalStatus  180 non-null    object
 5   Usage          180 non-null    int64
 6   Fitness        180 non-null    int64
 7   Income         180 non-null    int64
 8   Miles          180 non-null    int64
dtypes: int64(6), object(3)
memory usage: 12.8+ KB
```

- It can be clearly seen from the above that the DataFrame does not contain any missing value.

Statistical Summary

```
df.describe(include="all")
```

```
       Product         Age Gender   Education MaritalStatus
Usage  \
count      180  180.000000    180  180.000000           180
180.000000
unique       3         NaN      2         NaN             2
NaN
top      KP281         NaN   Male         NaN     Partnered
NaN
freq        80         NaN    104         NaN           107
NaN
mean       NaN   28.788889    NaN   15.572222           NaN
3.455556
std        NaN    6.943498    NaN    1.617055           NaN
1.084797
min        NaN   18.000000    NaN   12.000000           NaN
2.000000
25%        NaN   24.000000    NaN   14.000000           NaN
3.000000
50%        NaN   26.000000    NaN   16.000000           NaN
3.000000
```

```
75%         NaN   33.000000    NaN   16.000000           NaN
4.000000
max         NaN   50.000000    NaN   21.000000           NaN
7.000000
```

```
           Fitness         Income       Miles
count   180.000000     180.000000  180.000000
unique         NaN            NaN         NaN
top            NaN            NaN         NaN
freq           NaN            NaN         NaN
mean      3.311111   53719.577778  103.194444
std       0.958869   16506.684226   51.863605
min       1.000000   29562.000000   21.000000
25%       3.000000   44058.750000   66.000000
50%       3.000000   50596.500000   94.000000
75%       4.000000   58668.000000  114.750000
max       5.000000  104581.000000  360.000000
```

```
df.describe(include = object)
```

```
       Product Gender MaritalStatus
count      180    180           180
unique       3      2             2
top      KP281   Male     Partnered
freq        80    104           107
```

Value counts and unique attributes

```
prod_counts = df['Product'].value_counts()
prod_counts
```

```
KP281    80
KP481    60
KP781    40
Name: Product, dtype: int64
```

```
gender_counts = df['Gender'].value_counts()
gender_counts
```

```
Male      104
Female     76
Name: Gender, dtype: int64
```

```
marital_status_counts = df['MaritalStatus'].value_counts()
marital_status_counts
```

```
Partnered    107
Single        73
Name: MaritalStatus, dtype: int64
```

```
fitness_counts = df['Fitness'].value_counts()
fitness_counts
```

```
3    97
5    31
2    26
4    24
1     2
Name: Fitness, dtype: int64
```

```
usage_counts = df['Usage'].value_counts()
usage_counts
```

```
3    69
4    52
2    33
5    17
6     7
7     2
Name: Usage, dtype: int64
```

```
df['Education'].value_counts()
```

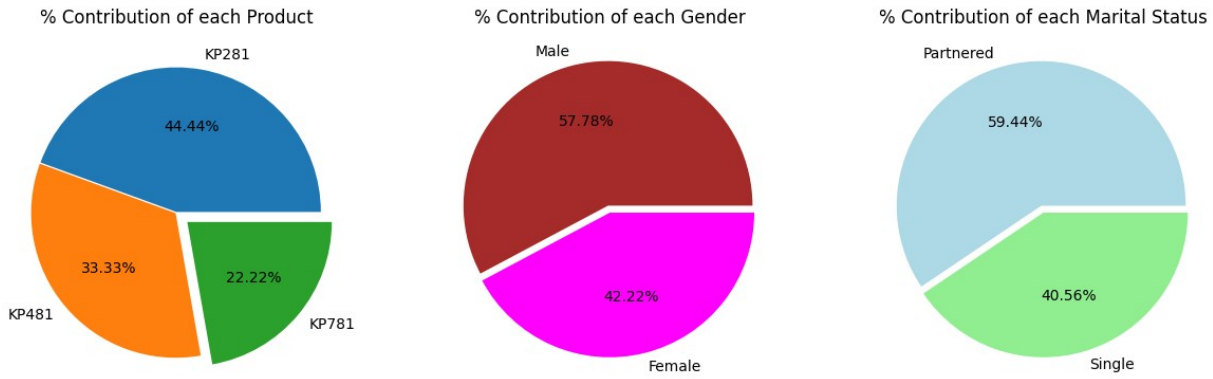
```
16    85
14    55
18    23
15     5
13     5
12     3
21     3
20     1
Name: Education, dtype: int64
```

```
prod_dist = np.round(df['Product'].value_counts(normalize = True) *
100, 2).to_frame()
plt.figure(figsize = (15, 30))
plt.subplot(1, 3, 1)
plt.title('% Contribution of each Product')
plt.pie(x = prod_dist['Product'], explode = [0.005, 0.005, 0.1],
labels = prod_dist.index, autopct = '%.2f%%')


gender_dist = (np.round(df['Gender'].value_counts(normalize = True) *
100, 2)).to_frame()
plt.subplot(1, 3, 2)
plt.title('% Contribution of each Gender')
plt.pie(x = gender_dist['Gender'], explode = [0.05, 0],
        labels = gender_dist.index, autopct = '%.2f%%', colors =
['brown', 'magenta'])
```

```
marital_status_dist =
(np.round(df['MaritalStatus'].value_counts(normalize = True) * 100,
2)).to_frame()
plt.subplot(1, 3, 3)
plt.title('% Contribution of each Marital Status')
plt.pie(x = marital_status_dist['MaritalStatus'], explode = [0.05, 0],
        labels = marital_status_dist.index, autopct = '%.2f%%', colors
= ['lightblue', 'lightgreen'])
plt.plot()

[]
```




```
df['Product'].unique()

array(['KP281', 'KP481', 'KP781'], dtype=object)
```

Insights:

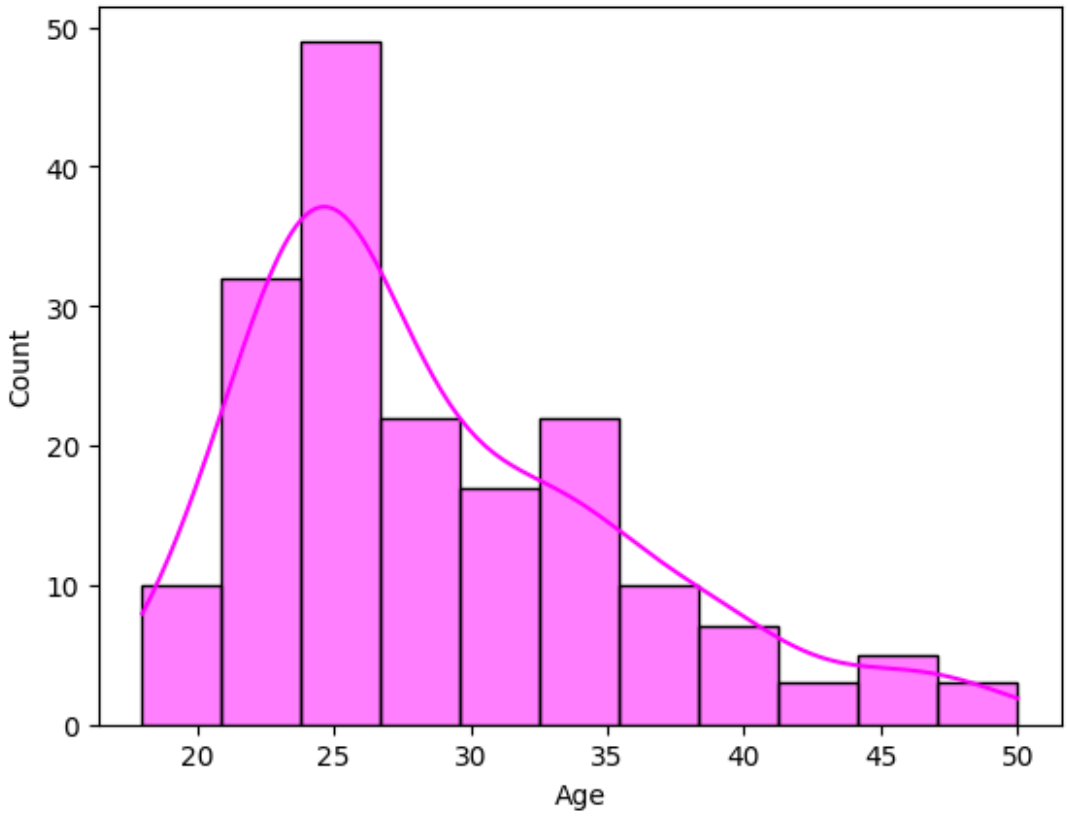
- There are no missing values in the data.
- There are 3 unique products in the dataset.
- KP281 is the most frequent product.
- Minimum & Maximum age of the person is 18 & 50, mean is 28.79 and 75% of persons have age less than or equal to 33.
- Minimum & Maximum age of the person is 18 & 50, mean is 28.79 and 75% of persons have age less than or equal to 33.
- Most of the people are having 16 years of education i.e. 75% of persons are having education <= 16 years.
- Out of 180 data points, 104's gender is Male and rest are the female.
- Standard deviation for Income & Miles is very high. These variables might have the outliers in it.

Univariate Analysis

Ages of the Aerofit Customers distributed

```
plt.figure()
sns.histplot(data = df, x = 'Age', kde = True, color = 'magenta')
plt.plot()
```

```
[]
```

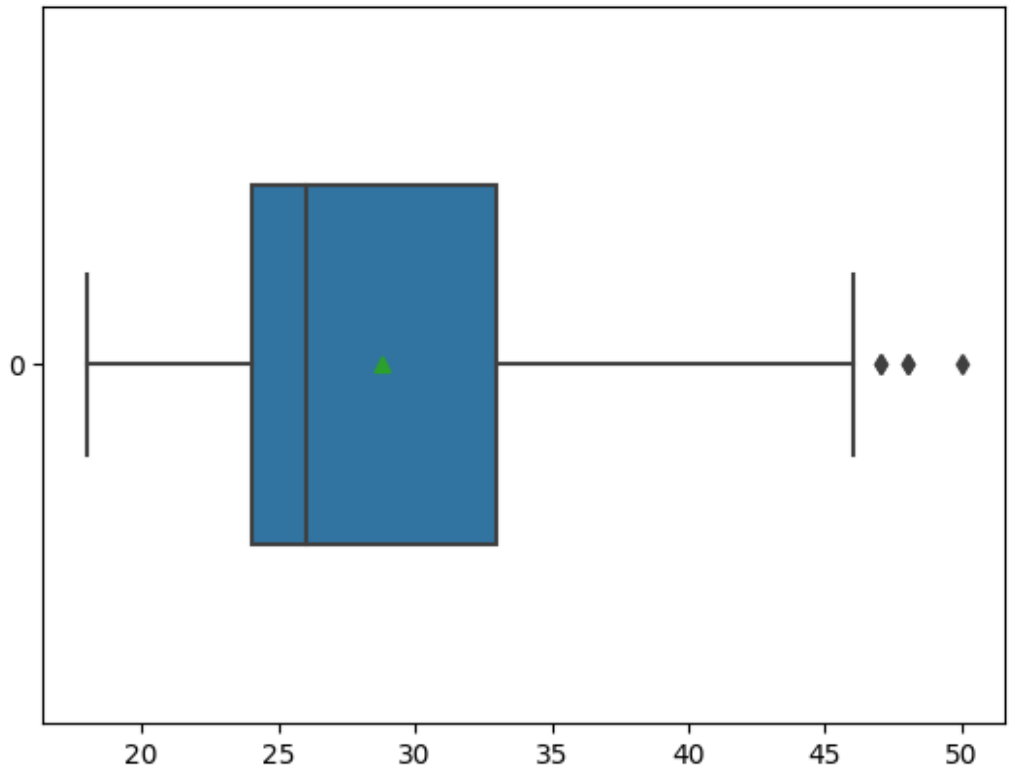


- Most of the customers (more than 80% of the total) are aged between 20 and 30 years.
- Less than 10% customers are aged 40 years and above.

Detecting outliers in age data for aerofit customers

```
sns.boxplot(data = df['Age'], width = 0.5, orient = 'h', showmeans =
True)
plt.plot()
```

```
[]
```



Sample Calculation

```
result = df[(df["Age"] >= 20) & (df['Age'] <= 35)]['Product'].count()
/ len(df) * 100
"%% of customers whose age is between 20 and 35 is %.2f%%"%(result)
```

```
{"type":"string"}
```

```
data = df['Age']
print('Mean : ', data.mean())
print('Median : ', data.median())
q1 = data.quantile(0.25)
q3 = data.quantile(0.75)
print("1st Quartile : ", q1)
print("3rd Quartile : ", q3)
iqr = q3 - q1
print('Innerquartile Range : ', iqr)
upper = q3 + 1.5 * iqr
lower = q1 - 1.5 * iqr
print("Upper Bound : ", upper)
print('Lower Bound : ', lower)
outliers = data[(data > upper) | (data < lower)]
print("Outliers : ", sorted(outliers))
len_outliers = len((data[(data > upper) | (data < lower)]))
print('No of Outliers : ', len_outliers)
```

```
Mean :  28.788888888888888
Median :  26.0
1st Quartile :  24.0
3rd Quartile :  33.0
Innerquartile Range :  9.0
Upper Bound :  46.5
Lower Bound :  10.5
Outliers :  [47, 47, 48, 48, 50]
No of Outliers :  5
```

Based on the above obtained values, converting age column into bins :

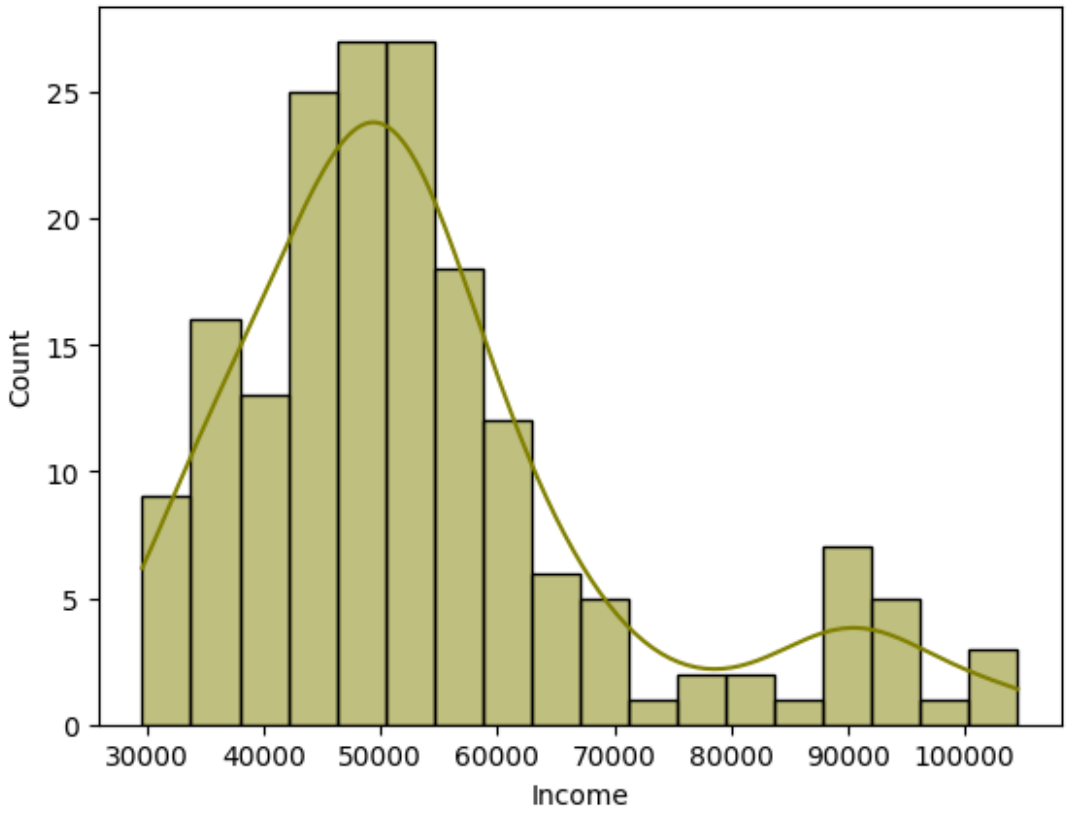
```
def age_partitions(x):
    if x <= 24:
        return '<= 24 '
    elif 25 < x <= 33:
        return '25 - 33'
    elif 34 < x <= 46:
        return '34 - 46'
    else:
        return '> 46'
df['age_bins'] = df['Age'].apply(age_partitions)
df['age_bins'].loc[np.random.randint(0, 180, 10)]
```

```
45     25 - 33
0       <= 24
80      <= 24
129    34 - 46
104       > 46
80      <= 24
128    34 - 46
90      <= 24
102       > 46
40     25 - 33
Name: age_bins, dtype: object
```

Annual income of the Aerofit Customers

```
plt.figure()
sns.histplot(data = df, x = 'Income', kde = True, bins = 18, color =
'olive')
plt.plot()
```

```
[]
```

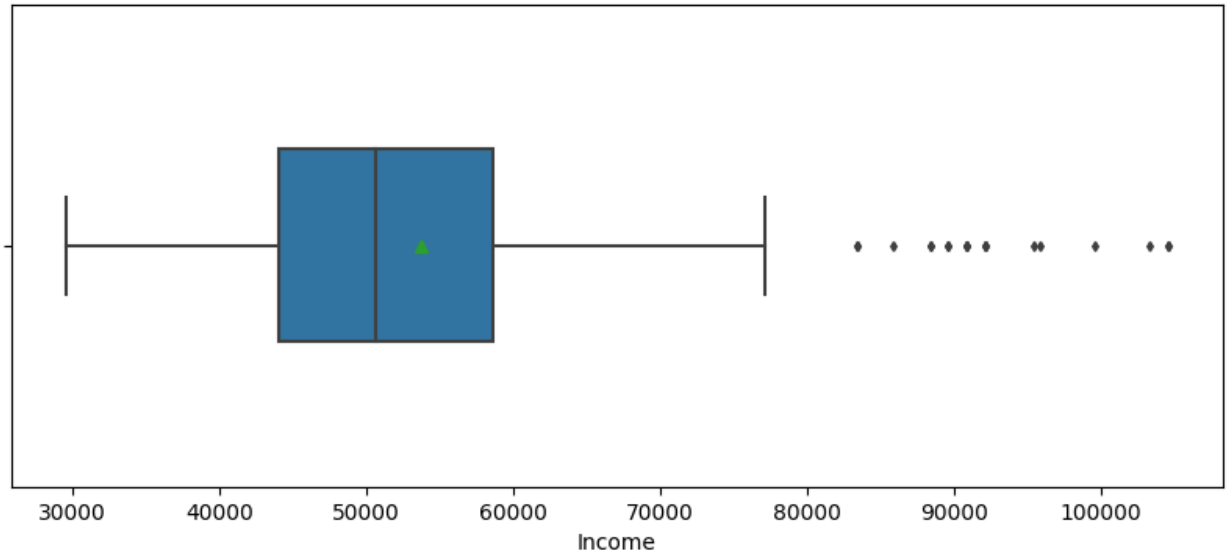


- Majority of the customers earn in between 35000 and 60000 dollars annually.
- 80 % of the customers annual salary is less than 65000$.

Detecting outliers in annual income data of aerofit customers

```
plt.figure(figsize = (10, 4))
sns.boxplot(data = df, x = 'Income', width = 0.4, orient = 'h',
showmeans = True, fliersize = 3)
plt.plot()
```

```
[]
```



Sample Calculation :

```
data = df['Income']
print('Mean : ', data.mean())
print('Median : ', data.median())
q1 = data.quantile(0.25)
q3 = data.quantile(0.75)
print("1st Quartile : ", q1)
print("3rd Quartile : ", q3)
iqr = q3 - q1
print('Innerquartile Range : ', iqr)
upper = q3 + 1.5 * iqr
lower = q1 - 1.5 * iqr
print("Upper Bound : ", upper)
print('Lower Bound : ', lower)
outliers = data[(data > upper) | (data < lower)]
print("Outliers : ", sorted(outliers))
len_outliers = len((data[(data > upper) | (data < lower)]))
print('No of Outliers : ', len_outliers)
```

```
Mean :  53719.57777777778
Median :  50596.5
1st Quartile :  44058.75
3rd Quartile :  58668.0
Innerquartile Range :  14609.25
Upper Bound :  80581.875
Lower Bound :  22144.875
Outliers :  [83416, 83416, 85906, 88396, 88396, 89641, 89641, 90886,
90886, 90886, 92131, 92131, 92131, 95508, 95866, 99601, 103336,
104581, 104581]
No of Outliers :  19
```

Based on the above obtained values, converting age column into bins :

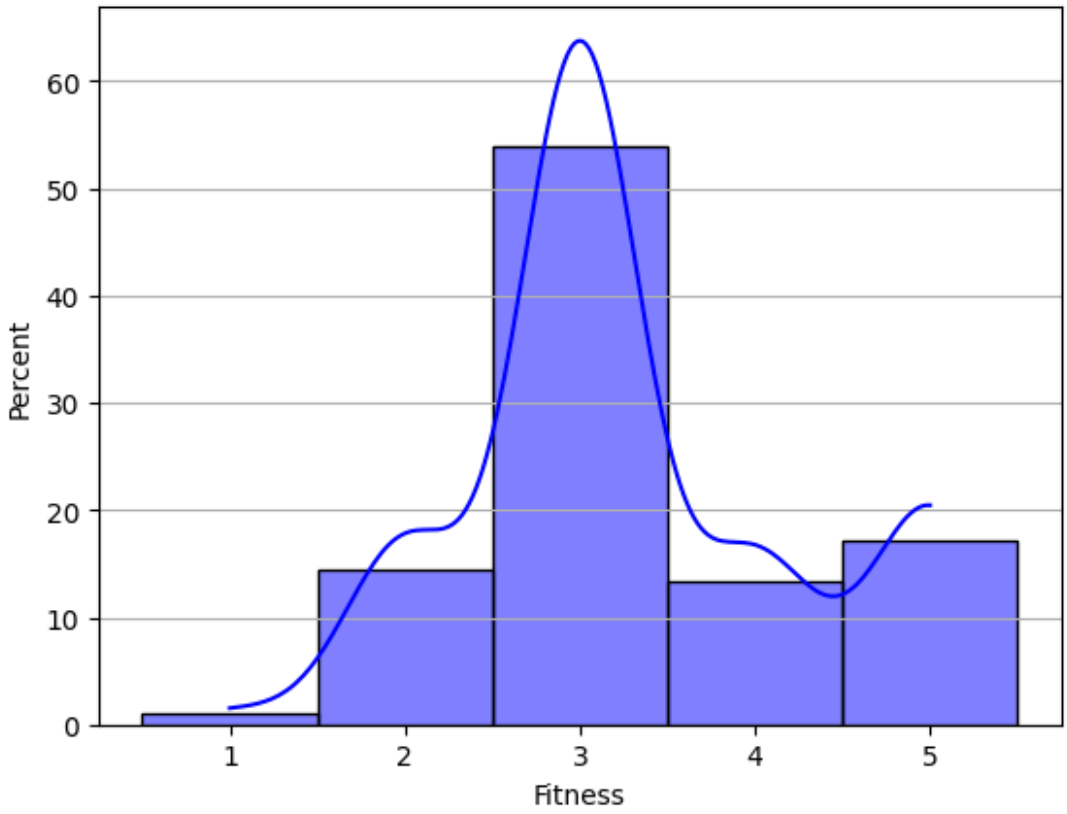
```
def income_partitions(x):
    if x < 45000:
        return '< 45k '
    elif 45000 <= x < 60000:
        return '45k - 60k'
    elif 60000 <= x < 80000:
        return '60k - 80k'
    else:
        return '> 80k'
df['income_bins'] = df['Income'].apply(income_partitions)
df['income_bins'].loc[np.random.randint(0, 180, 10)]
```

```
26     45k - 60k
87        < 45k
38        < 45k
113    45k - 60k
175        > 80k
77     60k - 80k
121    45k - 60k
140    45k - 60k
115    45k - 60k
44     45k - 60k
Name: income_bins, dtype: object
```

Self rated fitness scale of Aerofit Treadmill customers

```
plt.figure()
sns.histplot(data = df, x = 'Fitness', discrete = True, kde = True,
stat = 'percent', color = 'blue')
plt.yticks(np.arange(0, 101, 10))
plt.grid(axis = 'y')
plt.plot()
```

```
[]
```

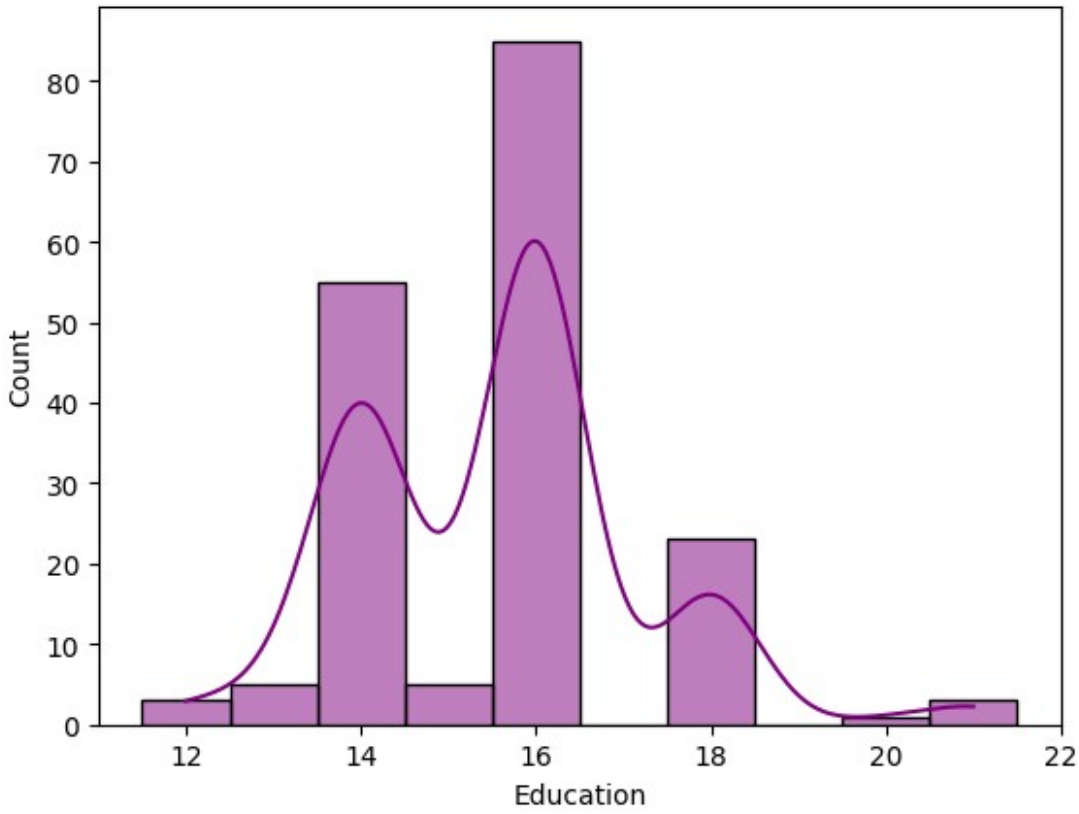


- More than 50% customers rate themselves 3 out of 5 in self rated fitness scale
- Around 30% of the total customers rate themselves 4 or above in the fitness scale.
- Around 70 % of the aerofit customers rate themselves 3 or less than 3 in fitness scale.
- Less than 20 % of aerofit customers have excellent shape.

Education (in years) of Aerofit Treadmill customers

```
sns.histplot(data = df, x = 'Education', discrete = True, kde = True,
color = 'purple')
plt.plot()

[]
```

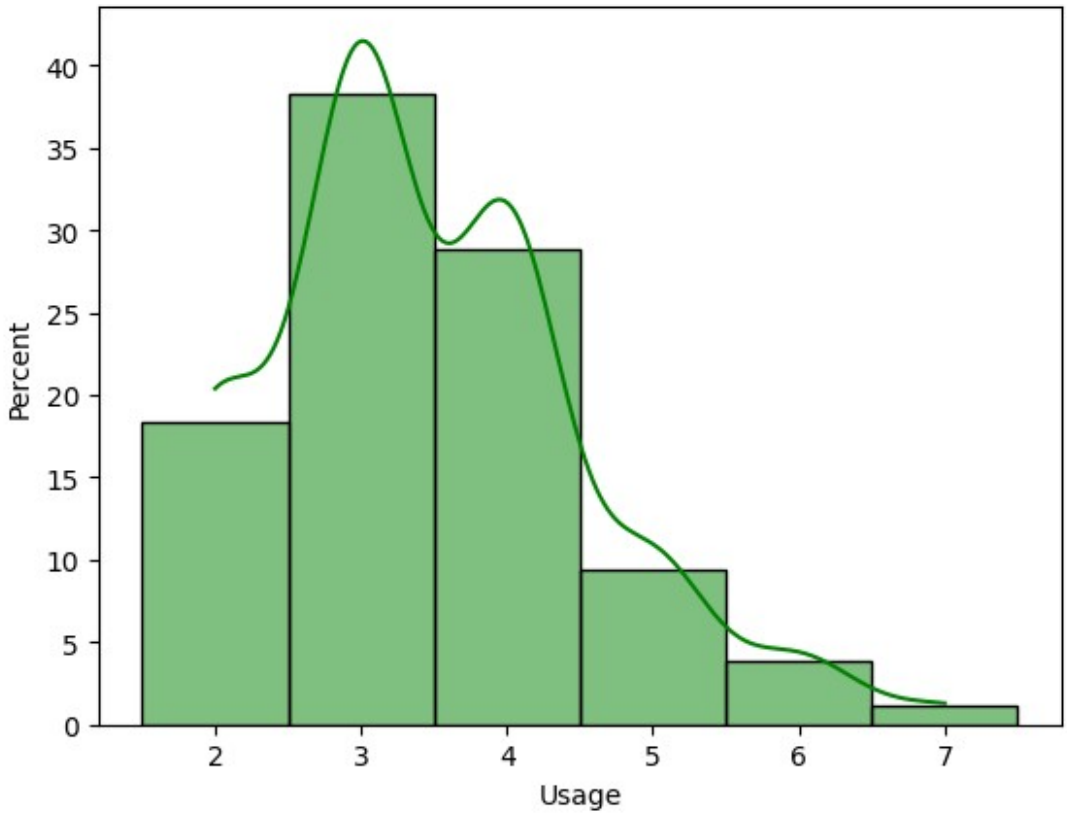


- It can be evidently observed in the above plot that most customers have 16 years of Education, followed by 14 years and 18 years.

Number of times the Aerofit Treadmill customers plan to use the treadmill each week.

```
sns.histplot(data = df, x = 'Usage', kde = True, stat = 'percent',
discrete = True, color = 'green')
plt.plot()
```

```
[]
```

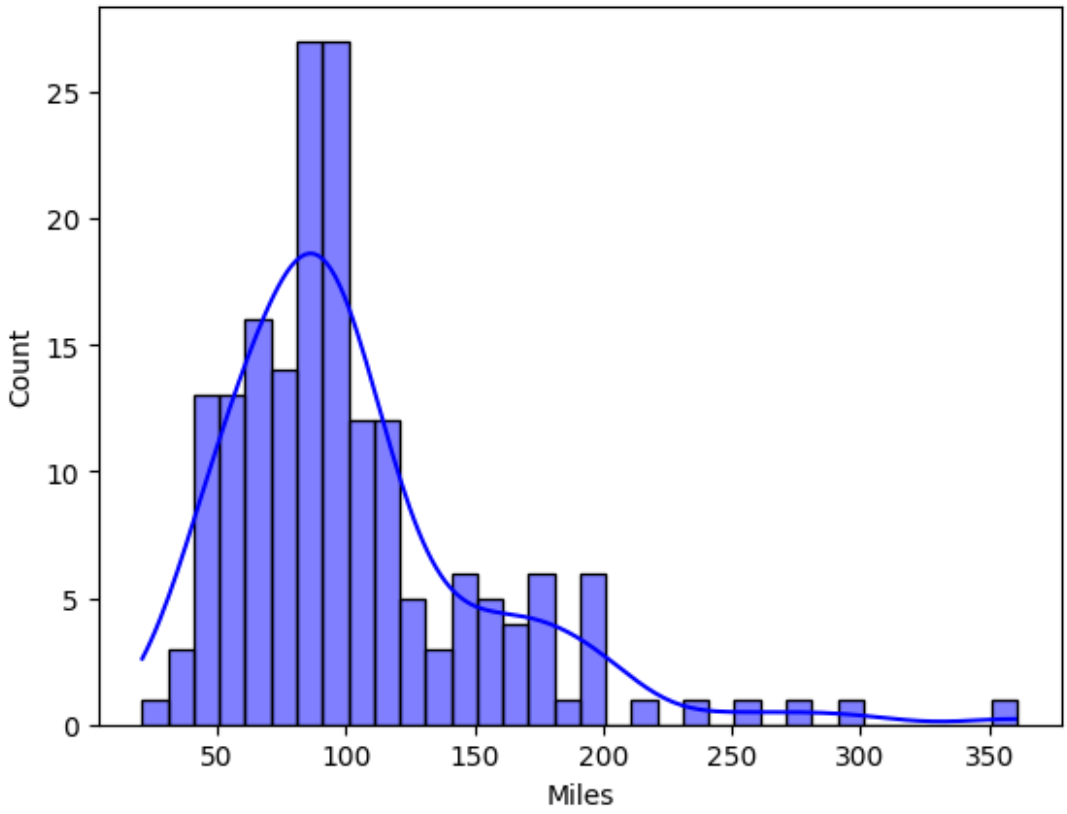


- Based on the above plot, it appears that most customers use treadmills on alternate days.
- There are about 40% of customers who use treadmills three days a week and about 30% who use them four days a week.

Count of customers vs the expected number of miles customers run / walk each week

```
plt.figure()
sns.histplot(data = df, x = 'Miles', kde = True, binwidth = 10, color
= 'blue')
plt.plot()
```

```
[]
```



- On the above plot, we can see that most customers expect to walk or run between 40 and 120 miles a week.

```
df1 = df[['Product', 'Gender', 'MaritalStatus']].melt()
df1.groupby(['variable', 'value'])[['value']].count() / len(df)
```

		value
variable	value	
Gender	Female	0.422222
	Male	0.577778
MaritalStatus	Partnered	0.594444
	Single	0.405556
Product	KP281	0.444444
	KP481	0.333333
	KP781	0.222222

Insights:

1. Product:

   44.44% of the customers have purchased KP2821 product.

   33.33% of the customers have purchased KP481 product.

   22.22% of the customers have purchased KP781 product.

1. Gender:

57.78% of the customers are Male.

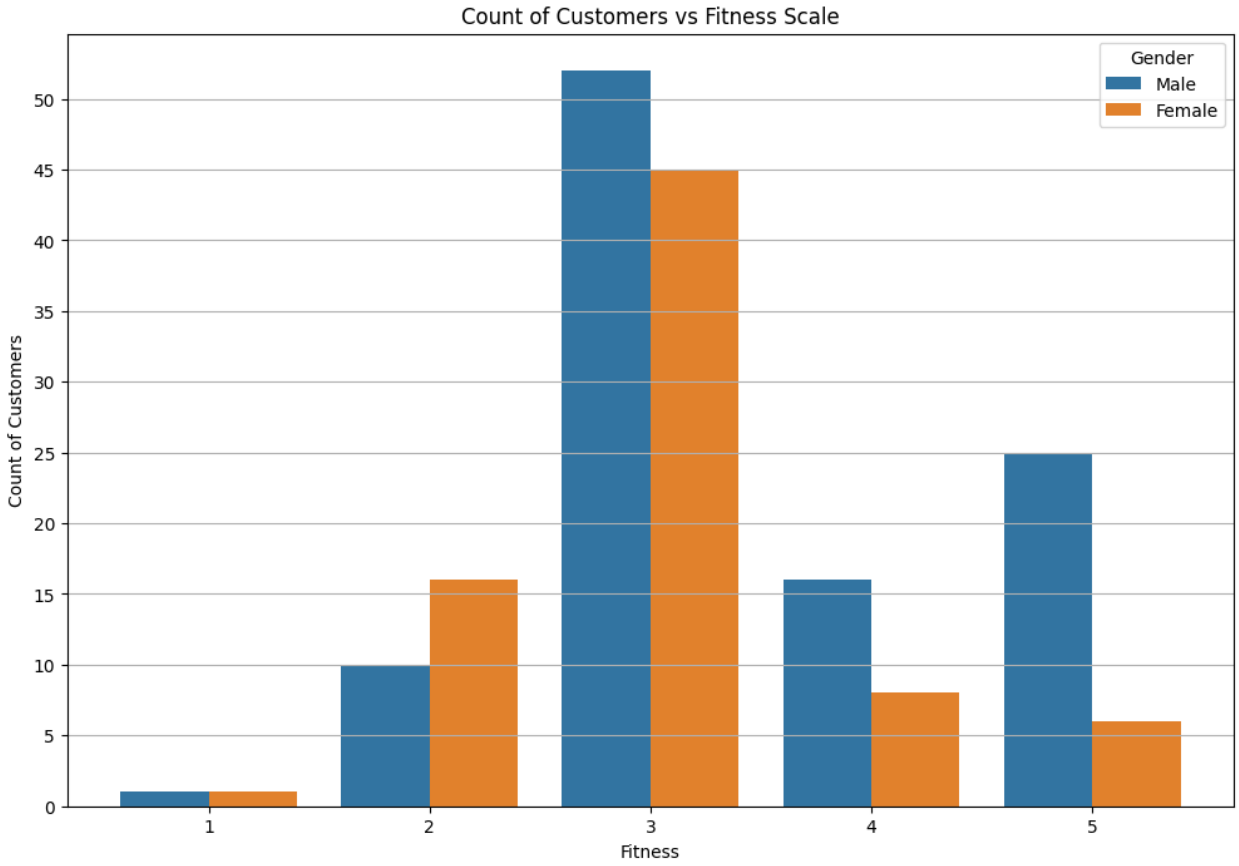
3 MaritalStatus:

59.44% of the customers are Partnered.

Bivariate Analysis

```
plt.figure(figsize = (12, 8))
plt.title('Count of Customers vs Fitness Scale')
sns.countplot(data = df, x = 'Fitness', hue = 'Gender')
plt.grid(axis = 'y')
plt.yticks(np.arange(0, 60, 5))
plt.ylabel('Count of Customers')
plt.plot()
```

```
[]
```

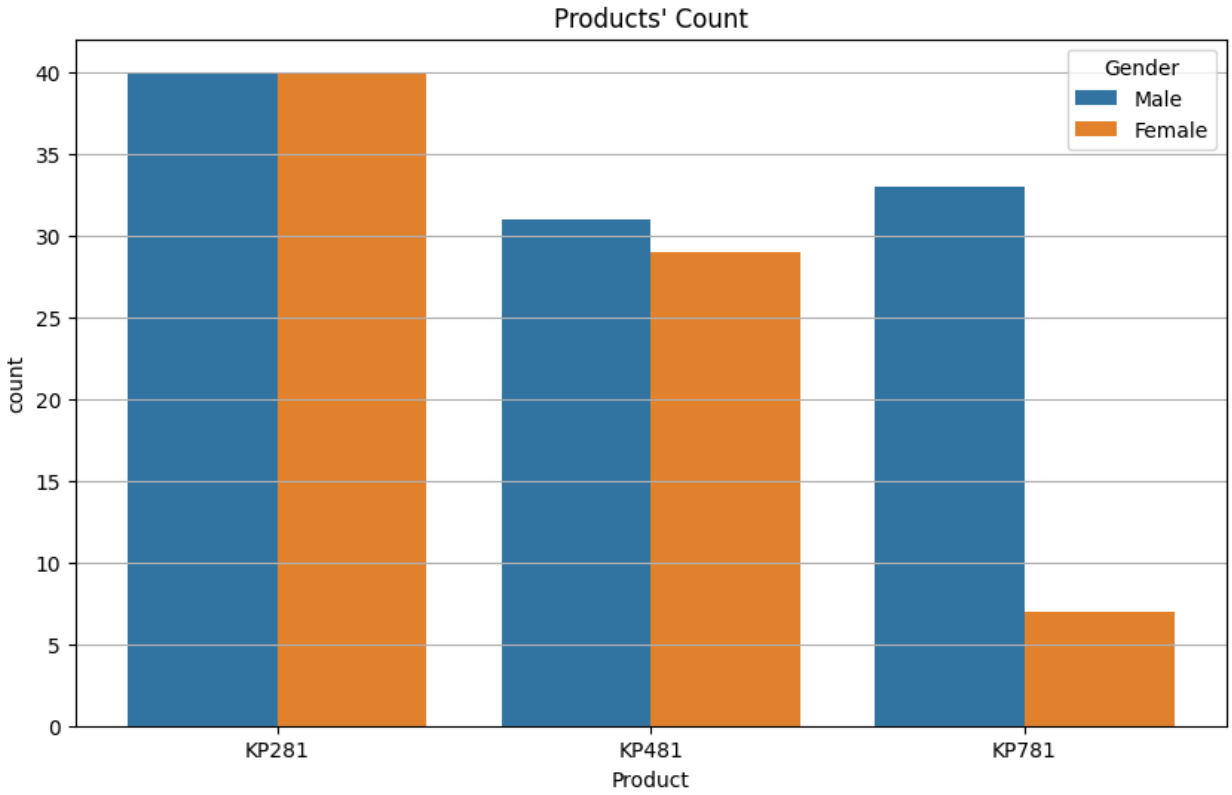


- Most of the males and females (more than 50% customers) find themselves in the fitness scale 3 .
- There is a slight difference in the number of males and females in all the fitness scales except for high fitness scales.

- For fitness scales 4 and 5, there are roughly 3 times more males than females.

```
plt.figure(figsize = (10, 6))
plt.title("Products' Count")
sns.countplot(data = df, x = 'Product', hue = 'Gender')
plt.grid(axis = 'y')
plt.plot()
```

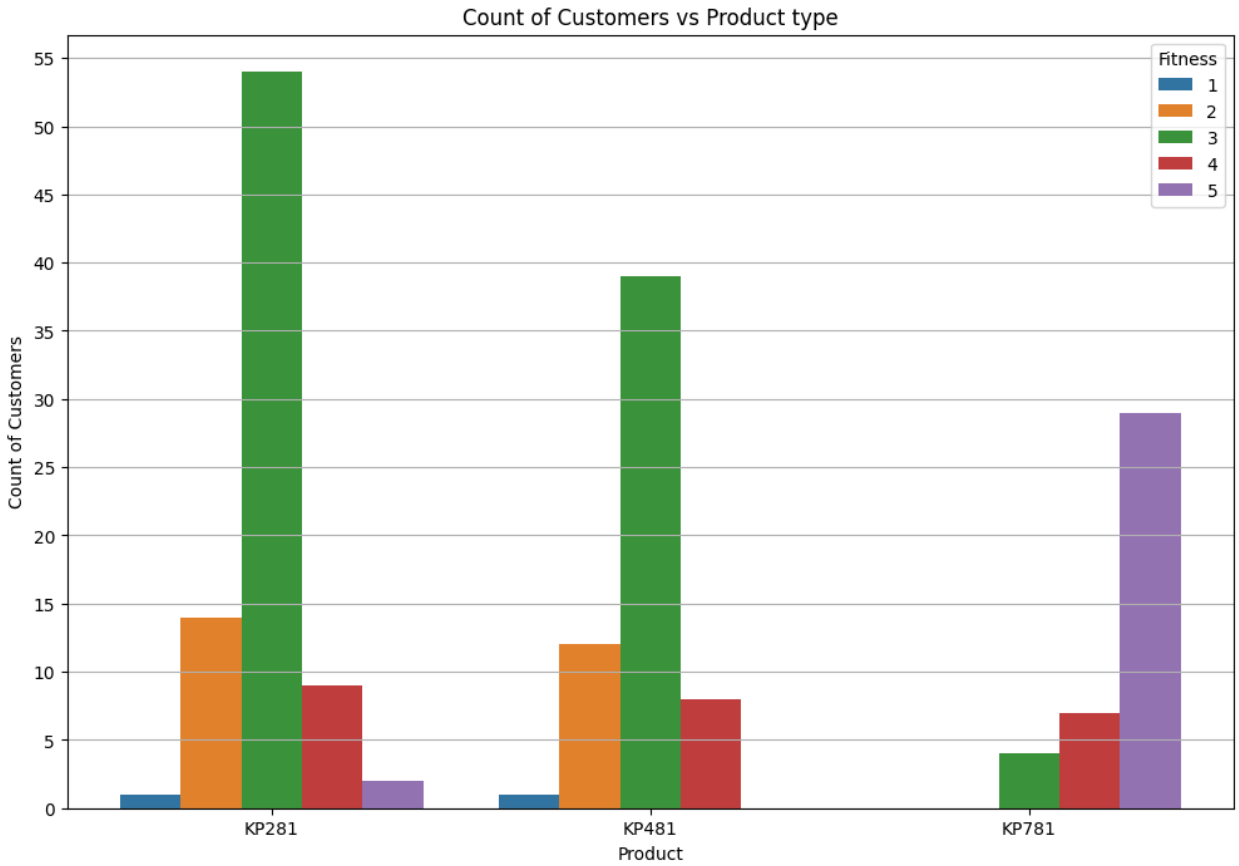
```
[]
```



- It can be observed that most people buy the entry-level treadmills.
- The number of males buying the treadmills having advanced features is around 5 times the number of females buying the same.

```
# For Male, different product categories and
plt.figure(figsize = (12, 8))
plt.title("Count of Customers vs Product type")
plt.yticks(np.arange(0, 60, 5))
sns.countplot(data = df, x = 'Product', hue = 'Fitness')
plt.ylabel('Count of Customers')
plt.grid(axis = 'y')
plt.plot()
```

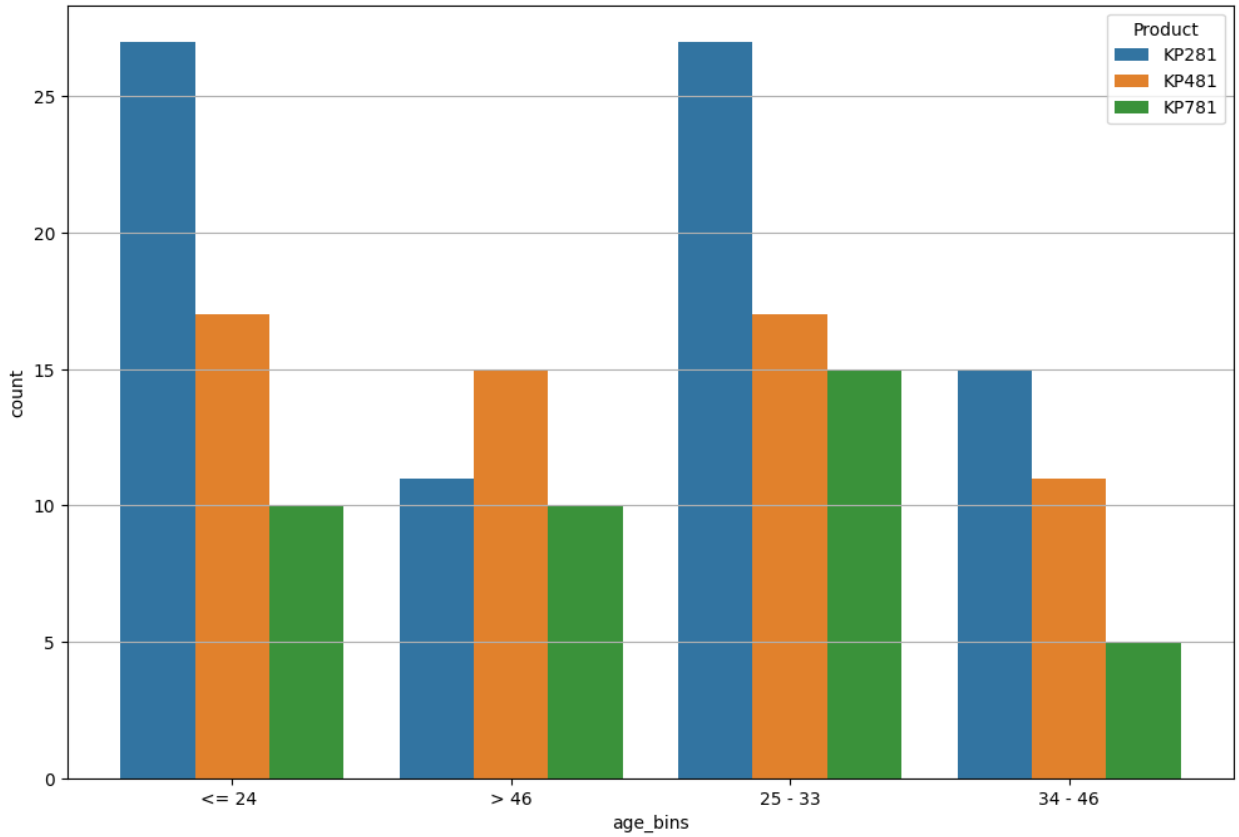
```
[]
```



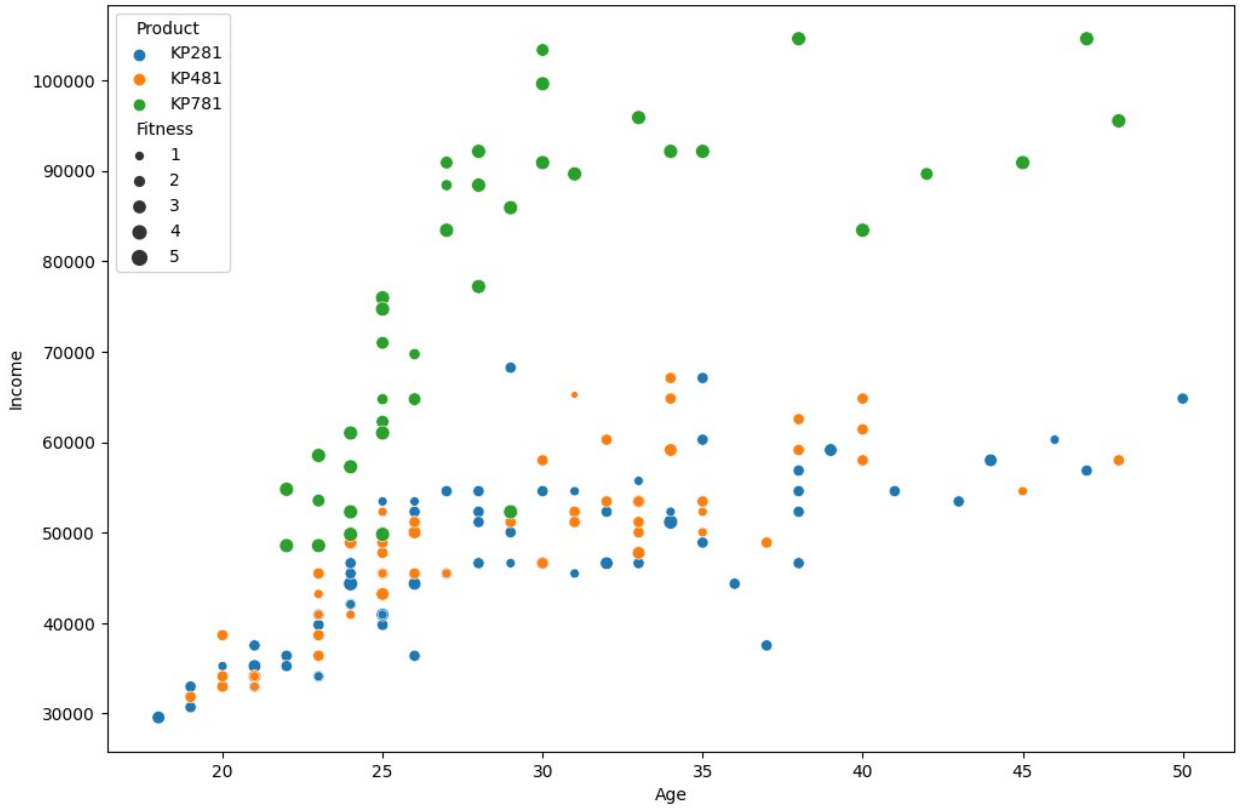
- The customers who rate themselses 3 out of 5 in self rated fitness scale are more likely to invest in the entry-level treadmills or treadmills for mid-level runners i.e., KP281 and KP481 respectively and they are more unlikey to buy the treadmill which has advanced features i.e., KP781.
- The treadmill having advanced features are mostly used by the people with high fitness levels.
- The customers who rate themselves 3 or below in the self-rated fitness scale do not buy KP781.

```
plt.figure(figsize = (12, 8))
sns.countplot(data = df, x = 'age_bins', hue = 'Product')
plt.grid(axis = 'y')
plt.plot()
```

```
[]
```




```
plt.figure(figsize = (12, 8))
sns.scatterplot(data = df, x= 'Age', y = 'Income', hue = 'Product',
size = 'Fitness')
plt.show()
```

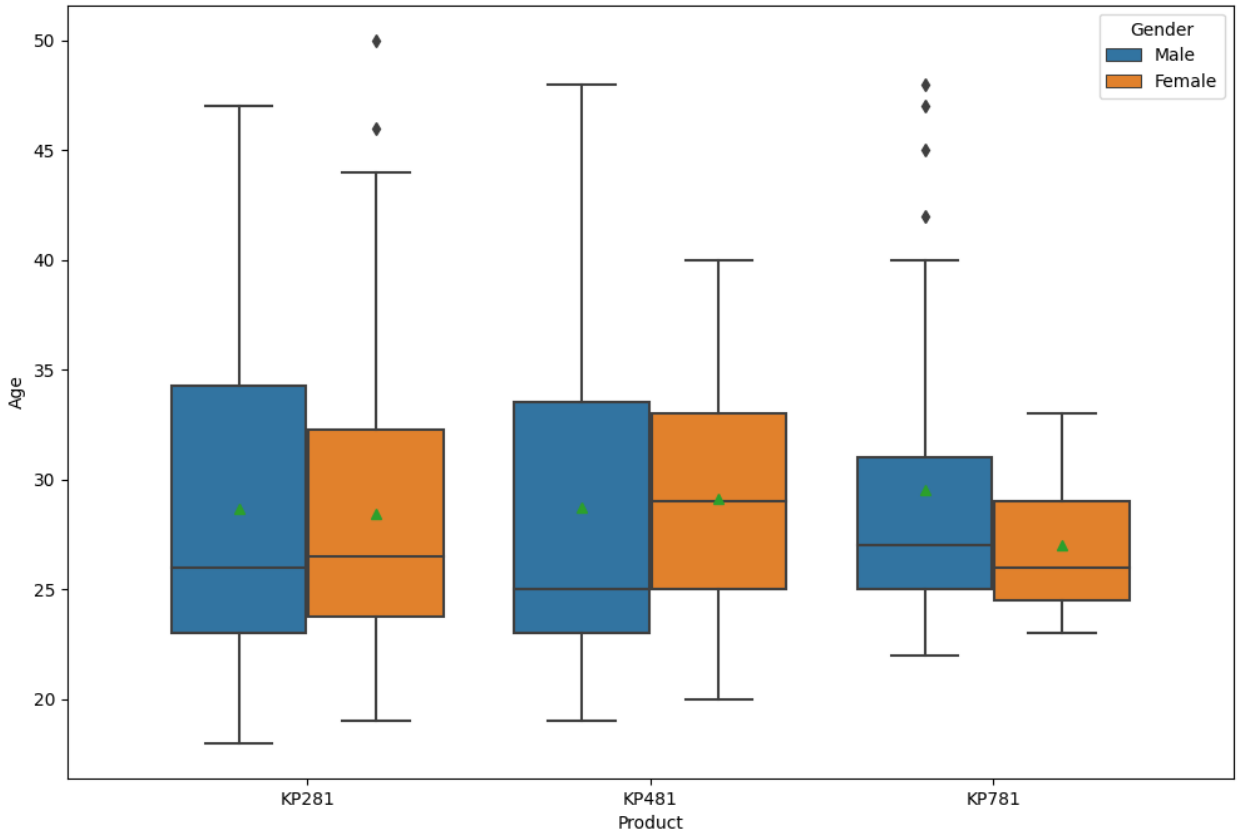


- The customers having high annual income and high fitness scale generally buys KP781.
- The customers having low fitness scale or low annual income generally buy KP281 and KP481.

Age range of the customers who purchase a specific type of product

```
plt.figure(figsize = (12, 8))
sns.boxplot(data = df, x = 'Product', y = 'Age', hue = 'Gender',
showmeans = True)
plt.plot()
```

```
[]
```



- Most customers were in their 20s or 30s.
- The age range of KP781 customers is smaller than the age range of the customers who bought other two products.
- There is a significant difference in the median age of males and females who bought KP481.
- For any product, the age range for males is higher than that of female. The range difference is significant for the product KP781.

Sample calculation to detect outliers in the age of males who bought KP781

```
data = df.loc[(df['Product'] == 'KP781') & (df['Gender'] == 'Male'),
'Age']
print('Mean : ', data.mean())
print('Median : ', data.median())
q1 = data.quantile(0.25)
q3 = data.quantile(0.75)
print("Quartile 1 : ", q1)
print("Quartile 3 : ", q3)
iqr = q3 - q1
print('Inner Quartile Range : ', iqr)
upper = q3 + 1.5 * iqr
lower = q1 - 1.5 * iqr
print("Upper : ", upper)
print('Lower : ', lower)
```

```
outliers = data[(data > upper) | (data < lower)]
print("Outliers : ", list(outliers))
len_outliers = len((data[(data > upper) | (data < lower)]))
print('No of Outliers : ', len_outliers)
```

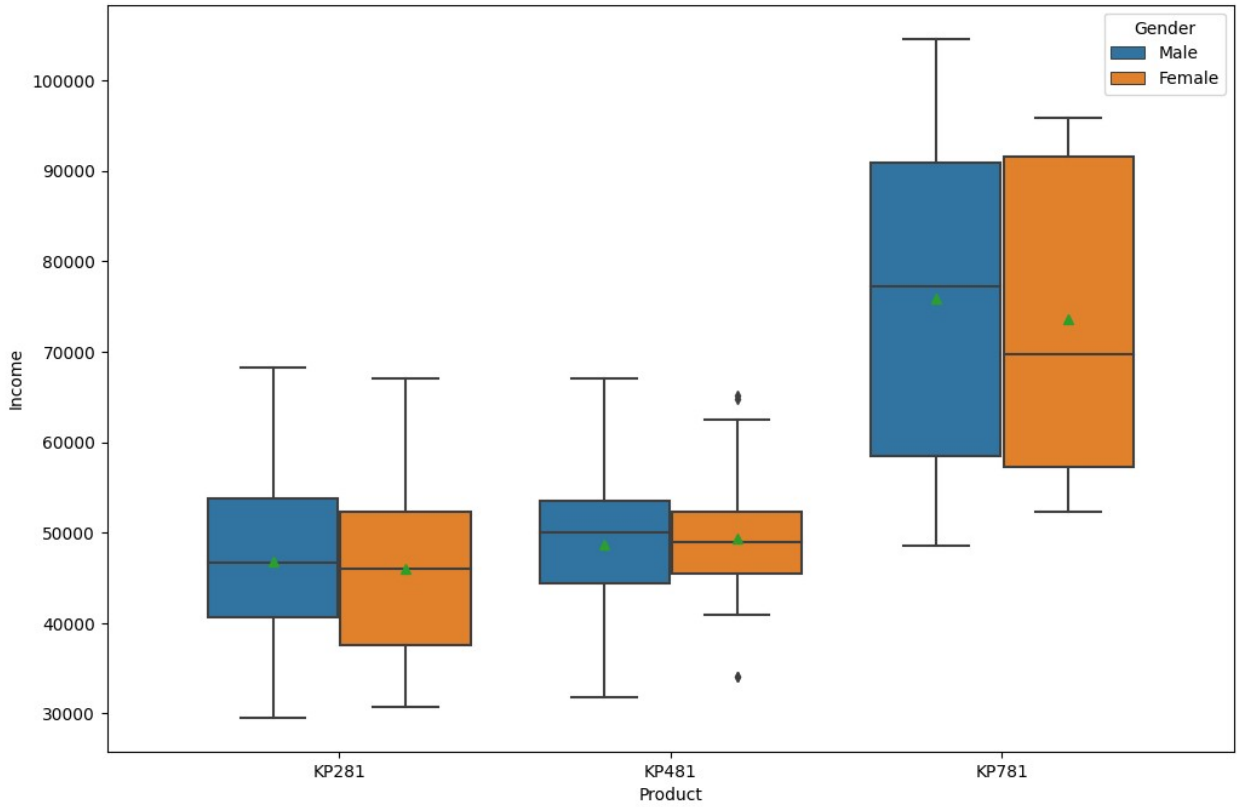
```
Mean :  29.545454545454547
Median :  27.0
Quartile 1 :  25.0
Quartile 3 :  31.0
Inner Quartile Range :  6.0
Upper :  40.0
Lower :  16.0
Outliers :  [42, 45, 47, 48]
No of Outliers :  4
```

- We can clearly see in the boxplot above the sample calculation that we have exactly 4 outliers in the data of age of the males who bought KP781 treadmill.

Income range of the customers who purchase a specific type of product

```
plt.figure(figsize = (12, 8))
sns.boxplot(data = df, x = 'Product', y = 'Income', hue = 'Gender',
showmeans = True, fliersize = 4)
plt.plot()
```

```
[]
```



- The median income of customers who bought KP781 is much higher than that of the customers who bought other two products.
- The range of income for customers buying KP781 is much higher than the same for customers buying KP281 and KP481.

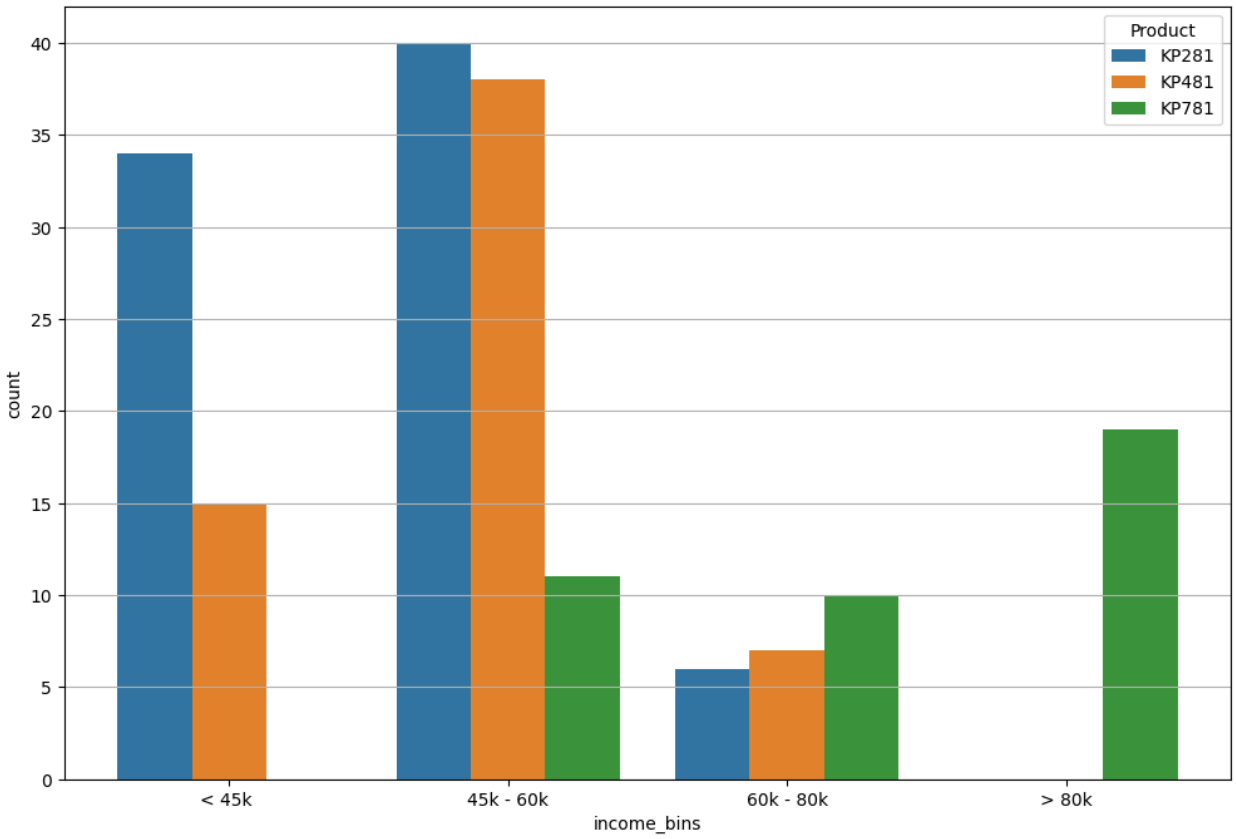
Sample calculation to detect outliers in the income of females who bought KP481

```
data = df.loc[(df['Product'] == 'KP481') & (df['Gender'] == 'Female'),
'Income']
print('Mean : ', data.mean())
print('Median : ', data.median())
q1 = data.quantile(0.25)
q3 = data.quantile(0.75)
print("Quartile 1 : ", q1)
print("Quartile 3 : ", q3)
iqr = q3 - q1
print('Inner Quartile Range : ', iqr)
upper = q3 + 1.5 * iqr
lower = q1 - 1.5 * iqr
print("Upper : ", upper)
print('Lower : ', lower)
outliers = data[(data > upper) | (data < lower)]
print("Outliers : ", list(outliers))
len_outliers = len((data[(data > upper) | (data < lower)]))
print('No of Outliers : ', len_outliers)
```

```
Mean :  49336.44827586207
Median :  48891.0
Quartile 1 :  45480.0
Quartile 3 :  52302.0
Inner Quartile Range :  6822.0
Upper :  62535.0
Lower :  35247.0
Outliers :  [34110, 34110, 65220, 64809]
No of Outliers :  4
```

```
plt.figure(figsize = (12, 8))
sns.countplot(data = df, x = 'income_bins', hue = 'Product')
plt.grid(axis = 'y')
plt.plot()
```

```
[]
```

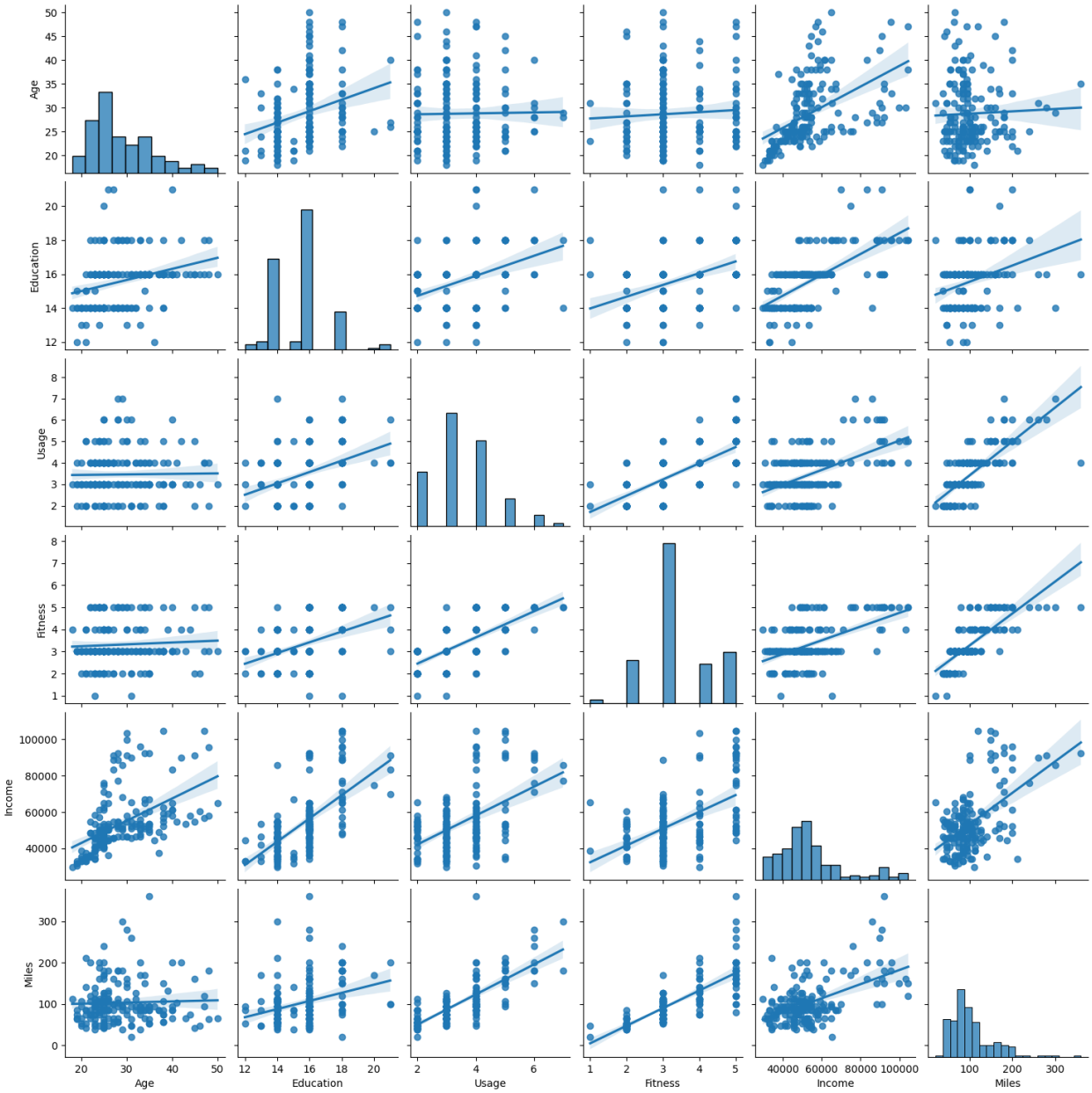


- The customers with high annual salary (60k and above) are more likely to buy KP781.
- The customers with annual salary < 60k are more likely to buy KP281 and KP481.

Coorelation between measurable quantities

```
sns.pairplot(data = df, kind = 'reg')
plt.plot()
```

```
[]
```

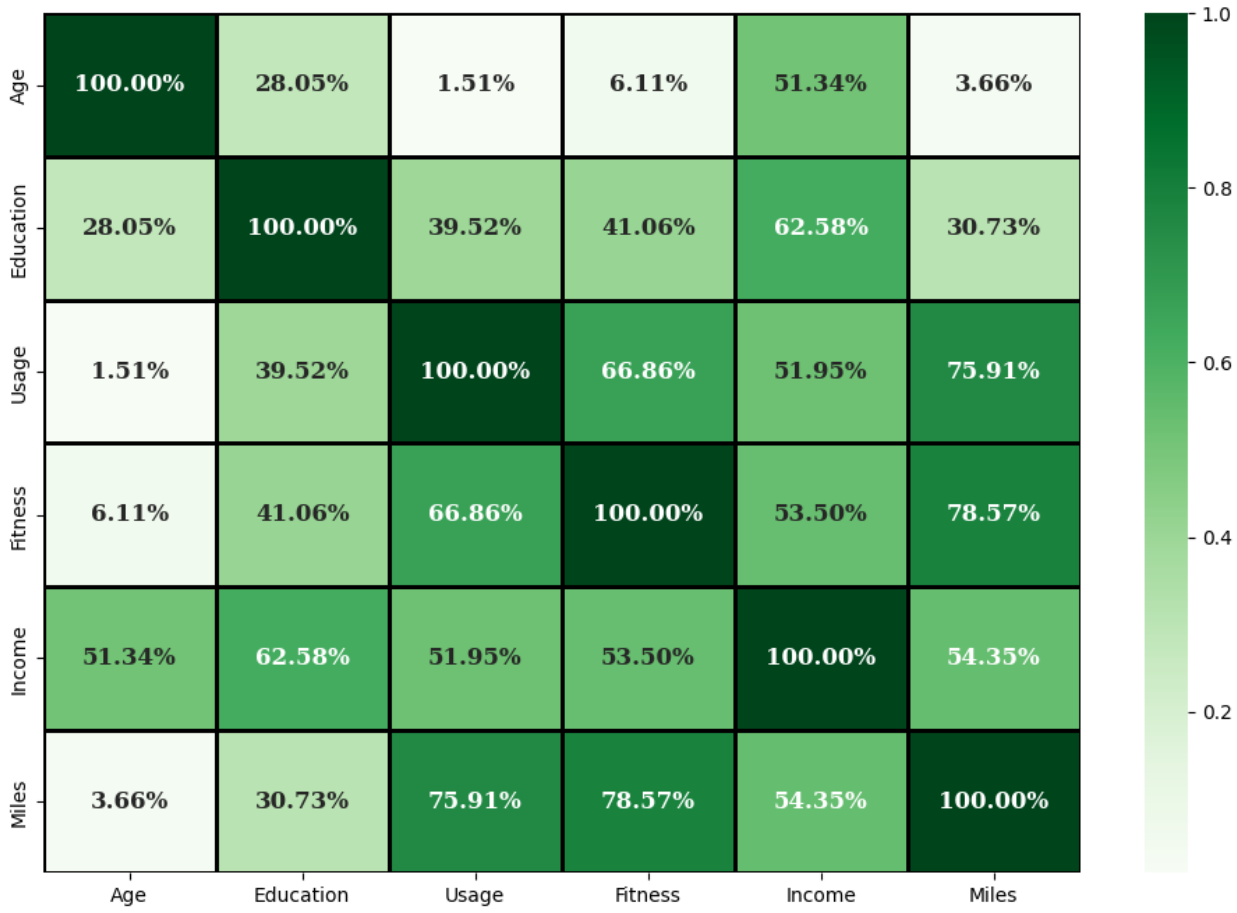



```
df_corr = df.corr()
df_corr
```

	Age	Education	Usage	Fitness	Income	Miles
Age	1.000000	0.280496	0.015064	0.061105	0.513414	0.036618
Education	0.280496	1.000000	0.395155	0.410581	0.625827	0.307284
Usage	0.015064	0.395155	1.000000	0.668606	0.519537	0.759130
Fitness	0.061105	0.410581	0.668606	1.000000	0.535005	0.785702
Income	0.513414	0.625827	0.519537	0.535005	1.000000	0.543473
Miles	0.036618	0.307284	0.759130	0.785702	0.543473	1.000000

```
plt.figure(figsize = (12, 8))
sns.heatmap(data = df_corr,
            annot = True,
            fmt = '.2%',
            cmap='Greens',
            linewidth = 2,
            linecolor = 'black',
            annot_kws = {'fontsize' : 'large',
                         'fontfamily' : 'serif',
                         'fontweight': 'bold'})
plt.plot()
```

```
[]
```



- The customer with high fitness scale is more likely to run or walk more miles.
- The customer who expects to use the treadmill more times in a week generally expects to walk or run more miles in the week.
- The customer who have a high fitness scale generally uses the treadmill more frequently in a week.

Product buying behaviors of both the genders

```
print(pd.crosstab(index = df['Product'], columns = df['Gender'],
margins = True))
print()
print('-' * 26)
print()
print("Product-wise normalization : ")
print(np.round(pd.crosstab(index = df['Product'], columns =
df['Gender'], normalize = 'index') * 100, 2))
print()
print('-' * 23)
print()
print("Gender-wise normalization : ")
print(np.round(pd.crosstab(index = df['Product'], columns =
df['Gender'], normalize = 'columns') * 100, 2))
```

```
Gender   Female  Male  All
Product
KP281        40    40   80
KP481        29    31   60
KP781         7    33   40
All          76   104  180

--------------------------

Product-wise normalization :
Gender   Female   Male
Product
KP281     50.00  50.00
KP481     48.33  51.67
KP781     17.50  82.50

-----------------------

Gender-wise normalization :
Gender   Female   Male
Product
KP281     52.63  38.46
KP481     38.16  29.81
KP781      9.21  31.73
```

- Customers who bought KP781, 82.5% of them are males rest are females.
- Among all female customers, only 9.21 % buy KP781. Females mostly buy products KP281 or KP481.

Probability of buying a specific product provided the customer is of specific gender

```
products = df['Product'].unique()
genders = df['Gender'].unique()
for i in genders:
    for j in products:
```

```
        prob = len(df[(df['Gender'] == i) & (df['Product'] == j)]) /
len(df[df['Gender'] == i])
        prob = np.round(prob * 100, 2)
        print("Probability of buying '{}' provided the customer is {}
is {}% ".format(j, i, prob))
        print()
```

```
Probability of buying 'KP281' provided the customer is Male is 38.46%

Probability of buying 'KP481' provided the customer is Male is 29.81%

Probability of buying 'KP781' provided the customer is Male is 31.73%

Probability of buying 'KP281' provided the customer is Female is
52.63%

Probability of buying 'KP481' provided the customer is Female is
38.16%

Probability of buying 'KP781' provided the customer is Female is 9.21%
```

Probability of that the customer is of specific gender provided specific product is bought

```
products = df['Product'].unique()
genders = df['Gender'].unique()
for i in genders:
    for j in products:
        prob = len(df[(df['Gender'] == i) & (df['Product'] == j)]) /
len(df[df['Product'] == j])
        prob = np.round(prob * 100, 2)
        print("Probability that the customer is {} provided {} was
bought is {}% ".format(i, j, prob))
        print()
```

```
Probability that the customer is Male provided KP281 was bought is
50.0%

Probability that the customer is Male provided KP481 was bought is
51.67%

Probability that the customer is Male provided KP781 was bought is
82.5%

Probability that the customer is Female provided KP281 was bought is
50.0%

Probability that the customer is Female provided KP481 was bought is
48.33%
```

```
Probability that the customer is Female provided KP781 was bought is
17.5%
```

Product buying behaviors of both the Marital Statuses

```
print(pd.crosstab(index = df['Product'], columns =
df['MaritalStatus'], margins = True))
print()
print('-' * 37)
print()
print("Product-wise normalization : ")
print(np.round(pd.crosstab(index = df['Product'], columns =
df['MaritalStatus'], normalize = 'index') * 100, 2))
print()
print('-' * 33)
print()
print("Marital Status-wise normalization : ")
print(np.round(pd.crosstab(index = df['Product'], columns =
df['MaritalStatus'], normalize = 'columns') * 100, 2))
```

```
MaritalStatus  Partnered  Single  All
Product
KP281                 48      32   80
KP481                 36      24   60
KP781                 23      17   40
All                  107      73  180

-------------------------------------

Product-wise normalization :
MaritalStatus  Partnered  Single
Product
KP281               60.0    40.0
KP481               60.0    40.0
KP781               57.5    42.5

---------------------------------

Marital Status-wise normalization :
MaritalStatus  Partnered  Single
Product
KP281              44.86   43.84
KP481              33.64   32.88
KP781              21.50   23.29
```

Probability of buying a specific product provided the customer is of specific marital status

```
products = df['Product'].unique()
statuses = df['MaritalStatus'].unique()
for i in statuses:
    if i != 'Single':
        print('-' * 76)
    for j in products:
        prob = len(df[(df['MaritalStatus'] == i) & (df['Product'] ==
j)]) / len(df[df['MaritalStatus'] == i])
        prob = np.round(prob * 100, 2)
        print("Probability of buying '{}' provided the customer is
'{}' is {}% ".format(j, i, prob))
        print()
```

```
Probability of buying 'KP281' provided the customer is 'Single' is
43.84%

Probability of buying 'KP481' provided the customer is 'Single' is
32.88%

Probability of buying 'KP781' provided the customer is 'Single' is
23.29%

----------------------------------------------------------------------
------
Probability of buying 'KP281' provided the customer is 'Partnered' is
44.86%

Probability of buying 'KP481' provided the customer is 'Partnered' is
33.64%

Probability of buying 'KP781' provided the customer is 'Partnered' is
21.5%
```

Probability of that the customer is of specific Marital Status provided specific product is bought

```
products = df['Product'].unique()
statuses = df['MaritalStatus'].unique()
for i in statuses:
    if i != 'Single':
        print('-' * 82)
    for j in products:
        prob = len(df[(df['MaritalStatus'] == i) & (df['Product'] ==
j)]) / len(df[df['Product'] == j])
        prob = np.round(prob * 100, 2)
        print("Probability that the customer is '{}' provided '{}' was
bought is {}% ".format(i, j, prob))
        print()
```

```
Probability that the customer is 'Single' provided 'KP281' was bought
is 40.0%

Probability that the customer is 'Single' provided 'KP481' was bought
is 40.0%

Probability that the customer is 'Single' provided 'KP781' was bought
is 42.5%

------------------------------------------------------------------------
------------
Probability that the customer is 'Partnered' provided 'KP281' was
bought is 60.0%

Probability that the customer is 'Partnered' provided 'KP481' was
bought is 60.0%

Probability that the customer is 'Partnered' provided 'KP781' was
bought is 57.5%
```

Product buying behaviors of customers with different fitness levels

```
print(pd.crosstab(index = df['Product'], columns = df['Fitness'],
margins = True))
print()
print('-' * 40)
print()
print("Product-wise normalization : ")
print(np.round(pd.crosstab(index = df['Product'], columns =
df['Fitness'], normalize = 'index') * 100, 2))
print()
print('-' * 40)
print()
print("Fitness Scale-wise normalization : ")
print(np.round(pd.crosstab(index = df['Product'], columns =
df['Fitness'], normalize = 'columns') * 100, 2))
```

```
Fitness  1   2   3   4   5  All
Product
KP281    1  14  54   9   2   80
KP481    1  12  39   8   0   60
KP781    0   0   4   7  29   40
All      2  26  97  24  31  180

----------------------------------------

Product-wise normalization :
Fitness     1     2     3      4     5
Product
```

```
KP281    1.25  17.5  67.5  11.25   2.5
KP481    1.67  20.0  65.0  13.33   0.0
KP781    0.00   0.0  10.0  17.50  72.5

----------------------------------------

Fitness Scale-wise normalization :
Fitness     1      2      3      4      5
Product
KP281    50.0  53.85  55.67  37.50   6.45
KP481    50.0  46.15  40.21  33.33   0.00
KP781     0.0   0.00   4.12  29.17  93.55
```

- Number of customers who bought products KP281, KP481 and KP781 are in ratio 4 : 3 : 2. That means for every 9 customers, 4 customers bought KP281, 3 bought KP481 and 2 bought KP781.
- Among all the customers who bought KP281, 96.25 % of them had fitness scales of 2, 3 or 4. Only 2.5 % of them had excellent body shape.
- Among all the customers who bought KP781, 90 % of them had fitness scales 4 or 5. Only 10 % of them had average body shape.
- Among all the customers who had excellent body shape (fitness scale 5), 93.55 % of them bought product KP781 while the rest buy KP281.
- All the customers in each fitness levels 1 and 2 (i.e., customers having poor body shape) either bought product KP281 or KP481. None of them bought the treadmill having advanced features i.e., KP781.

probability of buying a specific product provided the customer has specific fitness scale

```
products = df['Product'].unique()
scales = sorted(df['Fitness'].unique())
for i in scales:
    if i != 1:
        print('-' * 88)
    for j in products:
        prob = len(df[(df['Fitness'] == i) & (df['Product'] == j)]) /
len(df[df['Fitness'] == i])
        prob = np.round(prob * 100, 2)
        print("Probability of buying '{}' provided the customer has
the fitness scale '{}' is {}% ".format(j, i, prob))
        print()

Probability of buying 'KP281' provided the customer has the fitness
scale '1' is 50.0%

Probability of buying 'KP481' provided the customer has the fitness
scale '1' is 50.0%

Probability of buying 'KP781' provided the customer has the fitness
scale '1' is 0.0%
```

```
------------------------------------------------------------------------
------------------
Probability of buying 'KP281' provided the customer has the fitness
scale '2' is 53.85%

Probability of buying 'KP481' provided the customer has the fitness
scale '2' is 46.15%

Probability of buying 'KP781' provided the customer has the fitness
scale '2' is 0.0%

------------------------------------------------------------------------
------------------
Probability of buying 'KP281' provided the customer has the fitness
scale '3' is 55.67%

Probability of buying 'KP481' provided the customer has the fitness
scale '3' is 40.21%

Probability of buying 'KP781' provided the customer has the fitness
scale '3' is 4.12%

------------------------------------------------------------------------
------------------
Probability of buying 'KP281' provided the customer has the fitness
scale '4' is 37.5%

Probability of buying 'KP481' provided the customer has the fitness
scale '4' is 33.33%

Probability of buying 'KP781' provided the customer has the fitness
scale '4' is 29.17%

------------------------------------------------------------------------
------------------
Probability of buying 'KP281' provided the customer has the fitness
scale '5' is 6.45%

Probability of buying 'KP481' provided the customer has the fitness
scale '5' is 0.0%

Probability of buying 'KP781' provided the customer has the fitness
scale '5' is 93.55%
```

Probability of that the customer has a specific fitness scale provided specific product was bought

```
products = df['Product'].unique()
scales = sorted(df['Fitness'].unique())
for i in scales:
    if i != 1:
        print('-' * 94)
    for j in products:
        prob = len(df[(df['Fitness'] == i) & (df['Product'] == j)]) /
len(df[df['Product'] == j])
        prob = np.round(prob * 100, 2)
        print("Probability that the customer has a fitness scale of
'{}' provided '{}' was bought is {}% ".format(i, j, prob))
        print()
```

```
Probability that the customer has a fitness scale of '1' provided
'KP281' was bought is 1.25%

Probability that the customer has a fitness scale of '1' provided
'KP481' was bought is 1.67%

Probability that the customer has a fitness scale of '1' provided
'KP781' was bought is 0.0%

----------------------------------------------------------------------
------------------------
Probability that the customer has a fitness scale of '2' provided
'KP281' was bought is 17.5%

Probability that the customer has a fitness scale of '2' provided
'KP481' was bought is 20.0%

Probability that the customer has a fitness scale of '2' provided
'KP781' was bought is 0.0%

----------------------------------------------------------------------
------------------------
Probability that the customer has a fitness scale of '3' provided
'KP281' was bought is 67.5%

Probability that the customer has a fitness scale of '3' provided
'KP481' was bought is 65.0%

Probability that the customer has a fitness scale of '3' provided
'KP781' was bought is 10.0%

----------------------------------------------------------------------
------------------------
Probability that the customer has a fitness scale of '4' provided
'KP281' was bought is 11.25%

Probability that the customer has a fitness scale of '4' provided
```

```
'KP481' was bought is 13.33%

Probability that the customer has a fitness scale of '4' provided
'KP781' was bought is 17.5%

------------------------------------------------------------------------
------------------------
Probability that the customer has a fitness scale of '5' provided
'KP281' was bought is 2.5%

Probability that the customer has a fitness scale of '5' provided
'KP481' was bought is 0.0%

Probability that the customer has a fitness scale of '5' provided
'KP781' was bought is 72.5%
```

Relation between Marital Statuses and fitness levels of the Aerofit Customers

```
print(pd.crosstab(index = df['MaritalStatus'], columns =
df['Fitness'], margins = True))
print()
print('-' * 48)
print('Marital Status wise normalization : ')
print()
print(np.round(pd.crosstab(index = df['MaritalStatus'], columns =
df['Fitness'], normalize = 'index') * 100, 2))
print()
print("-" * 48)
print('Fitness levels wise normalization : ')
print()
print(np.round(pd.crosstab(index = df['MaritalStatus'], columns =
df['Fitness'], normalize = 'columns') * 100, 2))
```

```
Fitness        1   2   3   4   5  All
MaritalStatus
Partnered      1  18  57  13  18  107
Single         1   8  40  11  13   73
All            2  26  97  24  31  180

------------------------------------------------
Marital Status wise normalization :

Fitness           1      2      3      4      5
MaritalStatus
Partnered      0.93  16.82  53.27  12.15  16.82
Single         1.37  10.96  54.79  15.07  17.81

------------------------------------------------
Fitness levels wise normalization :
```

```
Fitness             1      2      3      4      5
MaritalStatus
Partnered       50.0  69.23  58.76  54.17  58.06
Single          50.0  30.77  41.24  45.83  41.94
```

- Majority of customers (i.e., greater than 50%) in each marital statuses had fitness scale 3.
- Majority of customers (i.e., greater than 50%) in each of fitness scales 2, 3, 4 and 5 were partnered.(Since there are significantly higher number of customers who were partnered than single)

Relation between Incomes and Products bought by the Aerofit Customers

```
print(pd.crosstab(index = df['Product'], columns = df['income_bins'],
margins = True))
print()
print('-' * 54)
print('Product wise normalization : ')
print()
print(np.round(pd.crosstab(index = df['Product'], columns =
df['income_bins'], normalize = 'index') * 100, 2))
print()
print("-" * 48)
print('Income-bins wise normalization :')
print()
print(np.round(pd.crosstab(index = df['Product'], columns =
df['income_bins'], normalize = 'columns') * 100, 2))
```

```
income_bins  45k - 60k  60k - 80k  < 45k   > 80k  All
Product
KP281               40          6      34      0   80
KP481               38          7      15      0   60
KP781               11         10       0     19   40
All                 89         23      49     19  180

------------------------------------------------------
Product wise normalization :

income_bins  45k - 60k  60k - 80k  < 45k   > 80k
Product
KP281            50.00       7.50    42.5    0.0
KP481            63.33      11.67    25.0    0.0
KP781            27.50      25.00     0.0   47.5

------------------------------------------------
Income-bins wise normalization :

income_bins  45k - 60k  60k - 80k  < 45k   > 80k
Product
```

```
KP281            44.94      26.09   69.39    0.0
KP481            42.70      30.43   30.61    0.0
KP781            12.36      43.48    0.00  100.0
```

Probability of buying a specific product provided the customer's annual income lies in a specific income range

```
products = df['Product'].unique()
incomes = sorted(df['income_bins'].unique())
for i in incomes:
    if i != '45k - 60k':
        print('-' * 105)
    for j in products:
        prob = len(df[(df['income_bins'] == i) & (df['Product'] ==
j)]) / len(df[df['income_bins'] == i])
        prob = np.round(prob * 100, 2)
        print("Probability of buying '{}' provided the customer has
the annual income in range '{}' is {}% ".format(j, i, prob))
        print()
```

```
Probability of buying 'KP281' provided the customer has the annual
income in range '45k - 60k' is 44.94%

Probability of buying 'KP481' provided the customer has the annual
income in range '45k - 60k' is 42.7%

Probability of buying 'KP781' provided the customer has the annual
income in range '45k - 60k' is 12.36%

---------------------------------------------------------------------
-----------------------------------
Probability of buying 'KP281' provided the customer has the annual
income in range '60k - 80k' is 26.09%

Probability of buying 'KP481' provided the customer has the annual
income in range '60k - 80k' is 30.43%

Probability of buying 'KP781' provided the customer has the annual
income in range '60k - 80k' is 43.48%

---------------------------------------------------------------------
-----------------------------------
Probability of buying 'KP281' provided the customer has the annual
income in range '< 45k ' is 69.39%

Probability of buying 'KP481' provided the customer has the annual
income in range '< 45k ' is 30.61%

Probability of buying 'KP781' provided the customer has the annual
income in range '< 45k ' is 0.0%
```

```
-------------------------------------------------------------------------
-----------------------------------
Probability of buying 'KP281' provided the customer has the annual
income in range '> 80k' is 0.0%

Probability of buying 'KP481' provided the customer has the annual
income in range '> 80k' is 0.0%

Probability of buying 'KP781' provided the customer has the annual
income in range '> 80k' is 100.0%
```

Probability of that the customer's annual income lies in a specific salary range provided specific product was bought

```
products = df['Product'].unique()
incomes = sorted(df['income_bins'].unique())
for i in incomes:
    if i != '45k - 60k':
        print('-' * 105)
    for j in products:
        prob = len(df[(df['income_bins'] == i) & (df['Product'] ==
j)]) / len(df[df['Product'] == j])
        prob = np.round(prob * 100, 2)
        print("Probability that the customer's annual income lies in
range '{}' provided '{}' was bought is {}% ".format(i, j, prob))
        print()

Probability that the customer's annual income lies in range '45k -
60k' provided 'KP281' was bought is 50.0%

Probability that the customer's annual income lies in range '45k -
60k' provided 'KP481' was bought is 63.33%

Probability that the customer's annual income lies in range '45k -
60k' provided 'KP781' was bought is 27.5%

-------------------------------------------------------------------------
-----------------------------------
Probability that the customer's annual income lies in range '60k -
80k' provided 'KP281' was bought is 7.5%

Probability that the customer's annual income lies in range '60k -
80k' provided 'KP481' was bought is 11.67%

Probability that the customer's annual income lies in range '60k -
80k' provided 'KP781' was bought is 25.0%

-------------------------------------------------------------------------
```

```
-----------------------------------
Probability that the customer's annual income lies in range '< 45k '
provided 'KP281' was bought is 42.5%

Probability that the customer's annual income lies in range '< 45k '
provided 'KP481' was bought is 25.0%

Probability that the customer's annual income lies in range '< 45k '
provided 'KP781' was bought is 0.0%

-----------------------------------------------------------------------
-----------------------------------
Probability that the customer's annual income lies in range '> 80k'
provided 'KP281' was bought is 0.0%

Probability that the customer's annual income lies in range '> 80k'
provided 'KP481' was bought is 0.0%

Probability that the customer's annual income lies in range '> 80k'
provided 'KP781' was bought is 47.5%
```

Relation between Age Categories and Products bought by the Aerofit Customers

```
print(pd.crosstab(index = df['Product'], columns = df['age_bins'],
margins = True))
print()
print('-' * 45)
print('Product wise normalization : ')
print()
print(np.round(pd.crosstab(index = df['Product'], columns =
df['age_bins'], normalize = 'index') * 100, 2))
print()
print("-" * 42)
print('Age-bins wise normalization : ')
print()
print(np.round(pd.crosstab(index = df['Product'], columns =
df['age_bins'], normalize = 'columns') * 100, 2))
```

```
age_bins  25 - 33  34 - 46  <= 24   > 46  All
Product
KP281          27       15      27    11   80
KP481          17       11      17    15   60
KP781          15        5      10    10   40
All            59       31      54    36  180

---------------------------------------------
Product wise normalization :

age_bins  25 - 33  34 - 46  <= 24    > 46
```

```
Product
KP281       33.75    18.75   33.75  13.75
KP481       28.33    18.33   28.33  25.00
KP781       37.50    12.50   25.00  25.00

----------------------------------------
Age-bins wise normalization :

age_bins  25 - 33  34 - 46  <= 24    > 46
Product
KP281       45.76    48.39   50.00  30.56
KP481       28.81    35.48   31.48  41.67
KP781       25.42    16.13   18.52  27.78
```

Probability of buying a specific product provided the customer's age lies in a specific age range

```
products = df['Product'].unique()
ages = sorted(df['age_bins'].unique())
for i in ages:
    if i != '25 - 33':
        print('-' * 91)
    for j in products:
        prob = len(df[(df['age_bins'] == i) & (df['Product'] == j)]) /
len(df[df['age_bins'] == i])
        prob = np.round(prob * 100, 2)
        print("Probability of buying '{}' provided the customer's age
lies in range '{}' is {}% ".format(j, i, prob))
        print()
```

```
Probability of buying 'KP281' provided the customer's age lies in
range '25 - 33' is 45.76%

Probability of buying 'KP481' provided the customer's age lies in
range '25 - 33' is 28.81%

Probability of buying 'KP781' provided the customer's age lies in
range '25 - 33' is 25.42%

-------------------------------------------------------------------------
----------------------
Probability of buying 'KP281' provided the customer's age lies in
range '34 - 46' is 48.39%

Probability of buying 'KP481' provided the customer's age lies in
range '34 - 46' is 35.48%

Probability of buying 'KP781' provided the customer's age lies in
range '34 - 46' is 16.13%
```

```
------------------------------------------------------------------------
----------------------
Probability of buying 'KP281' provided the customer's age lies in
range '<= 24 ' is 50.0%

Probability of buying 'KP481' provided the customer's age lies in
range '<= 24 ' is 31.48%

Probability of buying 'KP781' provided the customer's age lies in
range '<= 24 ' is 18.52%

------------------------------------------------------------------------
----------------------
Probability of buying 'KP281' provided the customer's age lies in
range '> 46' is 30.56%

Probability of buying 'KP481' provided the customer's age lies in
range '> 46' is 41.67%

Probability of buying 'KP781' provided the customer's age lies in
range '> 46' is 27.78%
```

Probability of that the customer's age lies in a specific age range provided specific product was bought

```
products = df['Product'].unique()
ages = sorted(df['age_bins'].unique())
for i in ages:
    if i != '25 - 33':
        print('-' * 96)
    for j in products:
        prob = len(df[(df['age_bins'] == i) & (df['Product'] == j)]) /
len(df[df['Product'] == j])
        prob = np.round(prob * 100, 2)
        print("Probability that the customer's age lies in range '{}'
provided '{}' was bought is {}% ".format(i, j, prob))
        print()

Probability that the customer's age lies in range '25 - 33' provided
'KP281' was bought is 33.75%

Probability that the customer's age lies in range '25 - 33' provided
'KP481' was bought is 28.33%

Probability that the customer's age lies in range '25 - 33' provided
'KP781' was bought is 37.5%

------------------------------------------------------------------------
-------------------------
```

```
Probability that the customer's age lies in range '34 - 46' provided
'KP281' was bought is 18.75%

Probability that the customer's age lies in range '34 - 46' provided
'KP481' was bought is 18.33%

Probability that the customer's age lies in range '34 - 46' provided
'KP781' was bought is 12.5%

------------------------------------------------------------------------
--------------------------
Probability that the customer's age lies in range '<= 24 ' provided
'KP281' was bought is 33.75%

Probability that the customer's age lies in range '<= 24 ' provided
'KP481' was bought is 28.33%

Probability that the customer's age lies in range '<= 24 ' provided
'KP781' was bought is 25.0%

------------------------------------------------------------------------
--------------------------
Probability that the customer's age lies in range '> 46' provided
'KP281' was bought is 13.75%

Probability that the customer's age lies in range '> 46' provided
'KP481' was bought is 25.0%

Probability that the customer's age lies in range '> 46' provided
'KP781' was bought is 25.0%
```

Customer Profiling :

Product of buying a specific product based on gender, age, fitness scale, income :

```
products = df['Product'].unique()
genders = df['Gender'].unique()
ages = df['age_bins'].unique()
fitnesses = sorted(df["Fitness"].unique())
statuses = df['MaritalStatus'].unique()
incomes = df['income_bins'].unique()
for i in products:
    for j in genders:
        for k in statuses:
            for l in ages:
                for m in fitnesses:
                    for n in incomes:
```

```
                        try :
                            count += 1
                            res = np.round(len(df[df['Product'] == i])
/ len(df[(df['Gender'] == j) & (df['age_bins'] == l) & (df['Fitness']
== m) & (df['MaritalStatus'] == k) & (df['income_bins'] == n)]), 2)
                            print("P({} / ({}, {}, age {}, fitness
scale = {}, income {})) = {}%".format(i, j, k, l, m, n, res))
                        except:
                            print("No record for ({}, {}, age {},
fitness scale = {}, income {}) buying {}".format(j, k, l, m, n, i))
```

```
No record for (Male, Single, age <= 24 , fitness scale = 1, income <
45k ) buying KP281
No record for (Male, Single, age <= 24 , fitness scale = 1, income 45k
- 60k) buying KP281
No record for (Male, Single, age <= 24 , fitness scale = 1, income 60k
- 80k) buying KP281
No record for (Male, Single, age <= 24 , fitness scale = 1, income >
80k) buying KP281
No record for (Male, Single, age <= 24 , fitness scale = 2, income <
45k ) buying KP281
No record for (Male, Single, age <= 24 , fitness scale = 2, income 45k
- 60k) buying KP281
No record for (Male, Single, age <= 24 , fitness scale = 2, income 60k
- 80k) buying KP281
No record for (Male, Single, age <= 24 , fitness scale = 2, income >
80k) buying KP281
No record for (Male, Single, age <= 24 , fitness scale = 3, income <
45k ) buying KP281
No record for (Male, Single, age <= 24 , fitness scale = 3, income 45k
- 60k) buying KP281
No record for (Male, Single, age <= 24 , fitness scale = 3, income 60k
- 80k) buying KP281
No record for (Male, Single, age <= 24 , fitness scale = 3, income >
80k) buying KP281
No record for (Male, Single, age <= 24 , fitness scale = 4, income <
45k ) buying KP281
No record for (Male, Single, age <= 24 , fitness scale = 4, income 45k
- 60k) buying KP281
No record for (Male, Single, age <= 24 , fitness scale = 4, income 60k
- 80k) buying KP281
No record for (Male, Single, age <= 24 , fitness scale = 4, income >
80k) buying KP281
No record for (Male, Single, age <= 24 , fitness scale = 5, income <
45k ) buying KP281
No record for (Male, Single, age <= 24 , fitness scale = 5, income 45k
- 60k) buying KP281
No record for (Male, Single, age <= 24 , fitness scale = 5, income 60k
- 80k) buying KP281
No record for (Male, Single, age <= 24 , fitness scale = 5, income >
```

```
80k) buying KP281
No record for (Male, Single, age > 46, fitness scale = 1, income < 45k
) buying KP281
No record for (Male, Single, age > 46, fitness scale = 1, income 45k -
60k) buying KP281
No record for (Male, Single, age > 46, fitness scale = 1, income 60k -
80k) buying KP281
No record for (Male, Single, age > 46, fitness scale = 1, income >
80k) buying KP281
No record for (Male, Single, age > 46, fitness scale = 2, income < 45k
) buying KP281
No record for (Male, Single, age > 46, fitness scale = 2, income 45k -
60k) buying KP281
No record for (Male, Single, age > 46, fitness scale = 2, income 60k -
80k) buying KP281
No record for (Male, Single, age > 46, fitness scale = 2, income >
80k) buying KP281
No record for (Male, Single, age > 46, fitness scale = 3, income < 45k
) buying KP281
No record for (Male, Single, age > 46, fitness scale = 3, income 45k -
60k) buying KP281
No record for (Male, Single, age > 46, fitness scale = 3, income 60k -
80k) buying KP281
No record for (Male, Single, age > 46, fitness scale = 3, income >
80k) buying KP281
No record for (Male, Single, age > 46, fitness scale = 4, income < 45k
) buying KP281
No record for (Male, Single, age > 46, fitness scale = 4, income 45k -
60k) buying KP281
No record for (Male, Single, age > 46, fitness scale = 4, income 60k -
80k) buying KP281
No record for (Male, Single, age > 46, fitness scale = 4, income >
80k) buying KP281
No record for (Male, Single, age > 46, fitness scale = 5, income < 45k
) buying KP281
No record for (Male, Single, age > 46, fitness scale = 5, income 45k -
60k) buying KP281
No record for (Male, Single, age > 46, fitness scale = 5, income 60k -
80k) buying KP281
No record for (Male, Single, age > 46, fitness scale = 5, income >
80k) buying KP281
No record for (Male, Single, age 25 - 33, fitness scale = 1, income <
45k ) buying KP281
No record for (Male, Single, age 25 - 33, fitness scale = 1, income
45k - 60k) buying KP281
No record for (Male, Single, age 25 - 33, fitness scale = 1, income
60k - 80k) buying KP281
No record for (Male, Single, age 25 - 33, fitness scale = 1, income >
80k) buying KP281
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No record for (Male, Single, age 25 - 33, fitness scale = 2, income <
45k ) buying KP281
No record for (Male, Single, age 25 - 33, fitness scale = 2, income
45k - 60k) buying KP281
No record for (Male, Single, age 25 - 33, fitness scale = 2, income
60k - 80k) buying KP281
No record for (Male, Single, age 25 - 33, fitness scale = 2, income >
80k) buying KP281
No record for (Male, Single, age 25 - 33, fitness scale = 3, income <
45k ) buying KP281
No record for (Male, Single, age 25 - 33, fitness scale = 3, income
45k - 60k) buying KP281
No record for (Male, Single, age 25 - 33, fitness scale = 3, income
60k - 80k) buying KP281
No record for (Male, Single, age 25 - 33, fitness scale = 3, income >
80k) buying KP281
No record for (Male, Single, age 25 - 33, fitness scale = 4, income <
45k ) buying KP281
No record for (Male, Single, age 25 - 33, fitness scale = 4, income
45k - 60k) buying KP281
No record for (Male, Single, age 25 - 33, fitness scale = 4, income
60k - 80k) buying KP281
No record for (Male, Single, age 25 - 33, fitness scale = 4, income >
80k) buying KP281
No record for (Male, Single, age 25 - 33, fitness scale = 5, income <
45k ) buying KP281
No record for (Male, Single, age 25 - 33, fitness scale = 5, income
45k - 60k) buying KP281
No record for (Male, Single, age 25 - 33, fitness scale = 5, income
60k - 80k) buying KP281
No record for (Male, Single, age 25 - 33, fitness scale = 5, income >
80k) buying KP281
No record for (Male, Single, age 34 - 46, fitness scale = 1, income <
45k ) buying KP281
No record for (Male, Single, age 34 - 46, fitness scale = 1, income
45k - 60k) buying KP281
No record for (Male, Single, age 34 - 46, fitness scale = 1, income
60k - 80k) buying KP281
No record for (Male, Single, age 34 - 46, fitness scale = 1, income >
80k) buying KP281
No record for (Male, Single, age 34 - 46, fitness scale = 2, income <
45k ) buying KP281
No record for (Male, Single, age 34 - 46, fitness scale = 2, income
45k - 60k) buying KP281
No record for (Male, Single, age 34 - 46, fitness scale = 2, income
60k - 80k) buying KP281
No record for (Male, Single, age 34 - 46, fitness scale = 2, income >
80k) buying KP281
No record for (Male, Single, age 34 - 46, fitness scale = 3, income <
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45k ) buying KP281
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45k - 60k) buying KP281
No record for (Male, Single, age 34 - 46, fitness scale = 3, income
60k - 80k) buying KP281
No record for (Male, Single, age 34 - 46, fitness scale = 3, income >
80k) buying KP281
No record for (Male, Single, age 34 - 46, fitness scale = 4, income <
45k ) buying KP281
No record for (Male, Single, age 34 - 46, fitness scale = 4, income
45k - 60k) buying KP281
No record for (Male, Single, age 34 - 46, fitness scale = 4, income
60k - 80k) buying KP281
No record for (Male, Single, age 34 - 46, fitness scale = 4, income >
80k) buying KP281
No record for (Male, Single, age 34 - 46, fitness scale = 5, income <
45k ) buying KP281
No record for (Male, Single, age 34 - 46, fitness scale = 5, income
45k - 60k) buying KP281
No record for (Male, Single, age 34 - 46, fitness scale = 5, income
60k - 80k) buying KP281
No record for (Male, Single, age 34 - 46, fitness scale = 5, income >
80k) buying KP281
No record for (Male, Partnered, age <= 24 , fitness scale = 1, income
< 45k ) buying KP281
No record for (Male, Partnered, age <= 24 , fitness scale = 1, income
45k - 60k) buying KP281
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60k - 80k) buying KP281
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> 80k) buying KP281
No record for (Male, Partnered, age <= 24 , fitness scale = 2, income
< 45k ) buying KP281
No record for (Male, Partnered, age <= 24 , fitness scale = 2, income
45k - 60k) buying KP281
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60k - 80k) buying KP281
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60k - 80k) buying KP281
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> 80k) buying KP281
No record for (Male, Partnered, age <= 24 , fitness scale = 4, income
< 45k ) buying KP281
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45k - 60k) buying KP281
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60k - 80k) buying KP281
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No record for (Male, Partnered, age <= 24 , fitness scale = 5, income
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60k - 80k) buying KP281
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> 80k) buying KP281
No record for (Male, Partnered, age > 46, fitness scale = 1, income <
45k ) buying KP281
No record for (Male, Partnered, age > 46, fitness scale = 1, income
45k - 60k) buying KP281
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80k) buying KP281
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45k ) buying KP281
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80k) buying KP281
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> 80k) buying KP281
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< 45k ) buying KP281
No record for (Male, Partnered, age 34 - 46, fitness scale = 1, income
45k - 60k) buying KP281
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No record for (Male, Partnered, age 34 - 46, fitness scale = 1, income
60k - 80k) buying KP281
No record for (Male, Partnered, age 34 - 46, fitness scale = 1, income
> 80k) buying KP281
No record for (Male, Partnered, age 34 - 46, fitness scale = 2, income
< 45k ) buying KP281
No record for (Male, Partnered, age 34 - 46, fitness scale = 2, income
45k - 60k) buying KP281
No record for (Male, Partnered, age 34 - 46, fitness scale = 2, income
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> 80k) buying KP281
No record for (Male, Partnered, age 34 - 46, fitness scale = 5, income
< 45k ) buying KP281
No record for (Male, Partnered, age 34 - 46, fitness scale = 5, income
45k - 60k) buying KP281
No record for (Male, Partnered, age 34 - 46, fitness scale = 5, income
60k - 80k) buying KP281
No record for (Male, Partnered, age 34 - 46, fitness scale = 5, income
> 80k) buying KP281
No record for (Female, Single, age <= 24 , fitness scale = 1, income <
45k ) buying KP281
No record for (Female, Single, age <= 24 , fitness scale = 1, income
45k - 60k) buying KP281
No record for (Female, Single, age <= 24 , fitness scale = 1, income
60k - 80k) buying KP281
No record for (Female, Single, age <= 24 , fitness scale = 1, income >
80k) buying KP281
No record for (Female, Single, age <= 24 , fitness scale = 2, income <
45k ) buying KP281
No record for (Female, Single, age <= 24 , fitness scale = 2, income
45k - 60k) buying KP281
No record for (Female, Single, age <= 24 , fitness scale = 2, income
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60k - 80k) buying KP281
No record for (Female, Single, age <= 24 , fitness scale = 2, income >
80k) buying KP281
No record for (Female, Single, age <= 24 , fitness scale = 3, income <
45k ) buying KP281
No record for (Female, Single, age <= 24 , fitness scale = 3, income
45k - 60k) buying KP281
No record for (Female, Single, age <= 24 , fitness scale = 3, income
60k - 80k) buying KP281
No record for (Female, Single, age <= 24 , fitness scale = 3, income >
80k) buying KP281
No record for (Female, Single, age <= 24 , fitness scale = 4, income <
45k ) buying KP281
No record for (Female, Single, age <= 24 , fitness scale = 4, income
45k - 60k) buying KP281
No record for (Female, Single, age <= 24 , fitness scale = 4, income
60k - 80k) buying KP281
No record for (Female, Single, age <= 24 , fitness scale = 4, income >
80k) buying KP281
No record for (Female, Single, age <= 24 , fitness scale = 5, income <
45k ) buying KP281
No record for (Female, Single, age <= 24 , fitness scale = 5, income
45k - 60k) buying KP281
No record for (Female, Single, age <= 24 , fitness scale = 5, income
60k - 80k) buying KP281
No record for (Female, Single, age <= 24 , fitness scale = 5, income >
80k) buying KP281
No record for (Female, Single, age > 46, fitness scale = 1, income <
45k ) buying KP281
No record for (Female, Single, age > 46, fitness scale = 1, income 45k
- 60k) buying KP281
No record for (Female, Single, age > 46, fitness scale = 1, income 60k
- 80k) buying KP281
No record for (Female, Single, age > 46, fitness scale = 1, income >
80k) buying KP281
No record for (Female, Single, age > 46, fitness scale = 2, income <
45k ) buying KP281
No record for (Female, Single, age > 46, fitness scale = 2, income 45k
- 60k) buying KP281
No record for (Female, Single, age > 46, fitness scale = 2, income 60k
- 80k) buying KP281
No record for (Female, Single, age > 46, fitness scale = 2, income >
80k) buying KP281
No record for (Female, Single, age > 46, fitness scale = 3, income <
45k ) buying KP281
No record for (Female, Single, age > 46, fitness scale = 3, income 45k
- 60k) buying KP281
No record for (Female, Single, age > 46, fitness scale = 3, income 60k
- 80k) buying KP281
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```
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- 80k) buying KP281
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No record for (Female, Single, age 25 - 33, fitness scale = 4, income
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> 80k) buying KP281
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income 45k - 60k) buying KP281
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- 80k) buying KP481
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45k ) buying KP481
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80k) buying KP781
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Objective: Customer Profiling for Each Product

Customer profiling based on the 3 product categories provided

KP281

- Easily affordable entry level product, which is also the maximum selling product.
- KP281 is the most popular product among the entry level customers.
- This product is easily afforded by both Male and Female customers.
- Average distance covered in this model is around 70 to 90 miles.
- Product is used 3 to 4 times a week.
- Most of the customer who have purchased the product have rated Average shape as the fitness rating.
- Younger to Elder beginner level customers prefer this product.
- Single female & Partnered male customers bought this product more than single male customers.
- Income range between 39K to 53K have preferred this product.

KP481

- This is an Intermediate level Product.
- KP481 is the second most popular product among the customers.
- Fitness Level of this product users varies from Bad to Average Shape depending on their usage.
- Customers Prefer this product mostly to cover more miles than fitness.
- Average distance covered in this product is from 70 to 130 miles per week.
- More Female customers prefer this product than males.
- Probability of Female customer buying KP481 is significantly higher than male.
- KP481 product is specifically recommended for Female customers who are intermediate user.
- Three different age groups prefer this product - Teen, Adult and middle aged.

- Average Income of the customer who buys KP481 is 49K.
- Average Usage of this product is 3 days per week.
- More Partnered customers prefer this product.
- There are slightly more male buyers of the KP481.
- The distance travelled on the KP481 treadmill is roughly between 75 - 100 Miles. It is also the 2nd most distance travelled model.
- The buyers of KP481 in Single & Partnered, Male & Female are same.
- The age range of KP481 treadmill customers is roughly between 24-34 years.

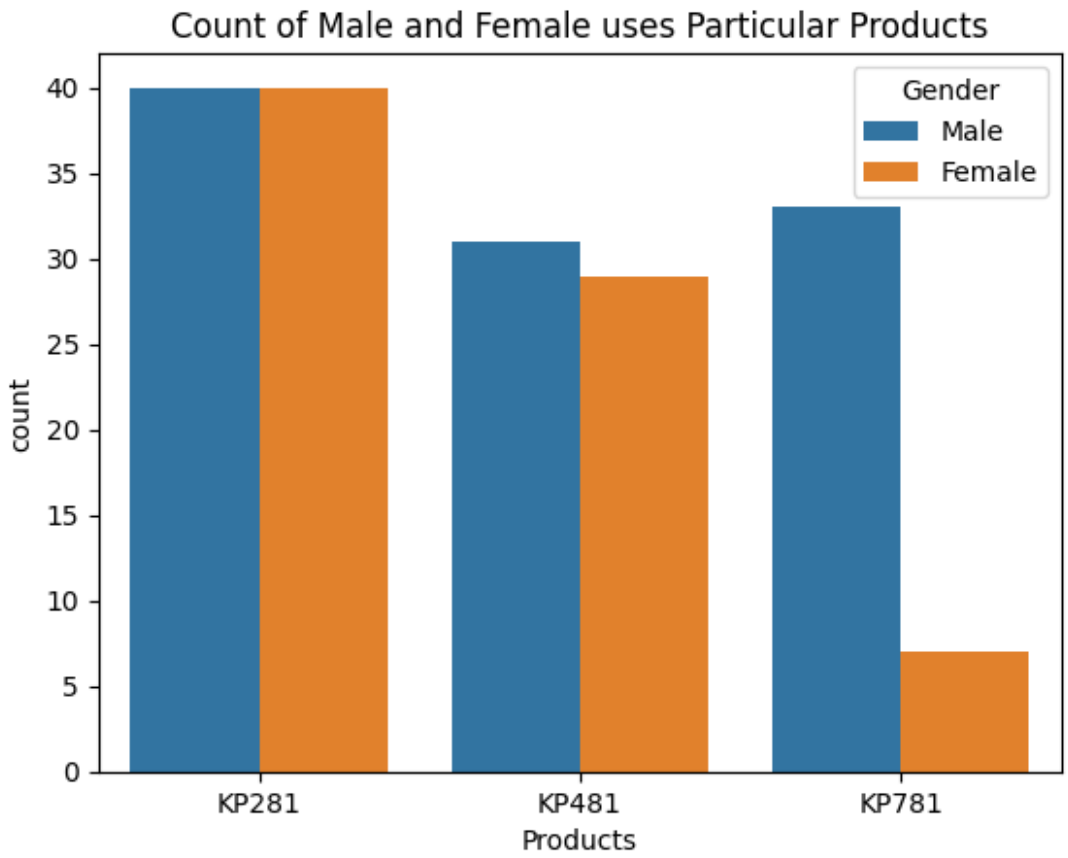
KP781

- Due to the High Price & being the advanced type, customer prefers less of this product.
- Customers use this product mainly to cover more distance.
- Customers who use this product have rated excelled shape as fitness rating.
- Customer walk/run average 120 to 200 or more miles per week on his product.
- Customers use 4 to 5 times a week at least.
- Female Customers who are running average 180 miles (extensive exercise) , are using product KP781, which is higher than Male average using same product.
- Probability of Male customer buying Product KP781(31.73%) is way more than female(9.21%)
- Probability of a single person buying KP781 is higher than Married customers. So , KP781 is also recommended for people who are single and exercises more.
- Middle aged to higher age customers tend to use this model to cover more distance.
- Average Income of KP781 buyers are over 75K per annum
- Partnered Female bought KP781 treadmill compared to Partnered Male.
- Customers who have more experience with previous aerofit products tend to buy this product
- This product is preferred by the customer where the correlation between Education and Income is High.

Conditional and Marginal Probabilities

Marginal Probabilities

```
sns.countplot(x = "Product", data= df, hue = "Gender")
plt.xlabel("Products")
plt.title("Count of Male and Female uses Particular Products")
plt.show()
```




```
pd.crosstab([df.Product],df.Gender,margins=True)
```

Gender	Female	Male	All
Product			
KP281	40	40	80
KP481	29	31	60
KP781	7	33	40
All	76	104	180

```
np.round(((pd.crosstab(df.Product,df.Gender,margins=True))/180)*100,2)
```

Gender	Female	Male	All
Product			
KP281	22.22	22.22	44.44
KP481	16.11	17.22	33.33
KP781	3.89	18.33	22.22
All	42.22	57.78	100.00

Marginal Probability

- Probability of Male Customer Purchasing any product is : 57.77 %
- Probability of Female Customer Purchasing any product is : 42.22 %

Marginal Probability of any customer buying

- product KP281 is : 44.44 % (cheapest / entry level product)
- product KP481 is : 33.33 % (intermediate user level product)
- product KP781 is : 22.22 % (Advanced product with ease of use that help in covering longer distance)

Conditional Probabilities

```
np.round((pd.crosstab([df.Product],df.Gender,margins=True,normalize="columns"))*100,2)
```

Gender	Female	Male	All
Product			
KP281	52.63	38.46	44.44
KP481	38.16	29.81	33.33
KP781	9.21	31.73	22.22

Probability of Selling Product

- KP281 | Female = 52.63 %
- KP481 | Female = 38.16 %
- KP781 | Female = 9.21 %
- KP281 | male = 38.46 %
- KP481 | male = 29.81 %
- KP781 | male = 31.73 %
- Probability of Female customer buying KP281(52.63%) is more than male(38.46%).
- KP281 is more recommended for female customers.
- Probability of Male customer buying Product KP781(31.73%) is way more than female(9.21%).
- Probability of Female customer buying Product KP481(38.15%) is significantly higher than male (29.80%.)
- KP481 product is specifically recommended for Female customers who are intermediate user.

Insights

- Number of customers who bought products KP281, KP481 and KP781 are in ratio 4 : 3 : 2. That means for every 9 customers, 4 customers bought KP281, 3 bought KP481 and 2 bought KP781.
- There are more male customers than females. Around 60% of the total customers are males.
- There are more customers who are partnered than single. Almost 60% of customers are partnered.
- Age of the customers varies between 18 and 50 years.
- More than 80% of the total customers are aged between 20 and 30 years.
- Annual income of the customers varies in the range of 29562 dollars to 104581 dollars.
- 80 % of the customers annual salary is less than 65000 dollars.

- Expected usage of treadmills lies in the range of 2 to 7 times in a week.
- Expected number of miles that the customer walks or runs vary between 21 miles to 360 miles per week.
- More than 50% customers rate themselves 3 out of 5 in self rated fitness scale
- Around 70 % of the aerofit customers rate themselves 3 or less in fitness scale.
- There are about 40% of customers who use treadmills three days a week and about 30% who use them four days a week.
- For fitness scales 4 and 5, there are 3 times more males than females.
- Among all the customers who bought KP781, 90 % of them had fitness scales 4 or 5. Only 10 % of them had average body shape.
- The number of males buying the treadmills having advanced features is around 5 times the number of females buying the same.
- The treadmill having advanced features are mostly bought by the people with high fitness levels.
- The customers having high annual income (> 60k dollars) and high fitness scales(> 4) generally buy KP781.
- The customers who rate themselves 1 or 2 in the self-rated fitness scale do not buy KP781.
- Customers who bought KP781, 82.5% of them are males rest are females.
- Among all female customers, only 9.21 % buy KP781. Females mostly buy products KP281 or KP481.
- Among all the customers who bought KP281, 96.25 % of them had fitness scales of 2, 3 or 4. Only 2.5 % of them had excellent body shape.
- Among all the customers who had excellent body shape (fitness scale 5), 93.55 % of them bought product KP781 while the rest buy KP281.
- All the customers in each fitness levels 1 and 2 (i.e., customers having poor body shape) either bought product KP281 or KP481. None of them bought the treadmill having advanced features i.e., KP781.
- Probability of buying 'KP781' provided the customer has the annual income in range '> 80k' is 100.0%.

Recommendations

- Since the people of average fitness scale accounts for more than 50% of the total customers, such people who have high annual income (> 50k dollars) can be the potential customers to buy KP781.
- The number of customers buying KP281 and KP481 are roughly in ratio 4 : 3. These people share common characteristics. People planning to buy KP281 can be the potential customers to buy KP481.
- Fitness challenges should be launched and people clearing more levels should be given special discounts in the treadmills.
- People can be offered special discounts on the product specific to the potential customer's profile on the occasions of World Health Day(7th Apr), World Obesity Day(4th Mar), World Heart Day(29th Sep), International Day of Yoga(21st June) etc.

- Smartphone apps should be developed where the existing customers can track their fitness progress and can share the milestones they have achieved in the social media so as to increase company's social media influence.
- Advertisements should be based on diversed topics like sharing fitness tips, converting success stories into motivational posts, listing common nutritional mistakes, busting fitness myths, showcasing body transformations of existing customers etc.